

## **QUESTIONS & ANSWERS REGARDING THE CONVERSION OF THE ZARING PREMIER HOMES BRAND TO THE DREES HOMES BRAND**

**Q: How long has Drees been marketing the Zaring Premier Homes brand?**

A: The Drees Company, building homes since 1928, has marketed and sold homes under the Zaring Premier Homes brand since 2001 in Cincinnati and Northern Kentucky. In Indianapolis and Nashville, two other markets that were acquired in the Zaring acquisition, the brand was converted to Drees in 2001. Cincinnati was the only market to have retained the Zaring name.

**Q: What other brands does The Drees Company offer?**

A: With this rebranding, The Drees Company will only have two brands: Drees Homes and Drees Custom Homes (Texas market only).

**Q: Why did The Drees Company acquire the Zaring brand in 2001?**

A: Acquiring the Zaring brand allowed us to expand into new cities, while continuing to offer the luxury, upscale homes for which Zaring had been known throughout Greater Cincinnati.

We have made the decision to convert the Zaring name to our cornerstone brand, Drees Homes. This move, which will affect a small number of communities in the Greater Cincinnati area, will help Drees take advantage of the strong brand reputation we have developed nationwide.

**Q: Why is The Drees Company converting the Zaring brand to the Drees Homes brand?**

A: The Drees Company is doing everything possible to identify opportunities to become more efficient and to capitalize upon our strengths, as a brand and as a business. This move will help us take advantage of shifting housing demographics under our main brand and consolidate our advertising dollars and efforts to be more effective. We have built a solid reputation for operational stability, excellence in design and construction, customer satisfaction and community service under our family name. It is with this in mind that we have made the decision to convert the Zaring Premier brand to our cornerstone brand, Drees Homes.

**Q: What will change as a result?**

A: Since a Zaring Premier home was always a part of Drees, the transition will be seamless: our staff, our commitment and our quality remains unchanged. In addition, our warranties, home plans, invoices and specifications remain the same. The Zaring brand name change affects a very small number of communities in Greater Cincinnati.

**Q: How will this name change affect the value of a Zaring Premier home?**

A: The Drees Company has been in business since 1928 and builds in 9 states. The Zaring Premier Homes brand has been sold only in Northern Kentucky and Cincinnati. Nationally, we are recognized as an award-winning builder that has a solid reputation for operational stability, excellence in design and construction, customer satisfaction and community service. As a result, the branding change should have a positive effect when it comes time to sell the home.



**Q: Will this change affect homeowners?**

A: Home plans, warranties, specifications and communities remain unchanged. The only thing homeowners in Zaring-branded communities will notice is a change to the signage and marketing materials.

**Q: Will the rebranding result in changes in personnel?**

A: No, our staff will remain the same.

**Q: What operational changes are involved?**

A: With the exception of absorbing the brand, nothing really changes. Our specifications, invoicing process, closing paperwork and building systems all remain the same.

**Q: How will the change affect the Drees Homes brand?**

A: The Drees Homes brand will continue to innovate in ways that make our business more competitive and enticing to prospective home buyers.