

Icon Homes in Modesto

We appreciate your consideration in purchasing a Florsheim or Fitzpatrick Home from the **Icon product line in Modesto**. As privately held builders located in California's Central Valley, we are doing our very best to keep up with the high market demand for our popular home designs. We pride ourselves in constructing a quality product and neighborhood. Florsheim Homes is building Icon Passage and both Florsheim and Fitzpatrick are building at Founders Point!

In order to be as fair as possible to all of our valued customers, please find our current Sales Guidelines below:

Registration and Pre-Approval:

1. **STEP 1** - Please register (provide all current information, name, phone, email, address/zip) for a specific product line in person at our sales office, currently by appointment only, or by contacting our Sales Team directly in order to be placed on the **Interest List**.
2. **STEP 2** - Once you are on the Interest List, you will need to do the following to get upgraded to the Priority List. In order to do so you have to obtain a loan pre-approval letter from one of our **Preferred Lenders** (contact information will be provided).
3. **STEP 3** - Upon receipt of a **pre-approval by our Preferred Lender**, the Preferred Lender will provide a date stamped internal document to the Sales Team indicating your date and time of pre-approval. Based on this, you will be added to the Priority List and will be given the next available **Priority List Number**.
 - a. The Priority List is routinely updated as people are added or removed (as defined herein), and it is a good idea to check back with the Sales Team to verify your current position on the Priority List.
 - b. The Priority List is exclusive to this product line and City only.
 - c. Each household can only have one Priority List Number and the name(s) on the Priority List must match the pre-approval letter and shall be on the Reservation. If it is determined that a customer used multiple names (i.e. husband and wife), email addresses, etc. in order to be on the Priority List more than once, Florsheim Homes and Fitzpatrick Homes have the right remove you from the Priority List.

Sales Release Process:

1. In **advance of a new sales release**, all customers who are on the Priority List, with a Priority List Number, will be **notified via email** that a sales release is forthcoming.
2. On the Monday or Tuesday prior to a sales release, customers that are on the top of the Priority List, based upon their Priority List Number, will be contacted by the Sales Team to schedule a **personal sales appointment** to have the opportunity to reserve a home in the sales release. Notification may be by phone call, text or e-mail per the information you provided when you registered for the Interest List. We cannot guarantee that you will receive multiple notifications (i.e., multiple phone calls, texts or emails) after we make the initial attempt to contact you for that specific sales release. Appointments with your Sales Counselor will be scheduled every 30 minutes, beginning Friday morning.

3. If we receive a **“no answer” or do not connect with you**, then our Sales Team will continue to contact people further down the Priority List for sales appointments. If you were not available when we contacted you and you return our message, we will schedule you for the next sales appointment, if any are still available.
 - a. In effort to maintain an updated Priority List; customers will be removed after two failed attempts to contact (2 sales releases). Customers do have the opportunity to skip sales releases and not lose their Priority List Number by informing the Sales Team at time of contact at each sales release.
4. During your sales appointment you will be **shown the available homes, the plotting/elevation and the current sales pricing**. At this time you will be able to reserve your home.
5. Since **sales releases normally include just 4 to 8 homes total**, we often reserve the homes within the first 10-20 customers on the Priority List.
 - a. If all homes are reserved prior to your sales appointment (for example, you are the 10th sales appointment and all homes were reserved by the 8th sales appointment) you will remain on the Priority List and your position will move up the list for next sales release, or if a plan becomes available.
 - b. If any homes are still available from that sales release (once all customers on the Priority List have been contacted) then the home will become available to any qualified buyer from the general public.
6. If you **reserve or purchase a home**, you are automatically removed from the Priority List. As well, if you cancel your transaction and/or you change your mind, you will be removed from the Priority List. If you are removed and want to be added back onto the Priority List to purchase a different home, you must contact a member of our Sales Team and follow the current Sales Guidelines to get back onto the Priority List at the next available position, with a new Priority List Number.
7. If a **reservation or sale cancels**, the Sales Team will contact, in order, the customers on the Priority List until the home is re-sold and, if no one on the Priority List wants to purchase the home, it will be available to any qualified buyer from the general public.

Other Factors:

1. An Earnest Money Deposit of \$3,000 made payable to the Title Company is required at the time of signing a Reservation.
2. Cash purchasers will need to provide proof of “liquid” funds with a bank account statement at time of signing a Reservation.
3. Contingent sales are taken on a case-by-case basis and must be approved by Florsheim Homes or Fitzpatrick Homes prior to entering into a Purchase Agreement.

Due to high demand and consumer lifestyle decisions, we cannot guarantee that you will get a home within a certain time frame or certain community, even if you are on the Priority List. Cooperating with the Sales Team and following these Sales Guidelines will facilitate your purchase of a new home.

We Very Much Appreciate Your Time, Patience And Understanding During This Unprecedented Market.



HOUSES FOR YOUR LIFE

CA DRE # 00526755

Represented by ESCALA PROPERTIES

CA DRE # 00526755



A Family Classic Since 1963

CA DRE # 01303859

Florsheim Homes is building Icon Passage and Icon at Founders Point. Fitzpatrick Homes is building Icon+ at Founders Point. See Sales Representatives for further details. Florsheim Homes and Fitzpatrick Homes reserve the right to change or update these Sales Guidelines at any time and without notice. We may also pre-sell homes and/or update base sales pricing or option pricing without prior notice. Homes being sold by either The Fitzpatrick Company, a CA corporation (Fitzpatrick Homes CA DRE# 01303859) or Modesto Roselle LLC (Florsheim Homes CA DRE# 00526755). Broker is Escala Properties. Equal Housing Opportunity. Prices subject to change and prior sale. Selected lots require premiums and redetermined options. Preliminary information is subject to change and modification by Florsheim Homes, Fitzpatrick Homes or Escala Properties at any time. May 21, 2021 🏠