

CORPORATE SUSTAINABILITY

SOCIAL OUTREACH



SOCIAL RESPONSIBILITY

At M.D.C. Holdings, Inc. (MDC), we believe that our history of success translates to a responsibility to make a difference in the regions where we operate. What we contribute to the greater economy when we build new homes and neighborhoods is not secondary to what we do to build up a broader community in which our employees and homebuyers can thrive.



Commitment to community

As a new business in the 1970s, MDC found many ways to give back—from pitching in for uniforms for a youth baseball team to raising funds for what is now known as Children’s Hospital Colorado. As the company grew, building stronger communities became just as important to us as building homes. In 1999, our outreach was taken to the next level with the establishment of

the MDC/Richmond American Homes Foundation. Giving quickly gained momentum. Millions have gone to charitable organizations both at home and across the globe.

FOUNDATION HIGHLIGHTS

\$816,051 donated to charitable organizations in 2019
\$20+ million donated to various charities since 2005

Whether we’re funding cancer research, a second chance for a survivor of domestic violence, or a scholarship for a low-income child, our goal remains steadfast—to foster a vibrant, thriving community—one step, one dollar, one dream at a time.

Spotlighting worthy causes

Green initiatives and sustainability

Our foundation believes in leaving a community legacy that fosters a greener, more environmentally conscious future. When we saw The Park People working to enhance Denver parks and open spaces, we wanted to do our part. We’re proud to help spearhead programs that encourage urban forest development and other green initiatives, especially in Denver’s low-income and low-canopy neighborhoods.

