

## Pardee Homes Shines in SoCal Awards With 12 Finalist Honors

Written by Australian Business

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LOS ANGELES, CA, October 02, 2013 /**24-7PressRelease**/ -- [Pardee Homes](#) has taken 12 Finalist honors in the 2013 SoCal Awards, with judges noting multiple achievements in new home design and marketing for two communities in the homebuilder's Inland Empire and San Diego markets. Scoring totals put both

[Meadow Ridge](#)

in Lake Elsinore's Canyon Hills and

[Alta Del Mar](#)

in San Diego's Del Mar Mesa into final contention as Community of the Year in this prestigious competition. All award winners will be celebrated at the SoCal Awards gala, October 5 at The Grove in Anaheim.

The two communities provide Southern California homebuyers with move-up and luxury ownership opportunities. SoCal judges found both communities notable for the distinctive quality they deliver to their respective market segments, according to Judging Chair Lisa Parrish of Peter M. Mayer Productions.

"At Meadow Ridge, judges were intrigued and impressed by the multi-generational living opportunities Pardee is providing with its new GenSmart Suite," said Parrish. "They appreciated the sophisticated design approach to a very diverse family market, and they were equally impressed by this company's thoughtful attention to all the quality details."

Meadow Ridge earned two Finalist nods in addition to Community of the Year, for Best Sales Experience and for Best Architectural Design of a home 4,000 square feet and over, for Plan 4X, one of the homes offered with the GenSmart Suite option.

Alta Del Mar earned 9 Finalist honors, for Best Signage, Best Sales Experience, Best Landscape Design, Best Indoor/Outdoor Living concepts (Residence Three), Best Interior Merchandising for a Home over 4,000 square feet (Residences Three and Four), Best Architectural Design for a home over 4,000 square feet (Residences Two and Three) and Community of the Year.

"They just don't build houses like this anymore, except that Pardee Homes did, with Alta Del Mar," said Parrish. "Our judges were impressed with every detail in architectural design, model home merchandising, sales office experience--the total attention to quality here is just remarkable."

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Pardee earned a total of 12 Finalist honors architectural design, interior merchandising and landscaping.

"We work very hard to create new homes that serve their intended buyers, whether they are young couples, growing families or maturing buyers, and to see these two very different new home communities recognized in the So Cal Awards is terrific," said Pardee Homes President and CEO Mike McGee. "These honors are a great validation of the exceptional efforts our workforce makes every day, and all of us at Pardee Homes thank the judges."

Healthy sales at both new communities underscore their strength with targeted buyers, noted Matt Sauls, marketing director for Pardee Homes' Inland Empire and San Diego divisions. "Design, location and lifestyle value matters with buyers who make their pick with Pardee Homes," said Sauls. "We thank the So Cal judges--and the homebuyers who have made these communities their first choice."

Sponsored by Sales and Marketing Councils throughout Southern California, The SoCal Awards honor superior achievement in sales, marketing and merchandising excellence. The Sales & Marketing Councils it represents are part of the Building Industry Association of Southern California, Inc. Judges represent a cross section of home building's professional disciplines, and toured all eligible communities.

Pardee Homes is recognized for its superior master-planning concepts, quality construction, responsive customer service and dedication to the educational and civic goals of the communities in which it builds. The company's many awards honor its commitment to superior design and planning and to greener and more sustainable new home development. Visit [www.pardeehomes.com](http://www.pardeehomes.com)