

Case Study

Project: Richmond American Homes Residential Builder Building Type: Single-Family Homes

Richmond American Homes, a subsidiary of MDC Holdings, Inc., is one of the largest homebuilders in the United States and the largest homebuilder in Colorado. Richmond American has helped thousands of families across the country every year by simplifying the home buying process with its one-stop mortgage lending and insurance programs. Since its inception in 1977, MDC has sold and closed almost 75,000 homes generating revenues in excess of \$11 billion.

Objective

Offer homeowners a high-quality natural lighting product that is inexpensive, energy-efficient, and adds to the beauty of the home.

Products Used

Brighten Up® Series
10" units (250mm)

Solution

Solatube tubular skylights are offered as a single and packaged option in new single-family homes. Units are typically installed in bathrooms, laundry rooms, closets and interior hallways, although the versatility of the product allows it to be installed almost anywhere the homeowner desires extra light. Homeowners are not only impressed by the energy efficiency aspect of daylighting, but also by the aesthetic appeal of walking into a bright room flooded with natural light.

Testimonial

"Solatube is a perfect product for our customers, especially with single story homes. We are entirely satisfied with Solatube. Builders are naturally skeptical when it comes to roof penetration and skylights. However, Solatube has decreased our skepticism. We believe Solatube is a well-made and effective product. It has not caused any leakage or difficulties for our customers. In fact, out of 10 homebuyers, 20 percent buy one or more Solatubes."

Ron Morgan
Executive Vice President of Sales and Marketing
Richmond American, Phoenix, AZ.



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The Miracle Skylight