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Riverstone Community Hits 125 Homes Sold

August 28, 2017 - Newport Beach, CA – InterCom’s insightful brand positioning and initial advertising effort for Riverstone are quickly paying off for the Central California master-planned community, which is experiencing strong real estate sales. Following the recent openings of the homebuilder Sales Offices—McCaffrey Homes in February and Lennar Homes in August—the new community has already reserved and opened escrow on 125 homes. The first home-buying families will be putting down roots in Riverstone’s Lodge District, the community’s inaugural neighborhood featuring the new-home collections as well as an array of family-friendly amenities.



“Riverstone represents a tremendous opportunity to usher in Central California’s next great place,” said Toni Alexander, President and Creative Director of InterCommunicationsInc®. “From print to digital, our differentiating work is helping to position Riverstone as a truly original destination—one that goes far beyond the concept of the typical suburban planned community.”

InterCom’s creative work for Riverstone, developed under the themeline Look Forward to Life, includes a comprehensive website, collateral, email marketing, an 80-page magazine, as well as multiple newspaper ads and accompanying PR stories.

Newport Beach-based InterCommunications® 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, hospitality developments, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.