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InterCom® Creates Lifestyle Brands For Five New Home Communities In California And Colorado

August 7, 2013 - Newport Beach, CA — Newport Beach, CA - What does a master-planned Colorado community with wide-open landscapes have in common with an urban enclave in stylish Pasadena and three new home developments in California's Central Valley? Distinctive brands developed by InterCommunicationsInc®.

With more than 30 years experience Imaging Places®, InterCom® is a global leader in marketing sophistication, creative artistry and client service with a reputation for skillfully branding projects in the U.S. and internationally. It is this vision and expertise that appealed to three leading developers and homebuilders who recently engaged InterCom® as their partner to create authentic brands for five new communities in California and Colorado.

Candelas, Arvada, CO

Striking views of the breathtaking Rocky Mountains combined with the best of what people love about the Colorado lifestyle, means Candelas in Arvada, CO has much to offer homebuyers. It's a community encompassing a vast 1,500 acres that includes more than 2,500 residences, 193 acres of open space, 13 miles of trails, six villages, five homebuilders plus custom homesites. Establishing a brand for such a large development that appeals to the full spectrum of homebuyers can be a task nearly as considerable as the mountain ranges it borders.

Candelas is developed by Terra Causa Capital, a company with more than 35 years of large-scale residential development experience in the Denver metropolitan market that has successfully entitled more than 50 master-planned communities and developed, marketed and sold over 30,000 finished lots to the homebuilder market valued in excess of \$1.5 billion.

"We had a vision for Candelas and a very aggressive timeline to bring that vision to the marketplace," states Creig Veldhuizen, managing director at Terra Causa Capital. Focused on creating an authentic brand that also met the developer's timeline, InterCom® conducted a highly concentrated brand assessment and created an identity for the community that truly resonated with the developer, the builders, and the homebuyers. InterCom® is currently implementing the comprehensive marketing campaign for "Candelas. Life Wide Open".

"What we needed was a team that could both create and execute the brand strategy into results-driven marketing. InterCom® has done that with "Life Wide Open". It's a winning concept for us both

with the home-buying community and the homebuilders,” adds Creig Veldhuizen.

Candelas is a community that offers the unique combination of natural beauty and immediate access to Colorado’s outdoors lifestyle. Innovations such as Energy Star® 3.0 sustainability features make it a premier green-living community. With new homes by Colorado’s best-in-class homebuilder partners that include everything from single-family detached homes to condominiums, townhomes and luxurious custom homes -- there truly is something for everyone at Candelas.

Granite Park Place, Pasadena, CA

This limited collection of 71 unique residences exudes an understated California elegance. Granite Park Place, Pasadena, is a prestigious, full-service luxury condominium community located in the heart of the stylish South Lake Avenue neighborhood of Pasadena.

With architecture by Van Tilburg, Banvard and Soderbergh, AIA, the design for Granite Park Place was inspired by Irving Gill (1870-1936), who’s regarded as a pioneer in rational, early modernist design. Gill’s work, described as establishing “a new beginning in life and art,” is timeless. With arches, clean lines and indoor/outdoor spaces that blur boundaries, Granite Park Place emphasizes simplicity rooted in the California modern style of the 1930s.

InterCom® was selected by the developers to create a concise and memorable brand for Granite Park Place that would deliver on the promise of the unique lifestyle of this modern, urban enclave. Granite Park Place is a development by WREC San Pasqual, LLC, an affiliate of Vornado Realty Trust. Vornado is one of the largest owners and managers of commercial real estate in the United States, with a portfolio of over 100 million square feet, including more than 2,400 apartment residences, primarily located in the New York and Washington, D.C. areas. Vornado also owns a number of properties throughout California in San Francisco, San Jose and Los Angeles. Vornado selectively develops premier, luxury residential properties.

Creating a marriage of architectural design and lifestyle features is at the core of InterCom’s branding success. “At Granite Park Place it became clear in our discussions with the development team that this is a community where sophisticated residents would enjoy the next stage in their life – where the best is yet to come,” states Toni Alexander, President and Creative Director, InterCommunicationsInc®. “The amenities, the Gill-inspired architecture, the urbane Pasadena lifestyle. It’s a place where individuals, couples and families pursue passions, discover new interests and celebrate the things that matter most in life. It all came together in the brand that was in sync with these specific homebuyers. Granite Park Place -- New Beginnings.”

In addition to the brand development, InterCom® has launched the marketing campaign including website, private label magazine, ads, and brochures. The exclusive offering at Granite Park Place includes an array of two- and three-bedroom residences that range from 1,271 to 2,883 square feet. Another impressive feature are the terraces and patios that grace every Granite Park Place home, a rarely seen feature in Pasadena luxury residential properties. Granite Park Place has achieved record sales to

date, closing 17 units in 2013.

McCaffrey Homes, Clovis and NE Fresno, CA

Building upon a tradition - that's what InterCom® is creating for McCaffrey Homes in its new home communities in Clovis and NE Fresno, CA. These three new neighborhoods in two distinctive communities include: The Gallery and The Heights at Loma Vista (Clovis) and The Heights on Copper (NE Fresno).

McCaffrey Homes is dedicated to building homes that are "built for a lifetime" while meeting the needs of homebuyers at every stage of life. With three generations of experience, McCaffrey Homes has built more than 8,000 homes and has been honored nationally for the quality of its construction and service. The company has received numerous awards from the National Home Builders Association in addition to other industry and community organizations.

The McCaffrey name is well respected as a quality homebuilder in California's Central Valley. Even with their stellar reputation and award-winning designs, competition in the marketplace has dramatically increased, so McCaffrey Homes partnered with InterCom® to position and market these three new projects and to communicate the McCaffrey tradition as a trusted partner with homes built for a lifetime. With responsibility for brand development, collateral, public relations, social media, signage and more, InterCom® is truly McCaffrey Homes' partner throughout the life of these projects.

The McCaffrey homes within the master-planned community of Loma Vista offer both one- and two-story plans with eight distinct architectural designs. Desirable to a range of homeowners, first-time buyers are finding The Gallery and The Heights at Loma Vista especially appealing. "InterCom's branding for these neighborhoods has really connected with our homebuyers," states Karen McCaffrey, vice president, The McCaffrey Group. "In addition to establishing the brand, we were confident that InterCom® was the marketing partner we wanted for these projects."

And McCaffrey Homes is very selective when it comes to their team. For The Gallery and The Heights at Loma Vista and The Heights on Copper, McCaffrey Homes has an award-winning design team including architecture and planning by Danielan Associates, interiors by CDC Designs and landscape architecture by Broussard Associates. These internationally recognized firms are known for excellence in developing highly desirable communities for today's families.

McCaffrey Homes' focus is on an area where the community has strong ties to the land. Part of the agriculturally rich San Joaquin Valley and an area known as the "Food Basket of the World"; homebuyers are interested in both the style of the home and substance - especially when it comes to green-living. All McCaffrey Homes are thoughtfully planned with "McCaffrey Earth Sense" advanced technology to consume less energy, water and other of the Central Valley's precious natural resources while providing a stylish, well-appointed living environment. In fact, every home design has been verified by a third-party source to exceed the California building codes energy efficiency standards by at least 15 percent.

InterCom® is currently working with McCaffrey Homes on the launch of its next development – The Heights on Copper a gated community located in NE Fresno with sales scheduled to begin in Fall 2013.

InterCommunicationsInc® is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle, and real estate industries, including primary homes, second homes in resort communities, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520