



SELLING NEW HOMES GUIDE

Get inside tips for selling new construction

RICHMOND
AMERICAN HOMES



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SELLING THE BENEFITS OF NEW HOMES

There are many benefits to buying a new home over an existing home that your clients may not fully understand. Educating your clients on these benefits may give them the confidence they need to make their move.



LOCATION, LOCATION, LOCATION

Neighborhood planning has come a long way over the past few decades. New home communities today are built to provide features that enhance the lifestyle of the residents. Community parks, trails and schools are often within walking distance. Brand-new schools also tend to be rated highly in many areas and feature the latest technology. The ability to choose a location within the community can be attractive as well. Do your clients want a south-facing lot near a park? Many of those tough location-based wish list items may be easier to pin down at a new community.

MODERN FLOOR PLANS THAT MEET TODAY'S LIFESTYLES

If you walk through neighborhoods built in the mid-20th century, there's one thing you'll probably notice right away: modifications. From additions to pop tops, these changes were made because the floor plans of yesteryear don't match up with today's lifestyle. Homebuyers now seek open floor plans, more informal living areas and primary suites with private baths. If your clients want a home that works with the way they live from the start, a new home may be the better choice. To see our latest floor plans, go to RichmondAmerican.com.

DESIGNER DETAILS

When your clients choose to buy new with Richmond American, they'll get a home that's filled with designer-curated finishes, fixtures, flooring and more. This can be especially great for your clients that walk into an existing home and can't get past aged laminate and dated cabinetry. Our experienced design team works hard to create homes with timeless appeal, allowing buyers to avoid pricey out-of-pocket renovations down the road.

PRACTICAL STORAGE

There's nothing more frustrating than walking into a beautifully updated existing home, only to find that the closets are the size of a postage stamp. Buying new means modernized storage solutions that work with how people live today. Convenient features such as linen closets, walk-in closets and generous kitchen pantries are often standard. Many floor plans even offer finished basements.

LESS MAINTENANCE

The cost of maintenance is something many homebuyers overlook, especially if it's their first home purchase. Remind your clients that if they buy new, they may not need to upgrade, repair or replace the furnace, water heater, windows or other items with a limited lifespan for years to come. New homes are also built to meet modern building codes, which can set homebuyers' minds at ease.

ENERGY EFFICIENCY

When your clients buy existing homes, they run the risk of getting less effective insulation, drafty windows and used appliances. Newer homes tend to have more energy-efficient features, which could save them on energy costs in the long run.

WARRANTIES

While warranties are less common on existing homes, they are very common on new homes. This can be a huge factor for clients who don't necessarily have money set aside for unplanned or emergency home repairs often associated with older resale homes.

LOWER INSURANCE PREMIUMS

Because new homes have modern plumbing, wiring and HVAC equipment, insurance companies tend to view them as a lower risk than older homes—a difference buyers could see in their premiums. For more info, contact an insurance specialist from our affiliate, American Home Insurance Agency, at **888.325.8108**.¹

GREATER PEACE OF MIND

Buyers who build from the ground up can actually see the work behind their walls. What an incredible selling point! It's unlike any other major product purchase. Knowing who is building the home also gives buyers confidence that they're getting a quality product. At Richmond American, our sales associates and construction superintendents keep homebuyers informed every step of the way for even greater peace of mind.

DID YOU KNOW?

Richmond American homes may come with the following coverages:²

- Limited warranty on stated materials and workmanship
- Limited warranty on stated systems
- Limited warranty on major structural items

Visit a Sales Center for details on terms, conditions and limitations of the limited warranty or to view the documentation.

FUTURE MOVES

Great real estate agents are always advocates for their homebuyers. There's no benefit to selling a home that doesn't meet their client's needs or is in disrepair. With new homes, those worries can fall by the wayside. If your clients choose to buy a new home with great finishes now, it may end up being an easier sell when they're ready to move next time. And if they were happy with their purchase, they may be more likely to choose you as an agent again!

A BREAK FROM THE BIDDING WARS

Competitive housing markets can be discouraging for house hunters. Losing out to cash buyers or better bids can start to dim their excitement about finding a home—especially since so much is outside their control. Why not introduce them to the lower pressure, first-come, first-served world of new home sales? Your clients may be surprised at what they can afford: a beautiful new home and a buying experience that puts them in the driver's seat. Once they see the difference, they may never go back!

Want more ways to prepare your buyers for a seller's market? Get our informative guide, Homebuying in a Competitive Market at RichmondAmerican.com/MarketGuide.



