

PALENCIA PRESS RELEASE

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FOR IMMEDIATE RELEASE

PALENCIA RECOGNIZED WITH TWO LAUREL AWARDS FOR MARKETING EXCELLENCE

PONTE VEDRA, Fla. (March 17, 2014) – Palencia Realty LLC, the marketing and sales arm of Hines' master-planned community of [Palencia](#) in St. Johns County, received two Laurel Awards for marketing excellence from the Northeast Florida Builders Association Sales and Marketing Council on Friday night. The company received Laurel Awards for:

- **Best Radio Commercial (Developer).** The company won for spots that ran on area radio stations over a nine-month period in 2013, showcasing the Palencia lifestyle and featuring resident testimonials.
- **Best Marketing Video (Developer).** It also was recognized for a video of the community that featured aerial footage using innovative technology and illustrating the natural beauty of Palencia, as well as the wide array of amenities from golf to tennis and fitness.

Palencia received the honors during the annual Laurel Awards for 2013 at the Del Webb Anastasia Club in St. Johns County, where organizers handed out industry awards for best marketing campaigns, websites and ads as well as top-selling builder site agents, Realtors and mortgage brokers in Northeast Florida.

“We are honored to be recognized for the hard work our staff puts into showcasing the great product we offer at Palencia for people interested in a high-quality lifestyle,” said Naomi Lumley, sales manager. “It is especially meaningful that these awards come from our industry peers.”

Palencia received the awards for marketing excellence in a year in which sales improved significantly, the community opened a new section of premier home sites for sale and The Palencia Club – a 33,000-square-foot clubhouse – underwent significant renovations.

Palencia features attractive homes, family-friendly amenities and a town center set along the natural landscape of Florida’s Intracoastal Waterway. Anchoring the community is a 40-acre Village Center and The Palencia Club, along with a spectacular Arthur Hills-designed championship golf course.

About Palencia and Hines

Located 10 miles north of St. Augustine in central St. Johns County, Palencia is a 1,450-acre master-planned community featuring attractive homes, family-friendly amenities and a town center set along the natural landscape of Florida’s Intracoastal Waterway. The community offers a variety of home styles, retail and office offerings and more than 33 acres of parks and open areas. A 40-acre Village Center contains an eclectic mix of shops and offices, as well as the Palencia Golf Clubhouse, swim facilities, tennis and fitness centers. An Arthur Hills-designed championship golf course is woven through Palencia’s coastal oaks with spectacular views of the Tolomato River.

Palencia has been developed by Hines, a privately owned real estate firm involved in real estate investment, development and property management worldwide. More information about Palencia is available at www.vivapalencia.com or by calling (904) 810-0500.

Photography:

- 1.) Palencia Realty LLC's Carla Luigs accepted the Northeast Florida Builders Association Sales and Marketing Council's Laurel Awards on March 14 for Best Radio Commercial (Developer) and Best Marketing Video (Developer.)

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