



InterCommunicationsInc®
1375 Dove Street, Suite 200
Newport Beach, California 92660
(949) 644-7520 Fax (949) 640-5739
intercom@intercommunications.com

InterCom® Gains New Business in California and Mexico

July 27, 2016 - Newport Beach, CA – New business is booming at InterCommunicationsInc®, a Newport Beach-based luxury branding and marketing firm with real estate and resort clientele across the globe. Most recently, InterCom® added two new projects in two diverse locations—Delta Coves in Bethel Island, California, and Zyanya in Jalisco, Mexico—representing a cross-section of real estate scenarios.



When SunCal took over development for the 310-acre Delta Coves property, they called on InterCom to create the brand identity and subsequently launch the full marketing effort—including a comprehensive website, eblasts, ad campaign and project brochure. Delta Coves is the first luxury waterfront community on the California Delta in three decades. It's also the seventh collaboration between SunCal and InterCom. Catering to water-loving families who crave Delta adventure, this boater's paradise will offer 560 waterfront homes (over 400 with private docks), a Yacht Club with fitness and swim facilities, and a future marina—just minutes from the Delta's fast waters and an hour from the Bay Area by car.

Set along Mexico's magical Colstalegre coast, between Puerto Vallarta and Manzanillo, Zyanya is being carefully developed by a group of international developers as a 5,146-acre ultra-luxury resort

destination with conservation at its core. InterCom was hired to create a new brand story, naming, graphic identity and founder brochure for Zyanya, with a new website coming next. Hidden among a dramatic land of contrast—along 5.3 miles of oceanfront overlooking Chamela Bay and its federally protected islands—Zyanya’s first phase will feature a stunning five-star international hotel and branded villas; an 18-hole championship golf course by Von Hagge, Smelek and Baril; a Founders Beach Club and residences; oceanfront apartments; a ranch with amenities; tennis, equestrian facilities and a sailing club; a charming ranch village for Zyanya’s employees; and a 2,172-acre Private Reserve to steward the legacy of Chamela Bay.

“The fact that we’re working both domestically and internationally on residential and resort projects says volumes about the fact that people are still looking at real estate marketing with excitement and interest,” says Toni Alexander, President and Creative Director of InterCom. “On the master-planned community side, the housing market hasn’t disappeared. I see it as a positive boost that homebuyers are still seeing the importance of buying the American dream.”

InterCommunicationsInc® is a full-service branding, marketing and communications company with 32 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, hospitality developments, retail/entertainment centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.