

ART DANIELIAN HONORED WITH THE NATIONALS 2019 LEGEND OF RESIDENTIAL MARKETING



The NAHB National Sales and Marketing Council (NSMC) honored Danielian Associates' founder and chairman, Arthur C. Danielian, FAIA, with the 2019 Legend of Residential Marketing award. The award was presented at The Nationals Awards Gala during the International Builders' Show last week in Las Vegas.

Art became a recognized expert in innovative housing design, bringing a multitude of ideas to the homebuilding industry. He was one of the first architects to embrace a market-driven design model, working with each of his builder clients and market researchers to truly identify their market profiles – creating homes with tremendous absorption rates that were well loved by their buyers.

In 2018, Danielian Associates celebrated 50 years in business with a fresh look and a new leadership team to carry them into the future. To hear Art's story and meet the Danielian Associates team, check out <https://www.youtube.com/watch?v=goaea904Qvg&t=2s>