

WRITER: Richard Bellikoff

TOPIC: Lennar Purchase Agreement DVD script

VIDEO	AUDIO
Open on Lennar logo	<u>MUSIC</u> : UP FOR OPENING
Testimonial soundbite, husband with wife & little boy	<u>HUSBAND</u> : The Lennar staff was so friendly, so courteous. They always called us back right away when we contacted them. They were just very professional, and made the buying experience a pleasure.
Testimonial soundbite, husband with wife and pre-teen daughter	<u>HUSBAND #2</u> : Buying a home from Lennar was a great experience. We've had a great time doing it, going through the whole process; and I'd do it again in a heartbeat.
Jeff Roos on camera, addresses viewers	<u>ROOS</u> : Congratulations on the purchase of your new Lennar home!
Super: Name & title	Hello, I'm Jeff Roos. Buying a new home is a very exciting event. It
Super: <u>Ticked, Delighted and Happy</u> TDH	can also be stressful. We know you have a lot on your mind. That's why we go out of our way to make sure you're Ticked, Delighted and Happy with your Lennar home-buying experience. We've been doing it for over 50 years, for more than 600,000 homeowners like you across America.

Another angle on Jeff Roos

Lennar is one of the nation's largest and most respected homebuilders. We're proud of our reputation for extraordinary customer care and our commitment to quality, value and integrity. That's not just a marketing slogan, it's what we live by.

B-roll footage from existing DVD of unexpected events:

- Paperwork being misfiled
- Appliance falls to ground from back of truck
- Rainy weather interrupts construction
- Paint can spilled in house
- Ladder slips & accidentally cracks window

But even with all our experience and our focus on customer care, sometimes we face challenges to making your home-buying experience trouble-free. It could be an act of nature, or human error. Whatever happens, you can be sure Lennar will be there for you every step of the way to take care of any problems.

Back to Jeff Roos on camera

Super:

Dusty Shoe Preview

TDH Party

Orientation Celebration

Zero Defect Closing

TLC 30•90•360

This program will show you what you can expect from us now that you've decided to purchase a home from Lennar. It all starts with what we call the Dusty Shoe Preview, where you'll view your new home while it's still under construction. Then we'll throw a TDH Party, so you can meet your new neighbors and learn about the closing process. After that, you'll get to inspect your completed home at an Orientation Celebration. Then we'll take you on a Zero Defect Closing, where you'll check that all the repairs you asked for have been made. And finally, you'll experience Total Lennar Care for a year after you move in.

So let's get started, with the Dusty Shoe Preview.

Segment bumper:

DUSTY SHOW PREVIEW

Quality Behind the Walls

MUSIC: UP FOR SEGMENT BUMPER

Lennar construction manager greets couple outside their home, shakes hands,

Footage of home tour by construction manager with couple. He checks off items on checklist as he shows them to couple:

- Tours garage
- Tour downstairs starting in kitchen
- Tour upstairs
- End by touring exterior

One member of couple takes photos

Lennar construction manager with couple in kitchen

MALE NARRATOR (V.O.): Most builders make you wait until your home's finished before you can view it -- but not Lennar. Your construction manager will take you on a Dusty Shoe Preview during the framing stage.

FEMALE NARRATOR (V.O.): You'll get a close-up look at all the quality, value and integrity that goes into your home.

MALE NARRATOR (V.O.): Plus, we don't just rely on city building officials. We go the extra mile and hire third party inspectors to verify that your home meets the highest standards.

FEMALE NARRATOR (V.O.): We encourage you to document your Dusty Shoe Preview with your own photos. You'll get answers to all your questions, and feel Tickled, Delighted and Happy with your new home.

WIFE: So where does the refrigerator go?

CONSTRUCTION MANAGER (showing her its location): Right over here.

Testimonial soundbite, husband with wife & little boy

HUSBAND: . . . None of the other builders that we worked with in the past had a Dusty Shoe Preview, so it was nice to see what was going on inside the walls before the drywall went on. So that in case you ever want to change anything down the road, you know where specific wires are. It's just nice to see what's going on inside.

Segment bumper:
TDH PARTY
Creating TDH Neighbors

MUSIC: UP FOR SEGMENT BUMPER

B-roll party footage montage from existing DVD

MALE NARRATOR (V.O.): About a month before your new home is ready, or 45 days before the close of escrow, we'll invite you to a TDH Party. It's fun and informative -- the perfect way to meet your new neighbors and members of the Lennar team.

MUSIC: UP FOR PARTY MONTAGE

B-roll from existing DVD, instructional session at party, relaxed atmosphere with homeowners standing around and some seated at tables

FEMALE NARRATOR (V.O.): We'll also walk you through your escrow closing process in a relaxed and comfortable setting, and answer all your questions. You'll learn step-by-step what you need to do.

MALE NARRATOR (V.O.): We want to make sure you're Ticked, Delighted and Happy with every part of your home-buying process.

