



Empire Communities Recognized with 6 Silver National Sales and Marketing Awards

NAHB's National Sales and Marketing Council (NSMC) has announced Silver Award Winners for The Nationals new home sales and marketing awards. Empire Communities is proud to have been recognized among homebuilders, consultants and sales professionals across North America with six Silver Award Honours.

Our Empire Avalon community in Caledonia, Ontario was recognized in the Best Community Brochure, Best Social Media Campaign, Best TV Commercial and Best Computer Generated Sales Tool categories, and our Eau Du Soleil waterfront community in Toronto, Ontario was recognized in the Best Computer Generated Sales Tool category. We are also excited to have been recognized in the Best Website for a Builder category for our new corporate website, empirecommunities.com, launched earlier this year.

"We are honoured to be recognized by our peers in the industry for our marketing efforts," says Sue MacKay, Vice President of Marketing at Empire Communities. "Our team strives to constantly innovate and push boundaries using digital and branded content to resonate with our audience and create meaningful connections."

Silver Award Winners are the top vote recipients in each category and are the finalists for the Gold Award. Gold Awards in each category will be presented at the awards ceremony on January 10, 2017 in Orlando, Florida, and is expected to draw more than 1,000 attendees.

"The Nationals are the most prestigious awards of their kind, setting the benchmark for innovations in new home design, marketing and sales," said Meredith Oliver, chairperson of the Nationals. "NAHB's commitment to recognizing originality, imagination and success has been exemplified by its award winners since the competition's inception."

During a three-day judging process, a panel of 7 industry professionals from across the country determined the Silver and Gold award winners from a field of over 1,100 entries.