

# Competitive Advantage Solutions

# Homeowners Orientation Manual

## **Resolves Customer Warranty Problems Before They Even Happen...**

- ❑ Clearly defines warranty and non-warranty items from the very beginning contractually.
- ❑ Guides the homebuyer through all the many steps in the home-buying process. Takes the stress out of the buying process.
- ❑ Clearly defines the responsibilities of the homebuyer and the builder.
- ❑ Sets expectations from the very beginning that builder can meet or exceed.
- ❑ Provides homebuyer and builders staff with a sense of control over the large amount of information involved in purchasing a new home.
- ❑ Demonstrates the professionalism and thoroughness of the builder which adds to building trust with the homebuyer.
- ❑ Provides key information to the homebuyer after move-in which provides answers to bothersome questions and limits improper warranty requests to only those agreed upon at point of purchase.
- ❑ Differentiates the builder from their competition.
- ❑ Documents builders' internal procedures and provides ongoing guidelines for builders' staff.
- ❑ Generates repeat sales and referrals.

*To review our extensive background and references go to...*

**[www.cadvolutions.com](http://www.cadvolutions.com)**

# EXHIBIT F



## Homeowners Orientation Manual

Prepared Especially for:  
Ridgway Realty, Inc

Manual No. 2

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## Section V

### Our Warranties

#### Introduction

Ridgway Development, LLC takes great pride in the homes we build and sell to our customers. We use our best efforts to constantly strive for a zero-defect home. As explained below in more detail, we back up our work by guaranteeing the workmanship, materials and systems that have gone into the construction of your new home by providing you with three different Express Limited Warranties of Quality (a sample of the warranty document is included at the end of this section. You will receive your official warranty at the close of escrow.)

#### Our Goal

To build a new home our customers are proud to live in and one Ridgway Development is proud to say we built and to provide you the best total value in a new home. As previously stated, we continually strive to build a zero-defect home.

#### Quality Expectations

At Ridgway Development we strongly believe our customers do have the right to expect quality. Our entire company is structured and organized to provide our customers the highest quality homes achievable using mass production techniques and standards.

#### Materials and Workmanship

Materials are selected for durability, quality and maintenance. Our contractors and vendors are chosen because of their commitment to quality and service. There are literally thousands of component parts in your Ridgway Development home. Many materials are the products of nature and not manufactured by Ridgway Development.

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## Ridgway Development, LLC EXPRESS LIMITED WARRANTY

RE: \_\_\_\_\_, *Legal description of the home.*

#### FIRST OWNER(S)

\_\_\_\_\_  
*Name of buyer(s)*  
\_\_\_\_\_  
*Address of residence being purchased.*

Ridgway, CO 81432

#### EXPRESS LIMITED WARRANTY STATEMENTS

Subject to the terms and conditions contained in this Express Limited Warranty, Ridgway Development, LLC, hereafter "Ridgway", hereby provides to the First Owner(s) on the above described home three types of warranties:

1. For one year from the day you move in or the day you close escrow, whichever occurs first, that your home shall be free from defects in materials and workmanship.

All workmanship shall conform to the guidelines found in the Residential Construction Performance Guidelines For Professional Builders and Remodelers, Second Edition, National Association of Home Builders (NAHB), 2000, hereinafter Construction Performance Guidelines, included at the end of Section III "Our Warranties" of your Homeowners Orientation Manual. If any conflict arises between these guidelines and applicable requirements of locally approved codes, as a matter of law, the code requirements may take precedence over these guidelines.

