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INTERCOM® WINS 11 AWARDS FROM NAHB'S THE NATIONALSSM

Newport Beach, CA - December 2, 2013 InterCommunicationsInc®, a global branding, marketing and communications firm has won 11 Silver Awards from The NationalsSM, an annual competition sponsored by the National Association of Homebuilders (NAHB) and presented by the National Sales and Marketing Council (NSMC).

With more than 30 years experience Imaging Places®, InterCom® is a leader in marketing sophistication, creative artistry and client service with a reputation for skillfully branding projects in the U.S. and internationally. It is this vision and expertise that was recognized by The NationalsSM with 11 Silver Awards in seven categories for client projects located in four states.

The NationalsSM is the largest competition in the nation for new home sales and marketing professionals and communities. It is considered the most prestigious because it is national in scope and its categories are effectively linked to real-world marketing strategies and challenges. Winners of The NationalsSM are selected during an in-depth, three-day judging process that includes evaluation by industry leaders representing a wide range of disciplines including marketing professionals, architects, builders, market-research consultants, trade publishers and senior editors from across the country.

These Silver Awards now make InterCom® a finalist for the 2014 Gold Award in seven categories. InterCom® has won more than 90 Silver Awards® and 28 Gold Awards over the past 30 years. The 2014 winners will be announced on February 4th at The NationalsSM awards ceremony, a highlight of the NAHB annual International Builders' Show held in Las Vegas.

InterCom® achieved awards across the spectrum of categories, and dominated the "Best Brochure - Magazine Format" category receiving 3 out of the 4 Silver Awards. Known for producing distinctive private label magazines with the look and feel of consumer magazines for it's clients -- InterCom's expertise was a stand out in this category.

"Storytelling sells. Our craft is composing powerful narratives that leave an enduring imprint on people and places," states Toni Alexander, owner, president and creative director of InterCom®.

“We are thrilled to have our work recognized by The Nationals in so many categories for such a variety of clients. The NationalsSM awards are important as they acknowledge both the creative aspect of the work and its success. After all, that’s our goal – creating enduring brands that produce results for our clients.”

InterCom’s winning entries represent a broad spectrum of work for clients with development projects in California, Colorado, Hawaii and Northern Virginia including:

Candelas, Arvada, CO - Developed by Terra Causa Capital. Candelas encompasses 1,500 acres with 2,500 residences, 193 acres of open space, 13 miles of trails, six villages, five homebuilders plus custom homesites. Six Silver Awards for: Best Overall Ad Campaign, Best Print Campaign, Best Color Ad, Best Internet Marketing Campaign, Best Website For A Community and Best Signage.

Hoakalei, Ewa Beach, Oahu, Hawaii - Developed by Haseko Development. Hoakalei is comprised of a resort hotel, spa, 1,000 resort residences, waterfront commercial district and Ernie Els signature golf course. Silver Award for: Best Brochure - Magazine Format.

McCaffrey Homes - Fresno, CA - Three single-family home communities in NE Fresno and Clovis, CA that include The Heights at Loma Vista, The Gallery and The Heights on Copper. Two Silver Awards for: Best Overall Ad Campaign and Best Brochure - Magazine Format.

Potomac Shores - Prince William County, Virginia – A transit-oriented, resort-style community by master developer SunCal situated along the Potomac River. This 1,950-acre development will include 3.7 million sq. ft of high-quality commercial/retail/office space, resort hotel, waterfront district, 450-slip marina, 3,800 new homes and onsite commuter rail station. Two Silver Awards for: Best Print Campaign and Best Brochure - Magazine Format.

InterCommunicationsInc[®] 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, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.