



NEWS RELEASE

## TRI Pointe Homes Colorado Launches New Lending Service, TRI Pointe Connect, in Colorado

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Homebuilder partners with TRI Pointe Connect to provide seamless customer support throughout the new home closing process

DENVER--(BUSINESS WIRE)--Mar. 10, 2015-- TRI Pointe Homes announced today the launch of TRI Pointe Connect as its in-house mortgage company, making Colorado one of the first three states in the nation to offer mortgage services through the new company. Formed as a joint venture between TRI Pointe Homes and imortgage, TRI Pointe Connect opened its doors in Colorado today, following launches earlier this month in Arizona and Washington. It is anticipated that TRI Pointe Connect will continue to expand and operate in eight states. imortgage is one of the nation's top five nonbank retail mortgage lenders and a division of loanDepot LLC.

"We're proud to offer this innovative new service to our buyers," said Matt Osborn, Division President, TRI Pointe Homes Colorado. "We're excited to be one of the first TRI Pointe Group builders to roll out this service, which will offer one of the most streamlined buying experiences available in the market today, matching individual home buyers with specific loan services that meet their unique needs."

The rollout of TRI Pointe Connect in Colorado follows less than a year after one of the largest mergers in homebuilding history, wherein TRI Pointe Homes came together with five other builders to become part of TRI Pointe Group in the company's 2014 merger with Weyerhaeuser Real Estate Company (WRECO). The merger made TRI Pointe Group one of the top 10 largest public homebuilders by market equity capitalization in the United States. TRI Pointe Connect is the company's first lending service and will be launched across all six TRI Pointe Group homebuilding brands. TRI Pointe Connect's focus will be on delivering competitive mortgage products, personalized service and an enhanced buying experience.

The imortgage builder platform has produced the highest customer service scores of all U.S. lenders, as measured by Eliant in 2014. TRI Pointe Connect will offer an integrated team of mortgage loan consultants on-site in the Denver area market, who will provide personalized service, competitive rates, and a wide portfolio of mortgage products to TRI Pointe home buyers – all intended to make the home buying process simple and smooth.

“We look forward to a successful relationship with TRI Pointe Homes Colorado, and are thrilled to roll out TRI Pointe Connect in Colorado, Arizona and Washington,” said Dan Pena, senior vice president of imortgage. “Through TRI Pointe Connect, we’ll leverage the in-house knowledge and expertise that imortgage has offered customers for over 15 years. We look forward to providing customers with best-in-class service across all six of TRI Pointe Group’s brands.”

For more information about TRI Pointe Homes, imortgage, and TRI Pointe Group, visit, [www.TriPointeHomes.com](http://www.TriPointeHomes.com) , [www.imortgage.com](http://www.imortgage.com) , and [www.TriPointeGroup.com](http://www.TriPointeGroup.com) .

#### About TRI Pointe Homes Colorado

Based in Denver, Colorado, TRI Pointe Homes Colorado designs, constructs and sells innovative single-family homes. Founded on more than a century of combined real estate industry experience, the company focuses on building in quality master-planned and urban infill communities throughout Colorado. Dedicated to insightful design and superior craftsmanship, the company is setting a new standard in homebuilding and customer experience. In 2015, the company was honored with three awards from the National Sales and Marketing Council of the National Association of Homebuilders, which recognize the homebuilding industry's top achievers in marketing and merchandising excellence. TRI Pointe Homes Colorado is a member of TRI Pointe Group (NYSE: TPH), a family of premium regional homebuilders supported by the significant resources, economies of scale and thought leadership of a national foundation. Together this makes TRI Pointe Group one of the largest homebuilders in the U.S. For more information about TRI Pointe Homes Colorado, please visit [www.TriPointeHomes.com](http://www.TriPointeHomes.com) .

#### About TRI Pointe Group

Headquartered in Irvine, Calif., TRI Pointe Group (NYSE: TPH) is a family of premium regional homebuilders that design, build and sell homes in major U.S. markets. As one of the largest homebuilding companies in the United States, TRI Pointe Group combines the resources, operational sophistication and leadership of a national organization with the regional insights, community ties and agility of local homebuilders. The TRI Pointe Group family includes Maracay Homes in Arizona, Pardee Homes in California and Nevada, Quadrant Homes in Washington, Trendmaker Homes in Texas, TRI Pointe Homes in California and Colorado, and Winchester Homes in Washington, D.C. area. For more information, please visit [www.TriPointeGroup.com](http://www.TriPointeGroup.com) .

## About imortgage

imortgage is a leading private nonbank national retail mortgage lender based in Scottsdale, AZ. Established in 1999, imortgage operates 85+ local branch offices throughout the United States and is one of the fastest-growing, most well-respected retail lenders in the country today. imortgage delivers a service-driven, customer-focused home loan purchase experience which has earned the company the exclusive Eliant Certification for Customer Service Excellence. imortgage is a loanDepot LLC brand operating under NMLS# 174457. Learn more about imortgage at **imortgage.com** or by calling a local branch.

Source: TRI Pointe Homes

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