

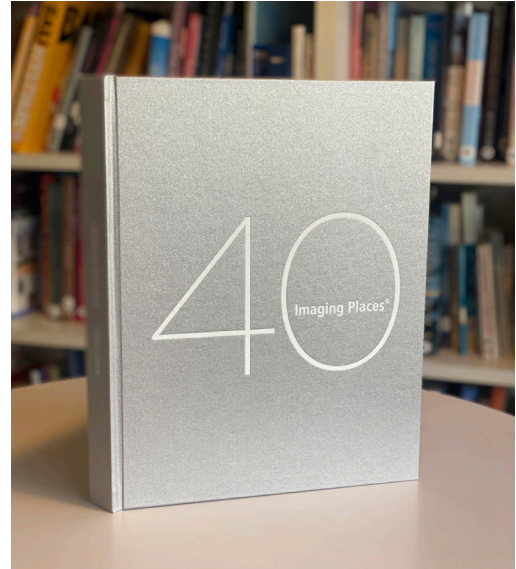


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InterCom[®] Writes The Book on Real Estate Branding

January 17, 2024 - Newport Beach, CA – In celebration of InterCom’s four decades in global real estate branding, the agency has just published 40 Years of *Imaging Places*[®], a hardbound retrospective whose 300+ pages showcase some of InterCom’s most enduring resort, hospitality and private club brand stories.

“In our globe-trotting endeavors spanning 30 countries and five continents, we’ve had the honor of putting some of the world’s most captivating destinations on the map via the creation of unique brand stories that resonate—and we’d be remiss if we didn’t chronicle the brand work in some meaningful way,” said Toni Alexander, InterCom President and Creative Director. “Forty years in business is a milestone that very few companies ever reach, but I believe we’ve managed to endure by staying curious, remaining relevant and always questioning the status quo.”



Founded in 1984, InterCom is considered to be the original destination storytellers. It all started when Toni Alexander gave a ULI conference speech entitled *Turn Your Land Into a Brand*. Her inspiring words sparked a change in how real estate got marketed, no longer as a commodity but as unique destinations deserving unique stories.



InterCommunications[®] is a global branding and marketing company providing visioning and imaging for destinations and real estate projects worldwide. Since 1984, the firm has contributed to over \$20 billion in real estate sales and acquisitions for its clients. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.