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InterCom® Client Wins Best Master-Planned Community

January 10, 2018 - Newport Beach, CA – When InterCom first partnered with the developers of the 2,000-acre Riverstone back in 2015, the vision was to transform a swath of Madera County agricultural lands into California’s next great place. That bold vision has just materialized in a big way—with the NAHB’s recent recognition of Riverstone as 2018’s Best Master-Planned Community of The Year.

What makes the accolade even more remarkable was the sheer number of challenges that had to be overcome. Riverstone homebuyers had to be convinced to move to an unproven extension of Fresno—an area with solid schools yet little notoriety, and resource-rich acreage yet no imaginative development. The public also needed to be educated on the developer’s success in providing a sustainable water supply for the project and nearby farmers—all during California’s worst-ever drought.

“We couldn’t be more honored with this prestigious accolade,” said Toni Alexander, InterCom President and Creative Director. “We’re glad to have played a key branding role in helping to bring this truly differentiating masterplan to life. From land planning and architecture, to marketing and PR, Riverstone is the very definition of award-winning placemaking.”

InterCom also took home a Gold Award for Best Print Campaign for Riverstone, as well as Silver Awards for the project including Best Brochure for a Master-Planned Community, Best Signage and Best Welcome Center.

InterCommunications® is a global branding and marketing company providing vision and imaging for destinations and real estate projects worldwide. Over the past three decades, InterCom® has contributed to over \$15 billion in real estate sales and acquisitions for its clients. For information, please contact Toni Alexander at 949.644.7520 or visit www.intercommunications.com.