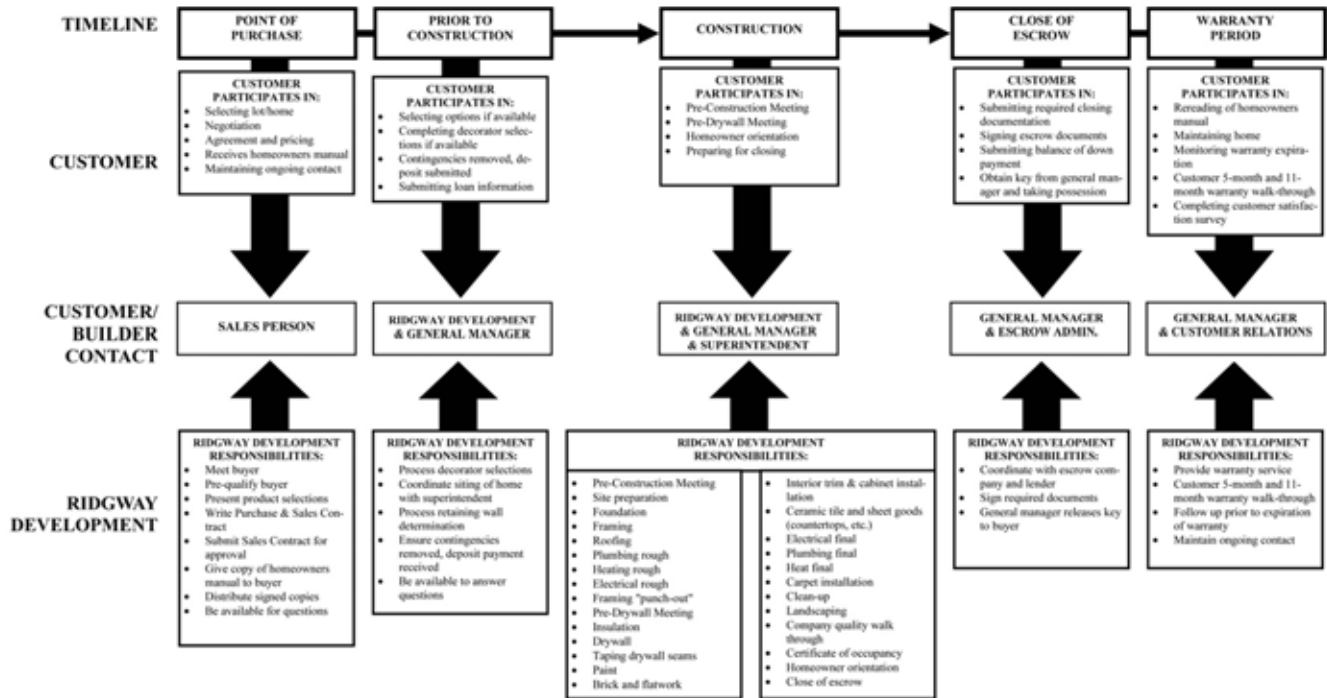
2. For two years from the day you move in or the day you close escrow, whichever occurs first, that the Electrical, Plumbing and Interior Climate Control systems in your home shall be free from defects in materials and workmanship.

Electrical Systems means all wiring, conduit, connections, etc not covered by manufactures warranties, discussed below, pursuant to the Magnuson-Moss Warranty Act, 15 United States Code 2301 et seq.

Plumbing Systems means all pipes, vents, connections, etc not covered by manufactures warranties, discussed below, pursuant to the Magnuson-Moss Warranty Act, 15 United States Code 2301 et seq.

Climate Control Systems means all vents, duct work, mainlines and trunklines, intakes, exhausts, etc not covered by manufactures warranties, discussed below, pursuant to the Magnuson-Moss Warranty Act, 15 United States Code 2301 et seq.

## Ridgway Development, LLC CUSTOMER FOCUS AND QUALITY ASSURANCE PROCESS



## Section VI

### Homeowner Responsibilities

#### Introduction

The purchase of a home is often one of the largest financial investments a person will make in their lifetime. To preserve and protect the value of the investment you are making in your new home, it is important that you learn how to take care of it. By doing so, it will return you many years of comfort, security, happiness and, hopefully, financial reward.

