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December 15, 2020 - InterCom® Strikes Silver Six Times at The NationalsSM

Newport Beach, CA – InterCommunications® earned six Silver Awards from the 2021 Nationals competition—including the coveted Multifamily Community of the Year—continuing their three-decade consecutive winning streak.

Sponsored annually by the National Association of Home Builders (NAHB®), The Nationals is the largest and most prestigious awards competition in the homebuilding industry, saluting North America's best in new-home design, sales and marketing achievements. This year's panel of top industry experts chose winners from a highly competitive field of over 900 entries.



All Silver Award winners become finalists for the prized Gold Awards, presented by the National Sales and Marketing Council (NSMC), a council of the NAHB, along with Wells Fargo Home Mortgage. Gold Award winners will be announced in February via a virtual awards presentation.

“We’re thrilled and honored to be recognized for our expertise in real estate storytelling that moves the needle,” says Toni Alexander, President and Creative Director of InterCom®. “Reaching the pinnacle of our industry’s national stage is a testament to our team’s talent as well as our clients’ confidence in our capabilities.”

InterCom earned Silvers for two of their real estate clients: Edge-on-Hudson and Talisker Club. The highest honor was winning Multifamily Community of the Year for their over-arching sales, marketing and design integrity and creativity at Edge-on-Hudson, a new transit-oriented urban destination rising along the Hudson River banks in Sleepy Hollow, New York. Only 37 minutes from Grand Central and steps from the shore, the community’s sweeping vistas, spanning from the iconic Governor Mario M. Cuomo (Tappan Zee) Bridge to the Manhattan skyline, inspired InterCom’s brand theme of “A New View On The River.”

InterCom also earned four more Silver Awards for Edge-on-Hudson: Best Logo Design, Best Lifestyle Brochure for a Community, Best Multifamily Model Home (The Carroll by Toll Brothers)

and Best Video (long format). The award-winning video opened on a visual flyover showcasing the views up the Hudson River to the community—a strategy designed to lure New York City dwellers in search of escape. Video narrative was provided by Edge-on-Hudson’s lead architects and visionaries, who helped bring the visual storytelling to life.

For Talisker Club, InterCom was awarded Best 30-60 Second Commercial (broadcast or YouTube). As Park City, Utah’s only four-club/one-membership private community, Talisker Club comprises four uniquely distinct clubs stretched across a sizeable geographic region. InterCom turned the club’s challenge into a tremendous opportunity, packaging the entire collection as “A Private Wonderland.” The winning commercial is a personal, heartfelt pledge to welcome a sense of wonderment home again.

“People have spent the greater part of this year rethinking what nature, open space, adventure and sanctuary mean,” adds Toni Alexander, “whether it’s a contemporary riverfront hub or a private alpine club. In a time when visiting a sales gallery is improbable, a compelling branding and marketing program plays an even bigger role in driving real estate sales.”

InterCom is a global branding and marketing company providing vision and imaging for destinations and real estate projects worldwide. Over the past three decades, the company has contributed to over \$15 billion in real estate sales and acquisitions for its clients. For information, please contact Toni Alexander at 949.697.2126 or visit www.intercommunications.com