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InterCom[®] Clients Posting Strong Sales Numbers

February 15, 2017 - Newport Beach, CA – Although soul-stirring photography and provocative prose are hallmark elements of InterCommunications[®] creative work, the agency's clients regularly receive another deliverable: robust real estate sales.

Such is the case at Candelas, the 1,500-acre master-planned community just outside of Denver. The true essence of Colorado living was the universal truth that inspired InterCom's creation of the community's Life Wide Open marketing campaign. But while traditional media is typically used to sell suburban real estate, InterCom drove awareness and new-home sales using digital media almost exclusively. A strategic mix of eBlasts, well-placed banner ads and a pay-per-click campaign all helped to drive heavy traffic to the Candelas website. The mostly all-digital campaign continues to yield impressive results. With nearly 675 homes sold to date and a record sales year for 2016, Candelas is among the 10 best-selling new-home communities in the Denver area.

It's a similar sales story for InterCom client Potomac Shores, a 2,000-acre master-planned community along the Potomac River just 30 miles from Washington DC that recently garnered the 2016 Community of the Year award presented by the Northern Virginia Building Industry Association. Recognizing that life in this region revolves around love of country and pure Americana—and that many buyer prospects are actively involved in military life—InterCom's standout marketing campaign, The American Way of Life, spoke to the themes of family values, charming neighborhoods and a true sense of community. Including print ads, online banners, email marketing, outdoor and a video, the patriotic effort tugged at heartstrings—and moved the needle. Potomac Shores has sold nearly 400 homes in three years since launching.

Yet another InterCom client experiencing healthy sales is Central California's next great place: Riverstone, a brand-new 2,000-acre master-planned community coming soon to Madera County. Carrying the theme, Look Forward to Life, InterCom's first work for this evolutionary residential destination included a comprehensive website, collateral, email marketing, an 80-page magazine, as well as multiple newspaper ads and accompanying PR stories. The effort created a buzz in the local market and drove approximately 1,000 homebuyer prospects to the Model Home weekend debut of Riverstone's first homebuilder partner. In just two days over the opening weekend, nearly 20 homes were sold.

"We've always said storytelling sells," says Toni Alexander, President and Creative Director of InterCommunicationsInc®. "It's about completely understanding the market, the project and its buyers, and then crafting a unique brand story that resonates. With \$10 billion in real estate sales for our clients over the past 30 years, we're quite confident it's a process that works."

Newport Beach-based 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.