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Robust Sales Continue for InterCom® Clients

October 23, 2017 - Newport Beach, CA – The ultimate goal of every piece of communication from InterCom is to drive real estate sales, and that has certainly been the case recently for a number of the agency’s clients.

For Candelas, the 1,500-acre master-planned community outside of Denver, InterCom drove awareness and new-home sales using digital media almost exclusively. A strategic mix of eBlasts, banner ads and a pay-per-click campaign have all helped to sell nearly 800 homes, putting Candelas among the 10 best-selling new-home communities in the Denver area.

For the 2,000-acre Central California community known as Riverstone, InterCom produced a comprehensive website and an ongoing newspaper ad campaign with accompanying PR stories. The effort, which also included collateral and email marketing, has contributed to 130 new home sales since the beginning of this year.

InterCom’s differentiating American Way of Life campaign for Washington DC-area community Potomac Shores struck the right chord in terms of heartwarming Americana—and in moving the needle. The award-winning community has sold 541 homes since launching.

Closer to home, InterCom’s work for The Fairways, a sprawling master-planned community with championship golf in Riverside County, focused on new-home sales for four homebuilders in the project’s newest phase. Since June 2016, more than 125 homes have sold.

Taken altogether, the number of new homes sold for these four InterCom clients totals just over 1,595. But the figure is most impressive when you factor in an estimated average sales price of \$500,000 per home. This calculation means that over the past four years, InterCom has helped to sell more than \$795 million in real estate. Looking over the past 30 years, the agency has driven a staggering \$10 billion in real estate sales.

“I’ve always said we’re in the service business,” says Toni Alexander, President and Creative Director of InterCommunicationsInc®. “Generating robust real estate sales for our clients year after year is clearly the most valuable service we provide.”

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.