

Builder

Joan Marcus-Colvin Named New Home Company CMO

Megan Eltringham moves to VP/Marketing as company seeks to expand operations.

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The New Home Company (NEW HOME, NYSE: NWHM) on Tuesday said Joan Marcus-Colvin has been named Chief Marketing Officer from SVP/Sales, Marketing and Design. In a related move, NEW HOME said Megan Eltringham was named VP/Marketing.

Marcus-Colvin joined NEW HOME not long after the company was founded in 2009 and has been part of the executive team that guided NEW HOME from a private home builder to a publicly traded company listed on the New York Stock Exchange and most recently opened its first division outside of California with the establishment of operations in the Phoenix market. She will continue to lead the Company's marketing, design studio, and escrow teams, hold the Company's Broker License and provide best-practice management for the sales teams in all NEW HOME divisions in Southern California, Northern California and Arizona.

The move will allow Marcus-Colvin to expand her strategic role in the Company with a focus on market research, identifying buyer trends and preferences and applying that knowledge to product development efforts.

"This promotion recognizes Joan's vital responsibilities for shaping and communicating our company's identity with customers, business associates and investors that facilitates both sales and growth," said Tom Redwitz, Chief Operating Officer for NEW HOME. "The respect we enjoy is a function of brand building and successful execution, and Joan has been instrumental in achieving both. We are very fortunate to have Joan's talent and leadership touching so many aspects of our business."

Marcus-Colvin has more than 25 years of experience in the homebuilding industry. She currently serves as President of the California Homebuilding Foundation Board of Trustees, and in 2015, she served as President of the BIA/OC Board of Directors.

She is also a member of the Greater Sales & Marketing Council Board of Directors. Last year she received the Max C. Tipton Memorial Award, which for more than 40 years has recognized the most influential thought leaders in the Southern California homebuilding industry for marketing excellence. She received her Bachelor of Arts in Political Science from University of California, Los Angeles.

In her new role, Eltringham will apply her understanding of NEW HOME's multi-dimensional housing markets, myriad of buyer profiles, design trends and other consumer demands across all divisions in Southern California, Northern California and Arizona. While her day-to-day demands focus on strategically integrated marketing solutions – from traditional advertising and public relations to more cutting-edge interior merchandising and social media programs – her true passion lies in the development of communities that will enhance the lives of its future homebuyers

“Megan has earned her place as one of the top marketing executives in the homebuilding industry,” said Marcus-Colvin. “She has done a phenomenal job helping to build the NEW HOME brand over the past 6 years as demonstrated by the multiple awards we have earned for our sales, marketing and design efforts, including the recent Master-Planned Community of the Year award we received at ‘The Nationals’ for The Cannery in Davis, Calif. This is one of the industry’s most prestigious honors. Megan and her team currently manage the marketing of dozens of active projects, with many more in all stages of planning. I could not be more proud of her and all that she does for us.”

Eltringham, who has more than 13 years of experience in homebuilding and was named the 2014 Marketing Director of the Year in Southern California, has a passion for homebuilding that directs her efforts towards giving back to the communities where NEW HOME builds, as well as the industry she works in. Her service on behalf of others takes form through her work as President of the Greater Sales & Marketing Council (GSMC), her previous position as Co-Chair of the Building Industry Association’s Next Generation Board of Directors and as a current member of the HomeAid Orange County Board of Directors. She received her Bachelors of Arts degree from Fordham University and Masters from Pepperdine University.

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