



NEWS

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J. SIMMS AGENCY LANDS A HANDFUL OF NEW CLIENTS

After acquiring competing agency Cassle Communications, j. simms agency, a 12-year-old San Diego-based firm, is set to resume public relations campaigns for its newly obtained clients including Shoreline Communities, California Building Specialties, Cornerstone Communities, Quinn Communities, Reynolds Communities, Search Gear, Master Manuals, CBR Marketing and California Building Specialties, it was announced by Julia Simms, founder and president.

Shoreline Communities, based in Cardiff-by-the-Sea, is a long-time San Diego builder whose current communities include Ocean Heights in Oceanside, Pegasus in Mira Mesa, Felicita Palms in Escondido and Greenhills Ranch coming soon to Lakeside, as well as Granite Hills Village to El Cajon.

Cornerstone Communities has constructed over 10,000 homes and lots within over 50 developments throughout California, whereas Quinn Communities is based in Encinitas and specializes in smaller infill projects.

Reynolds Communities has built more than 3,500 homes in Southern California and Arizona for over more than 30 years. Current projects include The Desert Collection in North Indio, Ponderosa Estates in Alpine and Belvedere in La Mesa.

Shifting from residential communities, Search Gear sells search and rescue equipment for rescue professionals and Master Manuals creates informational manuals for home builders from an insurance standpoint.

CBR Marketing specializes in implementing accelerated real estate sales programs designed to specifically assist builders.

Based in San Marcos, California Building Specialties is a leading supplier of high-end windows and doors. They are the nation's largest distributor of Wisconsin-based Semco products.

Founded in 1995 by public relations veteran Julia Simms, j. simms agency specializes in branding, advertising, marketing communications and publicity campaigns for a wide range of clientele. Strategic planning, issues management, employee communications, media training, community-outreach programs, special event management, and crisis planning are some of the services available to clients of the firm.

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