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InterCom® Guiding the Brand of New 2,000-Acre Master-Planned Community in Madera County

October 30, 2014 - Newport Beach, CA — Riverstone Development LLC—the developers behind what will soon become Madera County, California’s largest master-planned residential real estate project—has engaged global branding firm InterCommunications® to drive all marketing efforts for its long-awaited Riverstone community. Located just north of the San Joaquin River, Riverstone will total 2,000 acres and offer a wide range of housing options.

“InterCom’s ability for thinking big and its expertise in effectively positioning and packaging a community as large and as complex as Riverstone are the main reasons behind our marketing partnership,” said Tim Jones, Principal of Riverstone Development LLC. “I look forward to working with the InterCom team as we develop a community and a brand that are truly differentiating in the local market.”

Expected to satisfy the future surging demand for master-planned communities, the Riverstone project will be situated at the corner of Highway 41 and Avenue 12 just north of Fresno. Riverstone will contain residential, commercial and multi-use property, and will include a high school and four elementary schools. It is envisioned the community will be divided into as many as seven residential districts, each one offering its own unique character and collection of amenities. The first model homes of Riverstone are expected to be completed by spring of 2016.

“It’s an honor to be crafting the brand narrative of Riverstone,” said Toni Alexander, President and Creative Director of InterCommunications. “This project means so much to Central Valley living and has the potential to enliven the local economy for years. We’re especially hopeful the community can retain its rich agricultural heritage. Pistachio, almond and citrus trees make up the Riverstone lands—it would be wonderful to preserve a portion of them as orchards or within the landscape of a small-scale working farm. We’ve found amenities such as these really resonate with today’s homebuyers.”

Newport Beach-based InterCommunications® has global experience in putting new destinations of every type on the map. The firm’s depth of branding expertise extends across the full spectrum of real estate development, from master-planned residential communities and resort destinations, to high-rise condos and mixed-use developments. The firm is also guiding the marketing effort for another large-scale master-planned community, Potomac Shores in Dumfries, Virginia. As the first

true master-planned destination within reach of America's capital, this new 2,000-acre community is making waves on nearly two miles of magical shoreline along the historic Potomac River. In print, digital and social media marketing materials for both the project and the builder programs, InterCom is telling the story of a Virginia Tidewater settlement for today—and a Destination for a Lifetime for some 3,800 eventual homeowners.

InterCommunications® 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, hospitality developments, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.