TIPS FOR SELLING NEW HOMES

What's different about selling new homes? In many ways, it's easier because of the resources homebuilders have available to help you make the sale. Here are a few things to keep in mind during each stage of the buying process.

1: Know the community's amenities

Before you visit a community with your client, go to the homebuilder's website and get a feel for what they have to offer. Many times, builders will list community amenities, as well as nearby shopping and dining options you will want to share with your clients.

LET US DO THE LEGWORK!

Our New Home Specialists are local to your area and can give you the scoop on any of our communities before you get in the car. **866.470.0891**

To learn more, see page 7.

2: Register your clients online

Check to see if the builder you're working with offers online client registration. At Richmond American, you can easily register clients by email and the registration is valid for 30 days. Once they're registered, they can tour any of our communities paperwork free—even if you're unavailable—and you won't risk losing your commission just because you weren't there. Go to **RichmondAmerican.com/ForAgents**, and create an account.

3: Walk the model homes

Model homes are probably one of the single greatest benefits of selling a new home. They're usually professionally decorated, the furniture is well-placed and it's easy for homebuyers to picture themselves moving right in. If your clients are interested in a floor plan that isn't modeled at a particular community, be sure to ask if a model of that plan is available for tours at another location.



GET TO KNOW THE SALES STAFF

Sales associates at a new community are there to support homebuyer needs, but they're also there to support real estate agents!

To learn more, see page 6.



4: Leverage affiliates

Before recommending your go-to lender or in-house loan officer, find out if the builder has an affiliate mortgage company. Many times, working with a builder's in-house affiliates can make the process go more smoothly since the representatives are in touch with the construction supervisors and understand the timelines. To learn about Richmond American's affiliates, see page 12.

5: Sign up for updates

Check with homebuilders to see if they have membership programs. This is often the best way to keep current on new communities and neighborhood events. See page 11 to learn more about Richmond American's agent outreach.

TIP! GET CONTRACT DETAILS UP FRONT.

Want to review the Richmond American Purchase Agreement before your clients contract? No problem. Call a sales associate today. We'll be happy to go over it with you so you're prepared for your visit.

Go to RichmondAmerican.com/contact-us for local contact info.

BUILDING RELATIONSHIPS

One advantage of working with a new home builder is the variety of people available to answer questions for you and your clients at each stage in the process. There are a number of professionals waiting to assist you if you know where to look.

ON-SITE SALES ASSOCIATES

No one knows a community like the sales associates who spend time there nearly every day. They are your best resource for helping buyers with very specific needs. If you're working with a first-time buyer on a tight budget, a client who works from home and needs a home office, or anyone with a no-budge wish list, it may pay to talk to the sales staff ahead of time.

Before you tour a community with your clients, call the Sales Center and speak with the sales associate so you have some information to share with clients on the drive over. Here are some questions to ask:

- Where do they go for lunch? Are there shops and restaurants nearby? A grocery store?
- What are the schools like? Are they within walking distance?
- How's the commute from local business centers?
- What are the prime selling points at the community? Are there any special amenities nearby?
- Do you have floor plans with _____ included?

Establishing a relationship with sales associates early on may also help you down the road. They are often on the front lines during the building process and can help you make sure everything goes smoothly from contract to close.

GREAT SCHOOLS ARE A SELLING POINT (FOR EVERYONE!)

Client doesn't have kids? A great school district may still be on the wish list. While it may not matter to your buyer now, when they go to sell their home down the road, it may be easier if the schools are rated highly.

