

TDH "Happenings" Newsletter

A brand-new newsletter has been created called "Tickled, Delighted & Happy Happenings." It is currently available only in the Southern California Region. This newsletter will provide ongoing communication with our families who have closed escrow. It will inform resale buyers that Lennar built their beautiful home. It will give all of the families numbers to call with any questions or concerns about customer care. It will notify them of upcoming new communities. The newsletter will also keep them updated on LCHF funds collected from resales in their community, and who the recipient charities are. This is another great tool to introduce our families to charities in their area, and encourage their involvement and support in these worthwhile organizations. Homebuilding divisions are encouraged to supply stories to Lennar Communications Group on their charitable donations.

Model Homes Grand Opening Party

Have a grand opening party when your models are complete. Invite all families who have purchased on a presale basis, and all of those on your priority/interest list. Have speakers from your recipient charities attend to thank your families for participating in the LCHF. It is especially effective when "graduates" from one of the programs tell their stories, and how the charitable organization personally helped them. There usually isn't a dry eye in the group. Make your families feel special. After obtaining their written permission (see enclosed sample release form), take a group photo of your families to be used with a PR story about them, and their participation in the LCHF. The PR story will be written and submitted by Lennar Family Communications. The party does not have to be expensive to be effective. At previous parties, all subsequent buyers had no problem being a part of such a worthy cause after attending this special party -- they had emotionally embraced the program.

Check Presentation Party

Have a check presentation party at the end of the community, when all or almost all of your escrows have closed. Thank your families again for their generous participation in the LCHF. Have your families present a large cardboard check to the recipient charities (the presentation check(s) should be requested from Adrienne Kimble at (949) 470-0151 or adrienne.kimble@lennar.com two weeks prior to the event). After obtaining their written permission (see enclosed sample release form), take a photo of your families presenting the check to the charities for a PR story about what they are doing for their community. The PR story will be written and submitted by Lennar Family Communications. Have a graduate speak about how his or her life was helped by that charity and the generosity of people like our families. Light refreshments should be served, but the party should not be costly.

*Lennar Charitable Housing Foundation
Check Presentations Checklist*

The following checklist is designed as a guideline to assist participating divisions in Planning a Lennar Charitable Housing Foundation check presentation, as well as in Processing requests through Lennar Family Communications (LFC).

- * Items to be provided by LFC:*
- * Presentation checks with dry-erase marker**
- * LCHF tablecloth for check-in table**

- * LCHF displays*
- * LCHF banner*
- * Photo release form - Division to copy and obtain signature of each participant
- * LCHF balloons (50)

**Items are to be returned to LFC's inventory immediately following event.*

** Division to coordinate with LFC 3-5 weeks prior to event:*

- * Funding request form(s)
- * Event postcard invitation imprints
- * Event programs
- * LCHF promo items for homeowners
- * Name tags

** Division to coordinate (LFC will be happy to assist):*

- * Photographer
- * Check-in table/chairs
- * Light refreshments
- * Helium for balloons

To request use of the above inventory items, coordinate printed materials, or for additional information, please contact:

*Adrienne Kimble
Lennar Family Communications
20918 Bake Parkway, Ste. 112
Lake Forest, CA 92630
(949) 470-0151
(949) 470-0972 (fax)
adrienne.kimble@lennar.com*

PHOTOGRAPHY GENERAL WAIVER AND RELEASE

In consideration of our mutual promise and other valuable consideration, I hereby authorize you and your agents, whomsoever you choose to make, distribute, exhibit, reproduce, sell or assign and otherwise use my name and photographic likeness and own the negative of the picture and/or pictures you have taken of me and in the use of my photographic likeness and use of my name. You may and can use said likeness in regard to any subject matter whatsoever you choose whether it be in regard to any subject produced, taken, exhibited, or used or part of it used in any format, campaign, news release, media of any type of kind whether or not produced by you or used by you or used by a principle and/or agent and/or employee of yours, so long as the aforesaid is released according to your direction.

