

## **Michael Lauren Development Wins Three Awards for Best Website, Best Logo Design and Outstanding Custom Home From St. Louis Home Builders Association for 2010**

Strategic Partners The Lawrence Group and Contemporary Creative Group Instrumental in Building Strong Brand Identity

CLAYTON, Mo., Sept. 28 /PRNewswire/ -- Michael Lauren Development LLC ([www.michaellauren.com](http://www.michaellauren.com)), a residential custom home builder, received three design oriented awards from the St. Louis Home Builders Association at their annual Super Sales Rally and Marketing meeting held at the Doubletree Hotel in Westport on Wednesday September 22, 2010.

Michael Lauren Development received the Homer Award for Outstanding Custom Home, for its Elegant Cottage style single-family home built in Clayton. The firm shared the Homer award with The Lawrence Group an architecture firm. Michael Lauren also received company branding awards for the Best Website and Best Logo Design, and shared those awards with Contemporary Creative Group a marketing design and printing firm.

Michael Rechan, president, Michael Lauren Development LLC, commented, " Without a doubt Michael Lauren has a core mission of building extremely high end single-family custom homes, with a design centric focus and with soul, and that exceed our client expectations. We also encourage our customers to think in terms of "rightsizing" their living space to meet their needs, and are focused on delivering efficient floor planning schemes that meet those needs. We are blessed with two talented marketing and architectural design strategic partners, in Contemporary Creative Group , and The Lawrence Group who understand Michael Lauren's mission and help make sure both our marketing initiatives and our custom home development product designs are consistent with this mission. Winning these three awards from the St. Louis Home Builders Association demonstrates tangible progress."

Kevin Glazer, President, Contemporary Creative Group ([www.ccgad.com](http://www.ccgad.com) ), says, "Its rare today when a client both understands and can articulate their brand identity with clarity and also provides you the brand development latitude to totally implement that brand. With Michael Lauren we have had the opportunity to design their brand starting from logo design and then implementing that brand across all of their marketing initiatives both digital and print, including; website development, all marketing collateral, business cards, direct mailings, and advertisements. Their success in the market and the awards we shared are tangible proof of the good things that can happen when a marketing firm is given the trust to create a 360-degree brand for their client. "

"From our perspective, Michael Lauren is a new kind of custom home developer that we want to see more of in the marketplace", states Paul Doerner, President of The Lawrence Group ([www.thelawrencegroup.com](http://www.thelawrencegroup.com) ) residential architecture division. "Michael Lauren wants to build exceptional homes that exceed client expectations in terms of both build quality and design, so we are aligned in our goals from both an architectural design and building perspective. We are honored to receive this award from the St. Louis Home Builders Association and to work with and share this award with Michael Lauren."

**Michael Lauren Development LLC** . Located in Clayton, Michael Lauren is a residential development firm specializing in building high-end custom homes for an affluent clientele in the central corridor of St. Louis County. The firm provides a turnkey service for its clients including: site acquisition, project management, architectural design, zoning approvals, financing consultation, construction management, design services and landscape design. The firm is affiliated with Dielmann Sotheby's International Realty.

**Contemporary Creative Group.** Located in downtown St. Louis, CCG is a marketing and printing services provider and has been successfully operating since 1969. CCG is known for its excellence in the marketing, print & design industries. If your company needs a website built, marketing brochure, print Ad, or Logo Design contact CCG.

**The Lawrence Group.** The Lawrence Group was founded as an architecture company in 1983 by a trio of young design school graduates of "KU," The University of Kansas at Lawrence, Kansas (and thus the name, The Lawrence Group.) Steve Smith, David Ohlemeyer and Paul Doerner established Lawrence Group with the goal of becoming a design-and-construction industry "super-firm.", Between 1996 and 2009 the company expanded its St. Louis-based North American operations to comprise offices in Austin, Texas; Charlotte, North Carolina and New York, New York. In 2008 Lawrence Group expanded its services internationally with an office in Beijing, People's Republic of China. The mission and brand promise has remained consistent: Helping Clients Realize Their Dreams.

SOURCE Michael Lauren Development LLC

CONTACT: Kevin Glazer , President of Contemporary Creative Group, +1-314-537-5553, kevin@ccgad.com, for Michael Lauren Development LLC

Web Site: <http://www.ccgad.com/>