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Big Numbers, Big Sales Posted for InterCom® Clients

August 15, 2018 - Newport Beach, CA – Do you know the true measure of a real estate marketing partner? Just look at the sales success of its clients. It's been off the charts of late for the clients of InterCom, a testament to the agency's strategic know-how and creative capability.

Most recently, InterCom's breakthrough work contributed to a number of sales at Four Seasons Private Residences Prieta Bay, a collection of just 20 private estates set on 17 irreplaceable acres fronting one of Costa Rica's most dramatic coastlines. In less than one year since the project debuted, a total of eight estates were acquired, generating more than \$45 million in sales.

For the 1,500-acre master-planned community of Candelas just outside Denver, InterCom's mostly digital campaign has helped to move over 1,000 homes at an average sales price of over \$500K—putting Candelas among the 10 best-selling new-home communities in the Denver area.

Central California's Riverstone—which garnered the NAHB's 2018 Master-Planned Community of the Year honors—continues to benefit from InterCom's print, digital and PR efforts. Since the community opened for sales in 2017, more than 300 homes have been sold with prices starting in the \$300Ks.

Following the June 2nd Grand Opening for InterCom client The Residences, the 114-home enclave at Rolling Hills Country Club in Palos Verdes racked up 18 sales on estates ranging in price from \$3 to \$5 million.

InterCom's distinctive work for Washington DC-area community Potomac Shores continues to move the needle. Since opening, the award-winning community has sold 727 homes with prices in the \$400K to \$800K range. In addition, the agency's work for The Fairways—a Riverside County master-planned community—continues to push sales. Since June 2016, a total of 314 homes have sold with home prices starting in the \$300Ks.

All in all, the number of new homes sold for these six InterCom clients totals over 2,360. Factoring in the average sales price per home means that over the past four years, InterCom has helped to sell more than \$1 billion in real estate.

"If our clients' projects aren't selling, we're not doing our job," said Toni Alexander, President and Creative Director of InterCommunicationsInc®. "Helping to drive \$10 billion in real estate sales since our company's founding is a pretty impressive number. Year after year, we give our all to make sure it grows."

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.