

Richmond American Homes' Southern California Division Wins 2016 Avid® Benchmark Award For Customer Satisfaction In Western Region

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MADISON, Wis., Aug. 1, 2016 /PRNewswire/ -- M.D.C. Holdings, Inc. (NYSE: MDC) is pleased to announce that its Richmond American Homes of California subsidiary, Southern California division, received Avid® Ratings' prestigious 2016 Avid® Benchmark Award for customer satisfaction in the western region.

Founded in 1992, Avid® Ratings is an independent research firm with "the largest and most comprehensive homebuyer experience database in North America." For the past 13 years, the company's Avid® Awards have honored North American homebuilders who earned top scores from their customers on comprehensive surveys of the homebuying experience. The Benchmark Award is given to builders who score within the top 25 percent on Avid® Ratings' "New Home Move-in Experience™ survey," an impressive feat considering this year's program included 1,445 qualifying builders from across the U.S. and Canada.

Richmond American Homes Southern California division is also proud to have four of Avid® Ratings' 2016 Service Award recipients among its ranks. This accolade is given to sales, design and customer service representatives and superintendents who rank within the top 5 percent of Avid® Ratings' GoSurvey database. In total, 27 Richmond American employees from across the country were recognized by Avid® Ratings for their exemplary service.

All Avid® honorees were recognized for their incredible achievements during a digital Avid® Awards presentation on July 13, 2016. The presentation can be viewed at avidratings.com/avid-awards.

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, Northern Colorado, 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.

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