

Richmond American Homes Receives 2016 Best Design Center And Experience Award

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SUISUN CITY, Calif., May 12, 2016 /PRNewswire/ -- The northern division of Richmond American Homes of California, a subsidiary of M.D.C. Holdings, Inc. (NYSE: MDC), is honored to receive the Building Industry Association (BIA) of the Bay Area's 2016 Excellence in Home Building award for Best Design Center and Experience. This prestigious award recognizes homebuilding industry leaders in a wide range of categories, including home design.

The BIA of the Bay Area is a non-profit organization dedicated to "promoting housing for people of all income levels and the production of quality homes." Its 400-plus members include homebuilders, suppliers, trade contractors and other industry professionals from 14 counties.

"We are extremely excited that the BIA has acknowledged us with this outstanding award," said Carolyn Tarnay, Richmond American's Northern California Home Gallery Manager. "Our team is honored to be recognized among the best in the industry. But perhaps most important is the daily feedback we receive from our customers who often say the Home Gallery is one of their favorite aspects of buying a Richmond American home."

In an effort to provide customers with a design experience that is second to none, Richmond American's Northern California division unveiled its state-of-the-art Home Gallery in January of 2015. Its unique design and vision was a collaborative effort of Richmond American's team lead by Vice President of Merchandising Heidi Sheldon; Director of Merchandising Sara Bechtold; Architectural Design Specialist Megan Oscarson; Sr. Manager of Creative Services Corey Meadows and Sr. Manager of National Marketing Alyson Benn.

Met with outstanding reviews from homebuyers and industry professionals alike, the innovative showroom truly delivers a customer-focused home design experience. After purchase, buyers set up an appointment with a design consultant at Richmond American's Home Gallery, which is arranged into a series of inspiring interactive vignettes. Instead of simply visualizing the end result, buyers can actually touch samples of the finishes and fixtures they are selecting for their new homes.

All the finish options in Richmond American's Home Gallery are organized into beautifully coordinated color studios, which helps eliminate the guesswork for homebuyers. The builder also offers a variety of options so buyers can enjoy a unique, personalized and exceptional home at any price point.

To learn more about Richmond American's Home Gallery and exciting new homes and communities in northern California, call 925-730-5770 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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