

Richmond American Brings Low \$300,000s Homes To Highland

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HIGHLAND, Calif., March 31, 2016 /[PRNewswire](#)/ -- Richmond American Homes of California, a subsidiary of M.D.C. Holdings, Inc. (NYSE: MDC), is pleased to announce the grand opening of its newest Highland community, Serrano at Glenrose Ranch. Agents and prospective homebuyers are encouraged to attend a grand opening celebration on Saturday, April 9, from 10 a.m. to 6 p.m., at the neighborhood Sales Center.

Serrano at Glenrose Ranch offers attractive two-story floor plans with 3 to 4 bedrooms and approximately 1,550 to 1,900 square feet, priced from the low \$300,000s. In addition to the affordable price point, homebuyers will appreciate a neighborhood elementary school and easy access to the city, mountains, Big Bear Lake and the 210 and 10 freeways.

Richmond American prides itself on offering more included features than the typical homebuilder, and Serrano at Glenrose Ranch is no exception. New homes in the neighborhood boast an admirable array of standard features, including airy 9' main-floor ceilings, stained maple cabinets, granite countertops, spacious kitchen islands and deluxe master baths.

The builder also prides itself on its personal approach to homebuilding. The company tagline, "With us, it's personal," [™] is evident throughout the process as buyers are able to personalize their new living spaces with a variety of finishes, fixtures and structural options, and Richmond American's professional designers are always on hand to help ensure a cohesive look and feel throughout the home.

The Serrano at Glenrose Ranch Sales Center is located at 7927 Prairie Rose Way in Highland. During the grand opening event, agents and homebuyers will have the opportunity to speak with Richmond American sales associates and learn about everything this new neighborhood has to offer. Lunch will be provided.

For more information about Serrano at Glenrose Ranch and the grand opening event, call 909-579-3288 or visit [RichmondAmerican.com](#).

About MDC

Since 1972, MDC's homebuilding subsidiary companies, which operate under the name Richmond American Homes, have built and financed the American dream for more than 185,000 homebuyers. MDC's commitment to customer satisfaction, quality and value is reflected in the homes its subsidiaries build. MDC is one of the largest homebuilders in the United States. Its subsidiaries have homebuilding operations across the country, including the metropolitan areas of Denver, Colorado Springs, Salt Lake City, Las Vegas, Phoenix, Tucson, Riverside-San Bernardino, Los Angeles, San Diego, Orange County, San Francisco Bay Area, Sacramento, Washington D.C., Baltimore, Northern Virginia, Orlando, Jacksonville, South Florida and Seattle. MDC's subsidiaries also provide mortgage financing, insurance and title services, primarily for Richmond American homebuyers, through HomeAmerican Mortgage Corporation, American Home Insurance Agency, Inc. and American Home Title and Escrow Company, respectively. M.D.C. Holdings, Inc. is traded on the New York Stock Exchange under the symbol "MDC." For more information, visit [WWW.MDCHOLDINGS.COM](#).

SOURCE M.D.C. Holdings, Inc.

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