I hereby waive all rights or claims to invasion of the rights of privacy, invasion of the right of publicity, any type of defamation, and I hereby waive all rights of inspection or approval and irrevocably release you and all the parties whosoever you may choose to use my likeness, negatives or ownership in and to my photograph and other subject matter as set forth including but not limited to those causes of action enumerated herein and any other cause of action that may accrue to me by the use thereof. However, I understand that this Waiver and Release releases and forever holds you harmless from any and all liability in the use whatsoever of the hereinabove photographic likeness of me.

This agreement is intended to bind my heirs, assigns, agents, subsidiary companies and other individuals whomsoever I am connected with, either legally or by contract.

NAME:

ADDRESS:

CITY:

PHONE:

DATE:

I hereby consent and agree to the above as the Parent:

NAME:

ADDRESS:

CITY:

PHONE:

DATE:

Reports and Accounting

Lani Brizic is responsible for the accounting and reporting of all funds collected for the LCHF. Lani can be reached at the Lennar Family Communications office at (949) 470-0151 or lani.brizic@lennar.com. The funds collected will be listed on a per community basis, as well as on a per division basis. Lani will provide you with a copy of these reports on a quarterly basis. If you need a report between quarters, please give Lani at least a week to prepare the requested report. Sample reports are included in this section so that you can see the detailed information that is available to you.

In order to track the endowment fees collected for each community Lani will need HUD 1's and closing reports.

Lani will need the name, phone number and e-mail address of the escrow officer and his/her assistants from the title/escrow company handling the community. This information is useful in case a Hud 1 is not received, a mistake is found on the HUD 1 or there is a question relating to the wiring of funds. The community and lot/unit # needs to be on the HUD 1 statement. If the community and lot/unit # does not print out on your HUD 1, please write it on the top of the document. The HUD 1's may be either faxed to Lani Brizic at (949) 470-0972 (fax number) or e-mailed to lani.brizic@lennar.com. All funds are wired to the LCHF bank account per the LCHF wiring instructions listed on the Master Escrow Demand. All funds are then matched up with the closing reports and HUD 1's.

The escrow department for each LFB division will need to provide a closing report each month. The closing report should contain the date, community name, lot or unit #, name of buyer, tract # and closing date. The report may also include phase #, total mo. to date, UAMC y/n, closing statement to accounting and file to customer care. This information is matched up with the HUD 1's. Again, the name of the associate sending the closing report needs to be given to Lani along with the phone number and e-mail address.

Lani is also responsible for tracking resale of the homesites. She will fill out the necessary information on a Master Demand Letter that also contains wire instructions for the Escrow Company handling the resale. She will also get the necessary signature for that document and fax or mail the document to the Escrow Company handling the resale.

If a wire transfer is needed, either for a refund or duplicate wire payment Lani will provide Carol Reisenauer in the Treasury Dept. with the information needed. All wires will be processed by the Treasury Dept. in the corporate office.

The reports that Lani prepares are very motivational to your division, your sales associates and your buyers. When the small fee collected per home is added to all the other small fees, the totals can become quite substantial. Your buyers will begin to see that they really are making a difference in providing help to the homeless in their communities. Posting your totals in your office, at your sales meetings, and in your Welcome Home Centers can be an exciting way to keep all participants updated, and instill pride in their involvement in such a worthwhile cause.

Four weeks prior to your Check Presentation Party, please request the checks from Lani. She needs this amount of time to prepare the checks, and obtain the necessary signatures. You can confirm the total amount collected, and how much will be given to each approved charity. Please make copies of the enclosed check request, and complete one for each charity to receive funds.

*REPORTS NEEDED FROM ESCROW/TITLE
&
LFB DIVISION/BUILDER*

HUD 1 - Provided by Title/Escrow - E-mailed or Faxed to Lani

Closing Report Provided by Division/Builder Escrow Dept. - E-mailed or faxed to Lani

REPORTS AVAILABLE FROM LCHF

Community Participation - Lani

Community Summary LCHF Matrix - Lani Provides to Division/Builder

LCHF Transaction Detail by Community from QuickBooks - Lani (Upon Request)

LCHF P&L for Communities - Lani Provides to Division (Upon Request)