



MARKETING
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RYLAND HOMES BUILD STRONG RELATIONSHIPS

LOMBARD, Ill. – Ryland Homes West Region has paired with the North Region on choosing Stevens & Tate as its advertising agency in Denver, Las Vegas, Phoenix, and all of California.

Founded in 1967, The Ryland Group continues to be a leading national homebuilder and mortgage-finance company that's made up of 22 home building divisions in the United States, with the north and west region occupying 11 of these divisions. Since its inception, Ryland Homes has built more than 275,000 homes across the country, which helps to provide longevity and trust to the homebuyer.

Since December of 2007, Stevens & Tate has worked with the North Region of Ryland Homes to help provide more strategic thinking that mobilizes quickly in this ever-changing Real Estate market, while offering competitive creative solutions. Stevens & Tate has been successful at staying on track with Ryland Homes' value for national strength, with a local focus on the north region divisions and hopes to bring parallel success out west during these difficult times for other homebuilders.

"In this challenging housing market, builders are looking for smarter marketing, lower cost per lead, and generally rebuilding marketing plans from the ground up and that's what we bring to Ryland," said Dan Gartlan, President of Stevens & Tate.

Stevens & Tate looks to utilize diverse and integrated strategies to help meet the advertising needs of Ryland Homes including strategic planning, data analysis, Internet rich media plans, umbrella campaigns modified to specific divisions and creative solutions with trackable results.

Stevens & Tate Marketing/Endora Digital Solutions has developed a reputation for advertising excellence and has acquired a diverse client base, specializing in the real estate, senior living, hotel and travel, and food industries. Located just west of Chicago, Stevens & Tate/Endora Digital provides clients with innovative, on-strategy creative, all while providing trackable results. For more information, visit www.stevens-tate.com or call 630-627-5200.