

RESIDENTIAL

February 2008

The Marketing Directors Earns 14 National Awards From NAHB



The Marketing Directors, Inc. has earned an impressive 14 awards from the National Association of Homebuilders (NAHB) recognizing the company's outstanding achievements in the industry.

The awards were announced by the NAHB's National Association of Sales and Marketing Council (NSMC), which oversees The Nationals SM, the nation's largest and most prestigious awards competition for new home sales and marketing professionals.

"It is a great privilege to be recognized by our peers for work we consider to be more of a passion than a job," says Adrienne Albert, Founder and National Director of The Marketing Directors, Inc., a Manhattan-based firm that specializes in the marketing and sales of new-construction, high-end residential real estate developments throughout the country. "These awards are strong testaments to the creativity and commitment exhibited by each member of The Marketing Directors team."

Four of the awards were in relation to the Visionaire building, a green residential building in Battery Park City.

The NationalsSM—which originated as the MIRM Awards in 1982—recognizes superior new home sales and marketing achievements. The nation's largest competition, The Nationals'SM awards ceremony is held each year as part of the National Association of Home Builders (NAHB) annual International Builders' Show (IBS).