Segment bumper:

ORIENTATION CELEBRATION

Opportunity to Shine

Lennar Customer Care Associate takes photo of couple outside their new home

CU, "Welcome Home" banner on garage door

Testimonial soundbite, mother with teenage daughter

CUs, red carpet, balloons

Lennar Customer Care Associate gives home tour to couple:

- Starts in kitchen, then rest of downstairs
- Moves to upstairs
- Then garage
- Then exterior

Various shots as they run appliances, fill sinks & tubs with water & then drain them, test plugs and switches, open doors and drawers

Customer Care Associate checks off items on checklist as they inspect them

MUSIC: UP FOR SEGMENT BUMPER

FEMALE NARRATOR (V.O.): Once your new home has been completed, we'll invite you to an Orientation Celebration.

MOTHER: . . .We drove up to our house and we saw that red carpet and all the balloons. It was just so exciting! They treated us like kings and queens.

MALE NARRATOR (V.O.): It's a lot more than just a celebration. It's also a complete orientation tour of your new home.

FEMALE NARRATOR (V.O.): Your Customer Care Associate will show you how your appliances and other key features work, and help you inspect every detail and make note of any repairs that are needed.

MALE NARRATOR (V.O.): Whatever has to be done, you can rest assured it will all be finished within about seven days of your Orientation Celebration.

Testimonial soundbite, middle-aged man in Hawaiian shirt

MAN: I was thinking maybe in three or four days they'll address the issues, but that wasn't what happened. They had somebody in there right away, and I was like "Wow!" We were really impressed with Lennar and how they addressed that and approached the whole orientation, and how they just made us feel really comfortable and let us feel that we did make the right choice.

Segment bumper:
ZERO DEFECT CLOSING
Commitment to Quality

MUSIC: UP FOR SEGMENT BUMPER

Footage of Zero Defect Closing home tour & inspection

FEMALE NARRATOR (V.O.): About seven days after your Orientation Celebration, your Customer Care Associate will take you on a final tour of your new home.

CGI: Tickled, Delighted & Happy

MALE NARRATOR (V.O.): You'll have a chance to see first-hand that all the items discussed during your Orientation Celebration have been completed before your close of escrow.

CUs, relevant documents: warranty, emergency information, appliance and homeowner manuals, subcontractor list

FEMALE NARRATOR (V.O.): You'll also learn how to get service under your Lennar warranty after you move in.

Homeowner couple inspect a few small items, like door locks, smoke alarm, ceiling fan

Customer Care Associate checks off items on checklist

Woman in her 40s

Segment bumper:
TLC 30•90•360
Exceeding Expectations

Jeff Roos back on camera, addresses viewers

Super:
Total Lennar Care
TLC

MALE NARRATOR (V.O.): If you have any additional concerns at this point, your Customer Care representative will take care of them for you.

FEMALE NARRATOR (V.O.): We want you to be as Ticked, Delighted and Happy living in your new Lennar home as you were buying it.

WOMAN: I had heard that Lennar was an exceptional home builder, and that turns out to be true. I'm really happy with the whole experience.

MUSIC: UP FOR SEGMENT BUMPER

ROOS: Our commitment to making you Ticked, Delighted and Happy doesn't end when you've moved into your new Lennar home. Your Customer Care Associate will visit you about 30 days, 90 days and even a year after your close of escrow. We call this Total Lennar Care, or TLC.

CUs, 30, 90, 360 day checklists

Footage of Lennar associate checking various items with homeowners:

- Appliances (refrigerator, oven)
- Heating & air conditioning
- Door adjustments
- Leaks (sinks, tubs, shower caulking)
- Window lubing
- Cabinet adjustments
- Landscaping
- Drywall & stucco cracks
- Carpets

Lennar Customer Care Associate at bathroom sink area with homeowner, demonstrates how to seal leaks

TLC is designed to protect your home under our warranty. We'll show you how to maintain your new home during the first year -- everything from replacing furnace filters to checking your appliances.

CUSTOMER CARE ASSOCIATE (*demonstrating*): Another thing you want to check is this area right here. Make sure it's sealed up so you don't get any moisture behind it. All you have to do is take the caulking and apply it to the crack and then push your finger across it very slowly, and that'll seal it up properly.

HUSBAND: Wow, I didn't know that. Thanks.

CUSTOMER CARE ASSOCIATE: No problem. That's what I'm here for.

Testimonial soundbite, husband & wife with little boy

WIFE: The Customer Care follow-up visits were very convenient. They met us at times that were good for us, and they just looked at all our facilities in the home, made sure that everything was working correctly and just made it a real pleasure to deal with everything that was in the house, and it's been very nice.

Back to Jeff Roos on camera

ROOS: Total Lennar Care is one more of those little extra touches that only Lennar homeowners receive. We stand behind our homes - - with quality, value and integrity, to make sure you're Tickled, Delighted and Happy. For years to come, we'll be there for you.

Another angle on Jeff Roos for close

We hope this program has given you a good idea of our commitment to you and your new home. For Lennar, I'm Jeff Roos. Welcome to the Lennar family.

Testimonial soundbite, very young woman

WOMAN: They'll take care of you from the beginning to end, and you never have to worry about something going wrong.

Testimonial soundbite, couple in their 30s or 40s

WOMAN: . . . We really are tickled, delighted and happy with our home.