TOLL-FREE RESOURCES

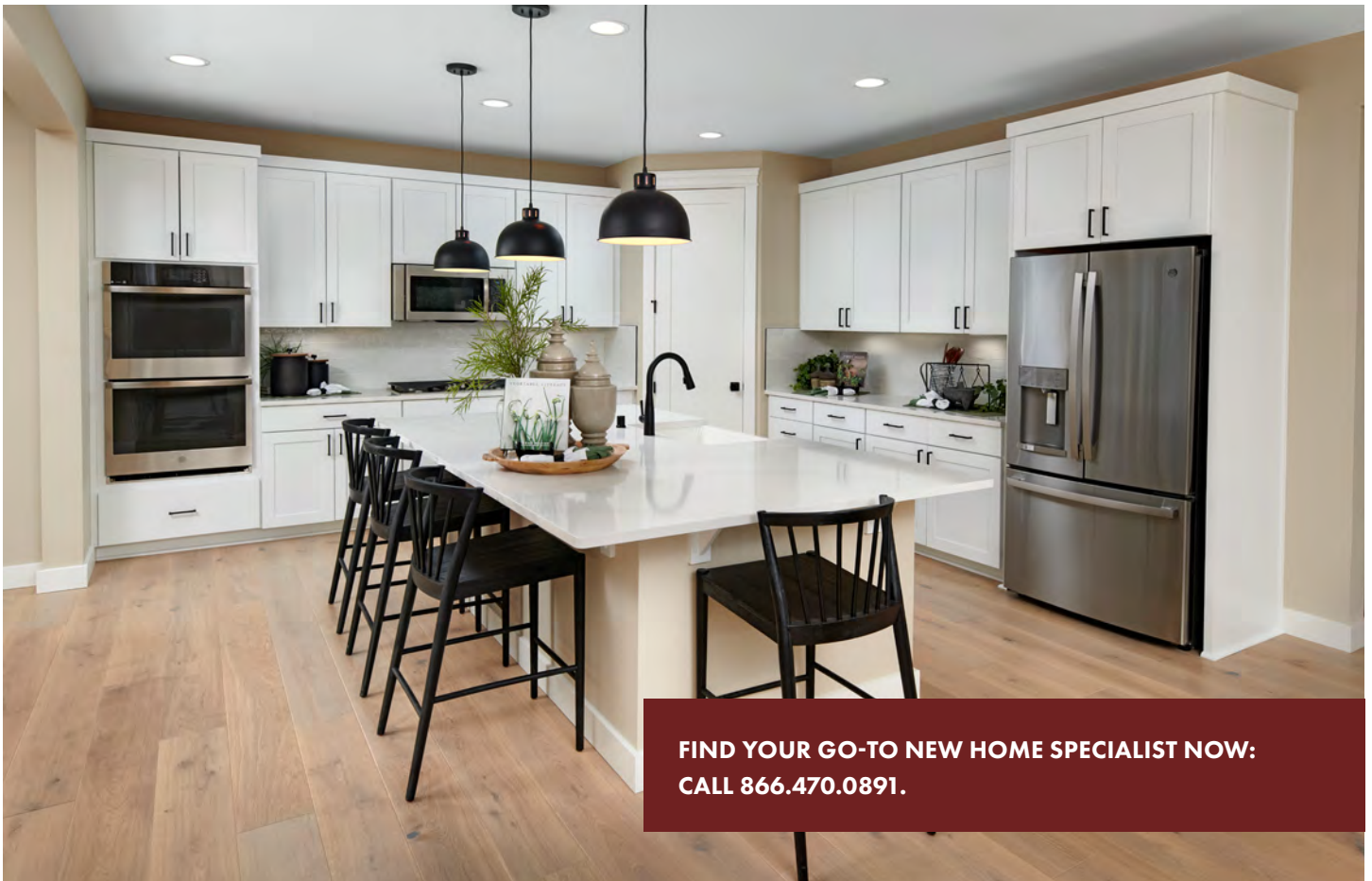
Yes, you're an expert at searching for homes in your area, but you're also strapped for time. Why not take advantage of a free resource? Check to see if the homebuilder you're working with has customer service representatives available to help you over the phone or via email.

At Richmond American, our New Home Specialists are more than happy to talk to real estate agents and help them gather information during the home search. Local to the area, your personal New Home Specialist will be well-versed on all of the nearby Richmond American floor plans and communities. Simply give them your client's wish list and they'll get to work.

Still not sure how we can help? Ask if your local New Home Specialist can help you gather...

- An emailed list of quick move-in homes that fit your client's criteria
- Map and directions to communities and model homes
- Printable floor plans that work with your client's wish list

You may even develop a relationship that can carry you through many home searches.



WHAT TO EXPECT DURING THE BUILDING PROCESS

Real estate agents are often surprised by how straightforward the homebuilding process actually is.

For those who aren't buying one of our quick move-in homes, we schedule a pre-construction meeting you can choose to attend with your clients, where we'll answer questions and introduce the professionals overseeing the building process.

KEEP YOUR SALES ASSOCIATE ON SPEED DIAL.

Your sales associate is your go-to person for questions during the construction process. For details, see page 6.

THERE'S MORE BEHIND OUR DOORS.

At Richmond American, we simply include more standard features as part of the base price, so your clients get more for their money! Go to RichmondAmerican.com to explore.

Every builder is slightly different, but below is a quick glimpse of the construction process. If your client chooses a home already under construction, some of these steps may already be behind you!

