

Las Vegas Design Center Wins National Association of Home Builders' Silver Award

Richmond American Homes' Las Vegas Division Wins National Award

PR Newswire
LAS VEGAS

LAS VEGAS, Dec. 13, 2016 /PRNewswire/ -- M.D.C. Holdings, Inc. (NYSE: MDC), is pleased to announce that its Richmond American Homes of Nevada, Inc. subsidiary received the National Association of Home Builders' (NAHB) prestigious Silver Award for Best Design Center. Silver Award winners are finalists for the Gold Award for Best Design Center which will be presented in January 2017.

Founded in the early 1940s, "NAHB serves the home building, development and remodeling industry by promoting policies that encourage the production of quality housing that meets the needs of families across the economic spectrum." (<https://www.nahb.org/>) [The Nationals](#) honor superior sales and marketing achievements. This is America's largest competition for new home sales and marketing professionals.

Richmond American's Nevada Home Gallery has interactive vignettes and state-of-the-art technology that offer homebuyers the opportunity to bring personal visions to life.

Color Studios serve as private consultation spaces where buyers work with a professional design consultant to choose from a wide selection of finishes. The palettes of each Studio range from warm tans to contemporary grays. Each Studio houses a carefully curated collection of finishes, eliminating the guesswork for buyers and creating confidence in their selections.

Three kitchen vignettes, three fireplaces and a luxurious bath display enable homebuyers to experience life-size installations of products. Specialty displays allow buyers to touch and experience features from faucets and sinks to full-size doors and stair rails. The 55" flat screen monitors located in each Color Studio allow design consultants to demonstrate options not exhibited, play product videos and showcase professional photography of model homes.

The Best Design Center category of NAHB's Nationals is judged on a variety of criteria, including theme, function, creativity, as well as quality of product presentation, and continuity within the space and builder's branding. Richmond American prioritizes offering a variety of personalization options and is proud to have received the Silver Award for Best Design Center.

About M.D.C. Holdings, Inc.

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.

SOURCE M.D.C. Holdings, Inc.

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