



MARKETING  
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FOR IMMEDIATE RELEASE  
January 1, 2008

## STEVENS & TATE MARKETING BEGINS WORK WITH RYLAND HOMES

LOMBARD, Ill. – Ryland Homes North Region has chosen Stevens & Tate Marketing as its advertising agency in Washington D.C., Baltimore, Chicago, Indianapolis, Ohio Valley and the Twin Cities.

Together, Ryland Homes North Region and Stevens & Tate are working to build trust in new home buying, separate Ryland Homes from their competition, attract buyers relocating, improve Realtor cooperation, drive website traffic to generate new sales, and to increase qualified sales and traffic to sales centers.

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

“Ryland was looking for a partner and team where more strategic thinking could mobilize quickly in this ever changing Real Estate market and who could offer competitive creative solutions. Stevens & Tate is always looking for clients that value what we have to offer,” said Dan Gartlan, President of Stevens & Tate.

Founded in 1967, The Ryland Group is a Fortune 500 homebuilder and mortgage-finance company that’s made up of 22 home buying divisions in the United States, with the north region occupying 6 of these divisions.

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](http://www.stevens-tate.com) or call 630-627-5200.