

Richmond American Debuts New Virtual Designer Tool In Tucson

PR Newswire
TUCSON, Ariz.

TUCSON, Ariz., Nov. 15, 2016 /PRNewswire/ -- [Richmond American Homes of Arizona](#), Inc. a subsidiary of M.D.C. Holdings, Inc. (NYSE: MDC), recently debuted its Virtual Designer technology tool in Tucson. This new online personalization resource will help homebuyers better prepare for appointments at Richmond American's Home Gallery design center and further enhance their customer experience.

Richmond American prides itself on using the latest technologies to build exceptional homes that reflect each buyer's unique personality and design aesthetic. After buyers schedule their complimentary design appointment at the Home Gallery, they will be granted access to the innovative Virtual Designer tool, which will allow them to select and personalize finishes for a virtual kitchen that closely resembles that of their new home.

The Virtual Designer tool focuses on the kitchen not only because it's the heart of the home, but because it typically offers more design options than other living spaces. Homebuyers can use the state-of-the-art technology to select flooring, cabinetry, countertops, backsplashes, appliances and more and email a copy of their dream kitchen to their Home Gallery design consultant. The tool also includes a model home picture gallery for buyers seeking design inspiration.

And the first success story is already in the books. Home Gallery design consultants used the Virtual Designer with an out-of-town buyer who changed his color selection after reviewing designer recommendations emailed from the tool.

For more information about Virtual Designer and personalizing your new Richmond American home, [contact your local Home Gallery](#). To start your new home search, visit [RichmondAmerican.com](#) or call 888-500-7060 to speak with a New Home Specialist in your area.

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 [MDCHoldings.com](#).

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