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Oct 17, 2013, 1:22 pm MST

AV Homes picks Zion & Zion for national ad account

Tempe advertising and public relations firm Zion & Zion has picked up a national account from AV Homes Inc. (Nasdaq: AVHI). AV Homes is...



AV Homes picks Zion & Zion for national ad account



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Tempe advertising and public relations firm Zion & Zion has picked up a national account from AV Homes Inc. (Nasdaq: AVHI).

AV Homes is based in Scottsdale and does home building and real estate development in Arizona and Florida. It announced today it was getting into the North Carolina market.

AV has signed a 30-month national agency of record deal with Zion.

"Zion & Zion's industry experience with successful developers like DMB Associates combined with their results-driven approach and business acumen impressed us," said Roger A. Cregg, president and CEO of AV Homes.

DMB is the master developer of the Eastmark development in Mesa on the former GM Proving Grounds site as well as the Verrado development in Buckeye. AV has development plans already at Eastmark and also announced today it was buying land in Verrado for 170 homes.

Zion & Zion CEO Aric Zion said his firm will handle advertising, marketing, social media, Web development and public relations for AV.

Private equity firm TPG Capital invested \$135 million in AV in June.

"Our fundamental philosophy, 'where business meets creative,' continues to be what attracts clients to us; and our investments in digital technology and ongoing Zion & Zion team member training continue to deliver returns for both us and our clients," Zion said.

Zion's other clients include Barro's Pizza, Dutch Bros. coffee, Discount Cab, Fascinations lingerie and costume stores, the Audubon Society and Sotheby's International Realty.

AV Homes reported a quarterly loss of \$4.7 million in August, or 36 cents per share, on revenue of \$29.6 million. That compared with a net loss of \$11.3 million, or 91 cents per share, on revenue of \$19 million for the same quarter in 2012.

Mike Sunnucks writes about politics, law, airlines, sports business and the economy.

Industries: Media & Marketing, Residential Real Estate



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Aric Zion

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