Foundation

Guided by site plans, foundation plans, third-party planned improvements and soil reports for the project or home, the builder prepares the lot and sets the foundation.

Framing

Depending on your region, this may be the step when the wall studs and floorboards are put into place, plumbing is installed and structural features are finalized.

Wiring

Electricians wire the outlets, switches, lighting, smoke and carbon monoxide detectors and other electrical components of the home. Vendors may also install communication features and other technology at this time.

Drywall

After wiring, insulation and drywall are added to the studs.

Finishes

At this stage, the home is painted and the fixtures and finishes are installed.

Orientation meeting

A construction superintendent or other qualified Richmond American representative will perform a guided tour of the finished home, explain general operation and maintenance guidelines, plus answer questions. If you or your client sees anything in the home that needs to be addressed before closing, this is the time to mention it.

Final walk-through

The pre-closing walk-through is a chance to ask any last minute questions and make sure we've addressed any requests from your orientation tour.

FINDING A NICHE IN NEW HOMES

You've probably heard it before: selecting a niche can be the key to establishing yourself as a successful real estate agent. But why? While "Jack-of-all-trades" agents tend to get lost in the crowd, focusing on one segment of the market gives you the opportunity to stand out as an expert.

Choosing a niche in new homes can be an attractive option. Many homebuyers out there won't even consider purchasing a home unless it's brand new. Others see a model home after touring damaged foreclosures and never look back. If you specialize in selling new homes, you could capture a segment of the market your peers may be overlooking.

BENEFITS TO BUILDING A NICHE IN NEW HOMES

1. There may be inventory available for clients who need to move quickly. And for those who prefer to build from the ground up, there may be lots available, too!
2. Model homes are professionally decorated and can be an easier sell for homebuyers who have trouble seeing a home's potential (think seeing past a previous owner's bright orange paint!).
3. Fewer surprises! Because you're working with an established business, not private individuals, contracts and their terms are fairly straightforward and standard.
4. It's often easier to meet your clients' needs. Do you have clients seeking a west-facing lot, a large primary bathroom and a quick commute? In new home neighborhoods, it's sometimes easier to find more of the items on today's buyers' wish lists. Older neighborhoods were often constructed for the needs and desires of a different era. Features such as home offices, walk-in closets and open floor plans were not necessarily popular in decades past.
5. Developing a rapport with builders makes your job easier! When you have the inside scoop, your clients will trust you that much more.



QUICK TIP

Even if new homes don't become your niche, it pays to keep them in mind for any client. Many buyers have trouble picturing themselves living in a home filled with other people's belongings. A new home might just get them off the fence!

MYTHS ABOUT WORKING WITH A HOMEBUILDER

There are many common false impressions in the marketplace surrounding new homes. As a real estate agent, knowing the facts can help you clear up any misconceptions among your clients so you, and they, can make informed decisions.

BUILDERS “STEAL” CUSTOMERS

This is simply not true. Homebuilders understand and appreciate that real estate agents are vital to bringing traffic into their communities and moving properties past the finish line. It's a win-win relationship. When agents are successful, builders are successful too!

NEW MEANS EXPENSIVE

This is a misconception among both real estate agents and buyers. The good news is, the opposite is often true. Not only are new home communities usually competitively priced with the homes in existing neighborhoods, but the lack of renovations and repairs may actually make a new home less costly overall.

NEW HOMES = MONTHS OF WAITING

Building a new home from the ground up is sometimes an option that buyers feel is worth a wait of several months. Fortunately, that's not the only way to get a brand-new home! Clients who choose a home that's already under construction (or even complete!) can move fast and you'll get paid sooner. In many cases, perhaps even sooner than you would with a short sale!

REAL ESTATE AGENTS ARE UNINVOLVED AFTER CONTRACT

Many agents think they will be cut out of the homebuilding process after contract and they won't be able to make sure buyers get prompt and efficient service. False! Builders and real estate agents can work together to keep buyers updated and informed from contract to close. At Richmond American, you'll work directly with a sales associate and can be as involved as you wish!

ADDRESSING OBJECTIONS

Sometimes buyers of new homes ask, “Why do I need an agent?” Here's what you can tell them!

- Real estate agents can pull comps to make sure buyers are getting a great price.
- If a buyer needs to sell an existing home, an agent can help juggle the selling and buying process at the same time.
- An agent can provide buyers with a seasoned opinion about the neighborhood and amenities.

