



FOR IMMEDIATE RELEASE

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**infinitee is Engaged by Gables Residential for Multiple Branding Initiatives**

July 9, 2015 – Gables Residential has engaged infinitee, a full-service, real estate marketing agency in Atlanta, GA for several strategic branding initiatives. Gables Residential is a vertically integrated real estate company specializing in the development, construction, ownership, acquisition, financing and management of multi-family and mixed-use communities. Gables Residential manages approximately 35,000 apartment homes and 400,000 square feet of retail space across the country.

infinitee recently worked with Gables Residential to update their community brochures with a contemporary design that can be customized for each property and also developed new third party management collateral that further ensures the brand stands out among other industry competitors while establishing Gables Residential as the leading choice for residential leasing and management services. infinitee is currently working on environmental signage projects for two Gables mixed-use properties, Emory Point in Atlanta, GA and West Ave in Houston, TX.

Earlier this year, infinitee completed a market introduction strategy to launch Gables Residential in two new cities, Cherry Creek in Denver and University Station in Westwood outside of Boston. Unique brand imaging was developed and executed through onsite signage, digital banner ads, print ads and email marketing. In addition, digital and social media plans were also implemented to reach the target audience and create awareness for each property resulting in a combined reach and spread of over 85,000 in less than three months.

*It has been a pleasure working with Gables Residential, an industry leader in multi-family development and management, on all of these strategic branding initiatives. – Jocelyn Smith, CEO of infinitee*

infinitee is a strategic marketing agency specializing in real estate, with over 25 years of experience in shopping center, mixed-use, commercial, multi-family and residential development. For more information on corporate rebranding or how to take your real estate company to the next level, call Managing Partner, Jocelyn Smith at (404) 231-3481, visit [www.infinitee.com](http://www.infinitee.com), or find us on Facebook.

**About infinitee**

infinitee is a full-service real estate marketing and advertising agency based in Atlanta, Georgia with 25+ years of marketing experience. Our services include branding, advertising, digital, social media and more for commercial, mixed-use, multifamily, shopping and outlet center developers and management companies. infinitee is known for unlimited creativity, strategic marketing and unmatched service.

Some of our clients include: Cousins Properties, PM Realty Group, Lennar Commercial Investments, Craig Realty Group, Banyan Street Capital, Tanger Outlets, OliverMcMillan, RaCo Real Estate Advisors, Hill Partners, Fuqua Development

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