



## **Empire Communities Drives Digital Innovation at The 2017 National Sales and Marketing Awards**

**VAUGHAN, ON (January 2017)** – The NAHB’s National Sales and Marketing Council (NSMC) has announced Gold 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 two Gold Awards for Best Social Media Campaign and Best Computer Generated Sales tool.

Both awards recognized the innovative Facebook application part of the Empire Avalon low-rise master-plan community launch in Caledonia, Ontario. Empire became the first homebuilder in the Canadian real estate industry to introduce a web application that allows consumers to create their own personalized video to discover how they will enjoy homeownership in the Avalon community.

Available at <http://empireavalon.me>, the Empire Avalon app allows visitors who are curious about life at Empire Avalon to answer a quick set of lifestyle questions in order to generate a short, polished and personalized video featuring their name, their photos, their favourite recreational activities and interior design style preferences. Visitors can then share their video with their friends and family via Facebook, Twitter and email.

“We are thrilled 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.”

Along with two Gold Awards, Empire was also recognized with four Silver Awards in various categories for Empire Avalon, Empire Eau Du Soleil and the Empire corporate website, <http://empirecommunities.com/>.

Gold Awards were presented at the Hyatt Regency Orlando at the National Sales and Marketing Awards Gala on January 10, 2017 with more than 1,000 industry professionals in attendance.

### **Empire Communities**

Empire creates vibrant low-rise and high-rise communities across Southwestern Ontario, GTA and Texas. Founded in 1993, Empire has built over 10,000 new homes and condos, combining innovative energy-saving features with designs that make luxury living more affordable. Today, Empire is one of the largest

homebuilders in Canada. With over 100 awards for their communities, customer service and dedication to green building, Empire is currently expanding operations into the Southern United States.

**Empire Avalon**

Set adjacent to the Grand River and surrounded by forested land, Empire Avalon is a 530-acre, master-planned community located in Caledonia, Ontario that combines small town charm with all of the conveniences of an urban centre. This multiphase development of family homes is currently in preconstruction.

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