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InterCom® Wins Multiple Silver Awards from The Nationals

December 13, 2017 - Newport Beach, CA – InterCommunicationsInc® has been recognized with seven Silver Awards from The Nationals, an annual competition sponsored by the National Association of Homebuilders (NAHB) and presented by the National Sales and Marketing Council (NSMC).

As the nation’s largest competition for new home sales and marketing professionals and communities, The Nationals salutes and honors the best in the building industry for their determination, integrity, creativity and endurance.

The Silver Awards are the top vote recipients in each category and are the finalists for the Gold Award. Gold Awards in each category will be presented as part of the International Builders’ Show, the awards ceremony on January 10th, 2018 at the Hyatt Regency in Orlando, Florida. The event is expected to draw more than 1,000 attendees.

A total of five Silvers were awarded to InterCom for the agency’s creative branding of Riverstone, a new 2,000-acre master-planned community in Central California’s Madera County. Expressing the community’s “Look forward to life” marketing theme, the winning Riverstone work included Best Print Campaign, Best Brochure for a Master-Planned Community, Best Signage and Best Welcome Center.

The most significant Riverstone Silver was for Best Master-Planned Community of The Year, a prestigious distinction that commends many aspects of a community.

“We couldn’t be more honored with Riverstone’s Silver Award recognition for Best Master-Planned Community of the Year”, said Toni Alexander, InterCom President and Creative Director. “We’re glad to have played a key role in helping to bring this truly differentiating residential development to life. From land planning and architecture, to marketing and PR, Riverstone is the very definition of award-winning placemaking.”

For client Potomac Shores, the first true master-planned destination within reach of America’s capital, InterCom received a Silver Award for Best Commercial, an engaging 30-second spot told from a kid’s perspective.

InterCom's final Silver Award was Best Brochure for Penthouse 42, an incomparable two-level condominium (and highest residence in Dallas) atop Museum Tower, a 42-story residential high-rise situated in the heart of the Dallas Arts District. The innovative hardbound brochure offered prose and pixels—in one. On the first page of the brochure, an embedded, rechargeable LCD screen enabled prospects to view a documentary-style video starring Scott Johnson, the building's architect—who eloquently expressed the immeasurable value of owning an original.

InterCom® is a full-service branding, marketing and communications company with more than 30 years of experience in the leisure, lifestyle, and real estate industries, including primary homes, second homes in resort communities, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.