It should be understood by the homeowner that every newly constructed home needs maintenance to prolong its life and preserve its value. It is the homeowner's responsibility, not that of Ridgway Development, to maintain the home. Regular maintenance includes such items as caulking, cleaning, resealing, or repriming of finished surfaces when necessary, routine maintenance of mechanical systems, etc. Other items are detailed in the "Home Care and Maintenance Suggestions—"Exterior" and "Interior" chapters of this manual.



**NOTE:** Any damage or defect caused or worsened by neglect, abnormal use, or improper maintenance and operation of the home or the surrounding lot will not be covered by the Ridgway Development Express Limited Warranty.

## Section VII

### Customer Service Procedures

#### Our Customer Care Activities

We hope you won't require the assistance of our Customer Care Department very often, but if you do need to call on us, you will find us to be accommodating in every possible way and eager to assist you.

Our customer care activities begin to work for you before closing by providing the following important documents to you either at the time you purchase your home or during the Pre-closing Homeowners Orientation:

- Homeowners Orientation Manual - This useful manual provides step-by-step instructions and tips for homeowner's maintenance and our warranty service policy and procedures.
- All warranties provided by manufacturers of your new home's appliances and systems.
- Warranty service request forms, in case you do have a warranty item, so you can submit your warranty requests in writing as located in Section XIV, "Important Documents" of this manual.
- A paint touch kit so you can perform paint touch up in case you damage your walls during moving, etc.

## Recent Assignments . . .

- ❑ Developed and assisted in the implementation of **“One-of-a-kind” Strategic Marketing Plans** for; upper-scale exclusive home spec builder in Ridgway, CO. and small spec homebuilder in Montrose, CO.
- ❑ Developed **state-of-the-art, strategic market and project positioning oriented, Web Sites** for; upper-scale exclusive home and commercial spec builder in Ridgway, CO. and small spec homebuilder in Montrose, CO.
- ❑ **Comprehensive 2004 Homeowners Orientation Manual**, including **builder warranties & customer service administration process enhancements** for; \$60 million merchant builder in Memphis, Tennessee, upper-scale exclusive home and commercial spec builder in Ridgway, CO. and small spec homebuilder in Montrose, CO.
- ❑ Provided **Advisory Assistance and coordinated with client’s attorney for completion of condominium project governing documents (CC& R’s, Articles of Incorporation, By Laws, HOA Rules & Regulations, etc), Express Limited Warranties, builder oriented (as opposed to Realtor resale oriented) Purchase and Sales agreement.**
- ❑ Provide ongoing **Marketing Advisory Services** and coordinated with local listing Realtor the establishment of **builder oriented (as opposed to realtor resale oriented) co-op selling program.**
- ❑ **Ongoing Executive Coaching** for; Chief Operating Officer of; \$60 million merchant builder in Memphis, Tennessee, upper-scale exclusive home and commercial spec builder in Ridgway, CO. and small spec homebuilder in Montrose, CO.
- ❑ Developed **Company Market Positioning and project marketing advertising themes and collateral materials** for; \$500,000 plus upper-scale single family condominium project in Ridgway, CO. and small spec homebuilder in Montrose, CO.
- ❑ Assisted listing Realtor in the **development and implementation of builder-oriented (as opposed to Realtor resale oriented) Selling Program** which emphasizes the builders marketing positioning “brand” objectives in addition to the project selling objectives for upper-scale exclusive home and commercial spec builder in Ridgway, CO.
- ❑ Developed and implemented **Customer Satisfaction Survey questionnaire and ongoing measurement system** for; small spec homebuilder in Montrose, CO and other builders along the Western Slope.
- ❑ Developed revised **organizational plan including management information system processes** for upper-scale exclusive home and commercial spec builder in Ridgway, CO.
- ❑ **Comprehensive 2004 Homeowners Orientation Manual**, including **builder warranties & customer service administration process enhancements** on two projects in master planned development in Montrose, CO for upper-scale exclusive home, condominium project and commercial spec builder in Ridgway, CO.