HOW RICHMOND AMERICAN VALUES REAL ESTATE AGENTS

When you decide to show new homes to your clients, we hope you'll turn to us first. Below are just a few of the reasons to make us your go-to new home builder.

TIMELY COMMISSION PAYMENT AT CLOSING

We understand that it's important for real estate agents to get paid in a timely manner.

SHOWSTOPPING INCLUDED FEATURES

Our designers know what finishes and features homebuyers love, and they use that research to create cohesive looks that will withstand the test of time. Put all that industry experience and market insight to work wowing your clients!

PROMOTIONS & EVENTS

We encourage you to go to RichmondAmerican.com/ForAgents on a regular basis. It's the best way to learn about any special offers or events in your area.

CONSTANT COMMUNICATION

At Richmond American, we make a point to keep homebuyers and their agents informed at each stage of the buying and building process. For details, see On-site Sales Associates on page 6.

EMAIL UPDATES

Stay in the know about the latest communities and special offers by joining our email list. You'll also be invited to all the exciting events for agents in your area. Go to RichmondAmerican.com/ForAgents and register for an account today!

EASY REGISTRATION OPTIONS

We offer easy ways to register your clients, both online and at the Sales Center. To learn more about online registration, see page 4.

The logo for Agent HQ, featuring the word "Agent" in a cursive script and "HQ" in a bold, sans-serif font, with a trademark symbol.

A BLOG FOR YOUR SALES SUCCESS

Have you visited our blog for real estate agents? It's packed with selling tips, client outreach tools, articles to share, info about the homebuilding process and more.

Follow us at

RichmondAmerican.com/agent-blog.

ABOUT OUR COMPANIES¹

RICHMOND AMERICAN HOMES

Richmond American Homes companies have been building new homes for families since 1977. Our calling cards? Quality craftsmanship, timeless value and a streamlined homebuying experience from start to finish.

866.470.0891 | RichmondAmerican.com

HOMEAMERICAN MORTGAGE CORPORATION

HomeAmerican Mortgage Corporation has been a proud affiliate of Richmond American Homes since 1983. We are dedicated to providing a tailored financing experience for every customer. Our experienced loan officers are available to answer any financing questions you may have.

844.283.3642 | HomeAmericanMortgage.com

AMERICAN HOME INSURANCE AGENCY

American Home Insurance has been an affiliate of Richmond American Homes since 1998 with the vision of providing convenient service, competitive rates and comprehensive coverage.

855.382.4565 | AmericanHomeInsurance.com

AMERICAN HOME TITLE & ESCROW COMPANY

American Home Title is proud to be an affiliate of Richmond American Homes. Our staff of dedicated professionals takes the time to guide homebuyers through the process to protect against adverse title claims and risks. Services are available in Colorado, Florida, Maryland, Nevada and Virginia.

844.264.9586 | ahteco.com



NOTES:

1:

American Home Insurance Agency, Inc. (also known as AHI Insurance Agency). Alabama License No. 3002095731; Arizona License No. 71865; California License No. 0c73847; Colorado License No. 84079; Delaware License No. 171654; Florida License No. L037567; Illinois License No. 100314321; Maryland License No. NPF119878; Nevada License No. 8602; New Jersey License No. 1039097; Oregon License No. 3000199069; Pennsylvania License No. 68509; Texas License No. 15235; Utah License No. 102624; Virginia License No. 115023; Washington License No. 781765; West Virginia License No. 100110929.

HomeAmerican Mortgage Corporation is a residential mortgage loan company. Financing is provided by HomeAmerican Mortgage Corporation (NMLS Unique Identifier #130676; NMLS Consumer Access Website: <http://www.nmlsconsumeraccess.org>), 866.400.7126. HomeAmerican Mortgage Corporation's principal offices are located at 4350 S. Monaco Street, Suite 100, Denver, CO 80237. Arizona Mortgage Banker license #0009265. Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act. In Nevada, all advertised loans are offered and funded by HomeAmerican Mortgage Corporation, which can be contacted at 7770 S. Dean Martin Drive, Suite 308, Las Vegas, NV 89139, 702.638.4450, License #67. Oregon License # ML-5694.

American Home Title and Escrow Company. Colorado Division of Insurance License No. 62807. Florida Department of Financial Services License No. E100020. Nevada Division of Insurance License No. 507119. Maryland Insurance Administration License No. NPF 5183. Virginia Bureau of Insurance License No. 115020.

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2:

Warranties are limited and subject to terms, conditions and limitations. Visit a Sales Center for details on the limited warranty provided in connection with the purchase of a Richmond American home.

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