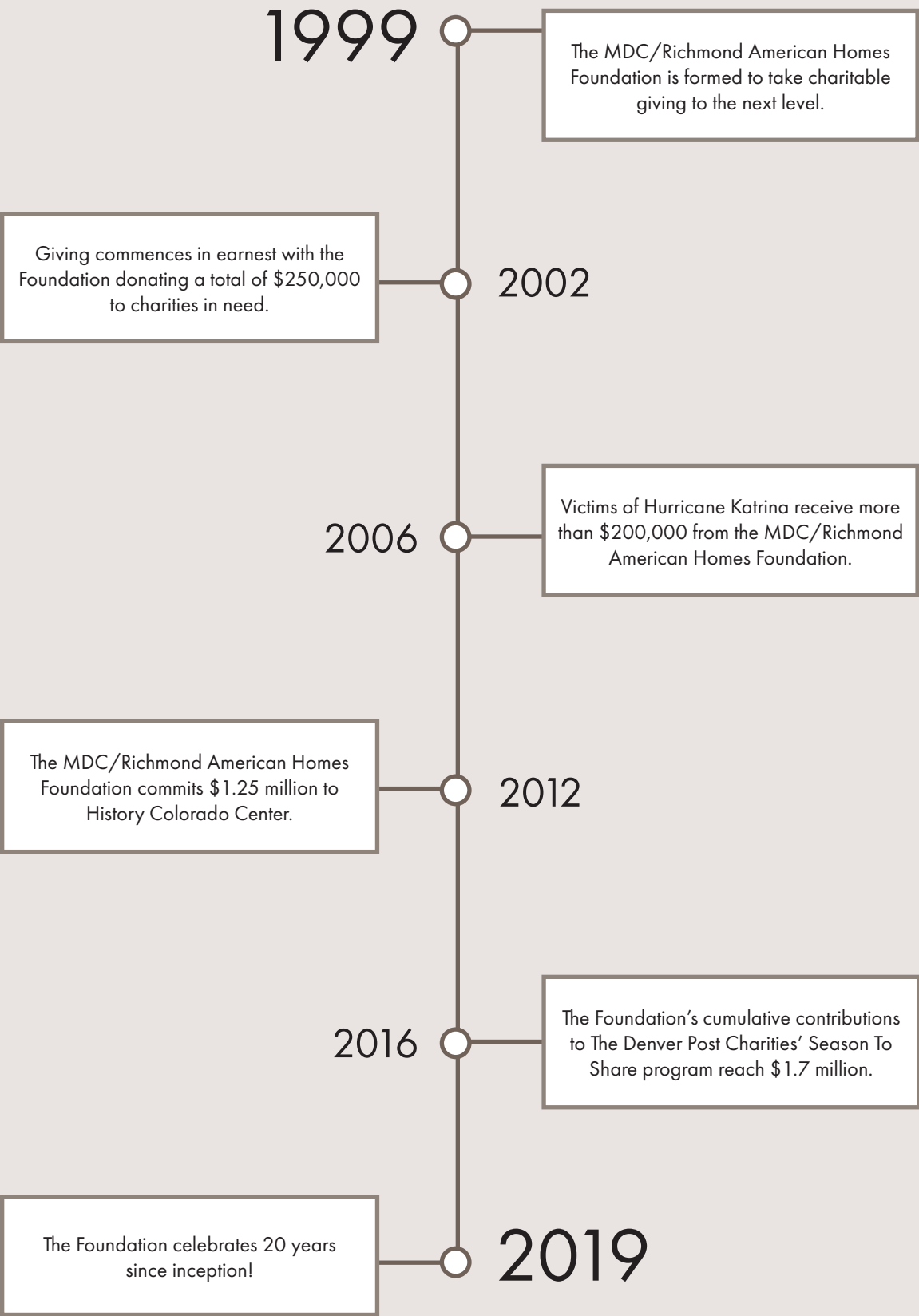


Embracing diversity

Standing up for an inclusive community for every culture and background is an important step toward a world without hate. Bullying is a community problem that opposes our values on every level, and it’s the prime reason our foundation helps fund The Anti-Defamation League, or ADL. Their No Place for Hate® initiative combats bias, bullying and hatred by empowering schools to create a positive culture that embraces our differences.

Other organizations we value: Colorado Coalition for Genocide Awareness and Action Ethiopian Community Development Council • Facing History and Ourselves • Bird Conservancy of the Rockies • Colorado Open Lands • Denver Zoological Foundation

Foundation Milestones



Affordability

In a time of escalating home values, affordability is one of the greatest challenges potential homebuyers face today. At the Richmond American companies, our architects and designers came together to create two collections that open up opportunities for homeownership in markets where inventory at lower price points is scarce.

54% of new homes delivered were from our more affordable home series YTD Q3 2020

91% increase in number of more affordable homes delivered from YTD Q3 2017 to Q3 2020

A focus on people

A company is only as good as the people who make up that organization. We make a point of recruiting employees who share our value for hard work and community involvement. The Richmond American family is composed of diverse, talented, passionate people coming together to achieve a common and rewarding goal: helping individuals and families achieve the American Dream.

Employees making a difference

Employees volunteer at food banks, senior centers and other community organizations.



Supporting causes our employees care about

MDC created a program that matches employee charitable contributions to causes with personal significance, dollar for dollar, up to \$100 per employee per calendar year.

In 2019, the company matched **\$6,818** to organizations across the country.



Green initiatives at the office

In addition to sustainable construction practices, our corporate office formed a taskforce in 2019 dedicated to doing better. Look what we were able to achieve as a result of green initiatives in just the first year:

100% of retired electronics were donated to non-profit organizations or recycled through e-waste services

16% reduction in office paper printed annually as of December 2019

219,011 water bottles saved since Bevi drink machines were installed in February 2019

Quality of life

Lifting up the communities in which we do business includes support for our employees. The competitive benefits plan we offer includes options that promote health, wellness and long-term financial stability. The following are just a few of the advantages of working for MDC and its affiliated companies.



401(k) SAVINGS

All employees are eligible to participate in our 401(k) savings plan, a tax-advantaged retirement account with a discretionary annual company match that stretches every investment dollar.



WELLNESS

In addition to health and dental options, MDC provides gym and yoga discounts, as well as lunch-and-learn events at the corporate office that further support employees with topics such as healthy diets, stress management and heart health.



IDENTITY AND PRIVACY PROTECTION

COVID-19 related cybercrimes prompted us to act by making indemnity and privacy protection available to all employees and their families.



EMPLOYEE SURVEYS

We conduct employee surveys to gain feedback and continually enhance the employment experience.



EMPLOYEE PURCHASE PROGRAM

We seek out employee pricing options for all our national vendors, including Sherwin-Williams®, GE® Appliances, Mohawk® and Shaw® Floors. We also offer a home purchase program and home financing discount.

SPOTLIGHT:

One of our own finds a home of her own

Sales associate, Kara, and her family pose for a photo in front of their new Richmond American home at Kenley Park—the same Seattle-area community where she works.




Customer service awards

A focus on people comes with a sharpened attention on customer experience during the homebuying and building processes. Our third-party platform for customer service feedback and insights, Avid Ratings®, measures homeowner satisfaction for a range of builders one month, five months and ten months after closing. We also receive valuable feedback on the products and features we offer. Many individual sales associates and superintendents have earned recognition for their service from this agency. Our Southern California divisions were recently honored for their customer ratings.

2019 BENCHMARK AWARD
Awarded to Riverside & Southern California for Highest Customer Ratings

Top 25% in the US

Avid Ratings®





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