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Ventura Lofts is Among 3 Finalists in the National Multifamily Housing Industry Award Competition

The National Association of Home Builders' [NAHB] recognized **Ventura Lofts** among the top trend-setters in the multifamily housing industry, as part of its annual Pillars of the Industry Awards program promoting excellence in apartment and condo design, development, marketing and management. The Pillars of the Industry Awards are considered a showcase of future trends and innovation.

"This year's finalists represent the creativity of industry leaders who've combined beauty and high quality with an emphasis on what is most valuable to residents," said Steve Patterson, chairman of NAHB's Multifamily Leadership Board and CEO of ZOM USA in Orlando, Fla. "In the current economic environment, it is also extremely encouraging to see so many multifamily builders focusing on affordability and long-term sustainability."

Finalists were selected for superior achievement in 28 categories, including **Ventura Lofts**. **Ventura Lofts** was chosen on the basis of **convenience in location, floor plans & finishes, and distinctive amenities**. Hundreds of entries—representing apartment and condo communities from across the country—vied for this year's awards, which are considered among the most prestigious in the housing industry.

Winners will be announced at the annual NAHB Multifamily Pillars of the Industry Conference and Awards Gala on March 18 at the Hotel Del Coronado in San Diego.

ABOUT NAHB AND THE PILLARS OF THE INDUSTRY AWARDS: The National Association of Home Builders is a Washington-based trade association representing more than 200,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. NAHB's Pillars of the Industry Awards honor excellence in apartment and condominium design and development, as well as leadership in marketing and property management. Since its inception in 1990, the Pillars of the Industry Awards program has earned the reputation as the most prestigious in the multifamily industry, and both the housing industry and the media look to the Pillars Awards as a showcase of future trends and innovation.