

Richmond American Homes Conducts 1,000 Virtual Sales Appointments

Technology helps transform house hunting during the pandemic

DENVER, May 15, 2020 /PRNewswire/ -- M.D.C. Holdings, Inc. (NYSE: MDC), parent company to the Richmond American Homes companies across the country, has found success during the pandemic working with homebuyers to contract on a new home [virtually](#). The national homebuilder recently achieved a new milestone: 1,000 virtual sales appointments.

For Richmond American, that means conducting many one-on-one virtual home tours. Social distancing has made this a popular option, as a sales associate can virtually walk customers through the model homes, answer questions and even show fixture and finish selections—with the customer conveniently using a smart phone or other device. The conversation is still personalized, but homebuyers are learning about floor plans, homesites and community features from the comfort of their sofas, while adhering to stay-at-home guidelines in place in many regions.

"We're bringing the home search and contracting experiences to life virtually, and customers are really embracing the new process," said Todd Baker, Sr. Division President of Richmond American Homes of Colorado, Inc. While in-person appointments are available in many places, Mr. Baker charged his team to make the virtual homebuying experience as similar as possible to the in-person one. Many sales associates are setting up photo albums for customers. When a homebuyer wants to know what the walk-in shower looks like up close, has a question about furniture placement, or wants photos of the clubhouse and pool, sales associates are taking snapshots and approximate measurements.

"Many people have leases running out or are planning for life on the other side of the pandemic. The American Dream is still alive and we're making the adjustments that need to be made to accommodate homebuyers during this time," said Mr. Baker.

From finding a floor plan to signing the contract, sales associates are standing by to facilitate the homebuying process virtually. To learn more about this process, homebuyers are encouraged to visit [RichmondAmerican.com/Virtual](https://richmondamerican.com/Virtual) or to speak directly with a local expert and schedule a virtual walkthrough, call **877.903.0599**.

About M.D.C. Holdings, Inc.

Operating under the name Richmond American Homes, MDC's homebuilding subsidiaries have built more than 210,000 homes since 1977. Among the nation's largest homebuilders, MDC's subsidiary companies have operations in Arizona, California, Colorado, Florida, Maryland, Nevada, Oregon, Utah, Virginia and Washington. Mortgage lending, plus insurance and title services are offered by the following MDC subsidiaries, respectively: HomeAmerican Mortgage Corporation, American Home Insurance Agency, Inc. and American Home Title and Escrow Company. M.D.C. Holdings, Inc. is traded on the New York Stock Exchange under the symbol "MDC." For more information, visit [MDCHoldings.com](https://mdcholdings.com).

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For further information: Robert N. Martin, Senior Vice President and Chief Financial Officer, 866.424.3395, ir@mdch.com

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