

M.D.C. Holdings Subsidiaries Win Three Prestigious Benchmark Awards from Avid® Ratings

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DENVER, Aug. 17, 2017 /PRNewswire/ -- M.D.C. Holdings, Inc. (NYSE: MDC) is excited to announce that its homebuilding subsidiaries, Richmond Homes of California (Riverside and Northern California divisions) and Richmond American Homes of Arizona (Tucson division) won Avid® Ratings' prestigious 2017 Avid® Benchmark Awards for customer satisfaction.

Founded in 1992, Avid® Ratings is an independent research firm claiming "the largest and most comprehensive homebuyer experience database in North America." For the past 14 years, the company's Avid Awards™ have honored North American homebuilders who earned top scores from their customers on comprehensive surveys administered at various stages throughout the homebuying process.

The Avid® Benchmark Award is given to builders who score among the top 25 percent on Avid® Ratings' "New Home Move-in Experience™ survey," which evaluates homebuyer experience from close through 90 days of homeownership. Earning three of these awards was an impressive feat considering this year's program included 1,445 qualifying builders from across the U.S. and Canada.

All Avid® honorees were recognized for their incredible achievements during a digital Avid® Awards presentation on July 17, 2017. The presentation can be viewed at avidratings.com/avidawards.

About M.D.C. Holdings, Inc.

Since 1977, MDC's homebuilding subsidiary companies, which operate under the name Richmond American Homes, have built and financed the American dream for more than 190,000 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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