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InterCom® Wins Gold and Silver Awards at The Nationalssm 2017

January 19, 2017 - Newport Beach, CA – InterCommunications® was awarded one Gold Award and two Silver Awards at The Nationalssm—the prestigious National Sales and Marketing Awards sponsored by the National Association of Home Builders (NAHB). Winners were announced on January 10th at The Nationals Gala in Orlando, held in conjunction with the annual International Builders’ Show. Now in its 37th year, The Nationalssm is the nation’s largest awards program honoring the “best and the brightest” in new home marketing and merchandising.

InterCom’s winning Gold entry in the Best Brochure category was created for One Aspen, a private Aspen Mountain enclave presenting an extremely limited collection of just 14 luxury townhomes. Targeted to high-net-worth individuals, the beautifully produced brochure package created a brand image worthy of the project’s \$8 million-plus price points. It told the story of the historic Lift One chairlift—located right next door to the project—that launched the Aspen legend in 1946 as a chance to own a piece of history, and at the same time enjoy a desirable lock-and-leave lifestyle that offers freedom from a big Aspen home. The brochure delivered, helping One Aspen achieve a successful sellout of its first five residences in Phase 1.

InterCom was also awarded a Silver in the Best Brochure category for Zynya, an ultra-luxury resort community gracing more than 5,000 untouched acres on Mexico’s magical Costalegre. The winning piece, an exclusive Founder’s Brochure, clearly resonated with the target market of international high-net-worth buyers—five prospects purchased homesites within 90 days.

The second Silver Award for InterCom—a recognition for Best Clubhouse—honored the agency’s collaborative work with longstanding client Potomac Shores, a 2,000-acre master-planned community in Dumfries, Virginia, just 30 miles from Washington DC. Designed to feel like the sprawling grounds of a rambling Tidewater estate, the creatively envisioned, 13,000-square-foot, indoor-outdoor clubhouse is actually a collection of separate, detached buildings and amenities—each one offering its own experiences.

“Our winning creative achievements this year—recognizing projects from Colorado to Virginia to Mexico—truly underscore our global reach and ability to fully grasp the ever-changing nuances of differing markets, cultures and buyers,” said Toni Alexander, President and Creative Director of InterCommunicationsInc®. “In fact, for more than 30 years across five continents and 25 countries, our brand stories have driven \$10 billion in real estate sales. Those are pretty hard numbers to ignore.”

Since the NAHB created The Nationalssm, InterCom has won 38 Gold Awards and more than 94 Silver Awards across all communications categories.

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.