



For Immediate Release
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G3 URBAN HOST GRAND OPENING FOR POINSETTIA PLACE, BRINGING DESIGN-FORWARD TOWNHOME OWNERSHIP TO EL MONTE

September 12 grand opening showcases 25 limited-edition townhomes, with food trucks and a \$1,000 West Elm giveaway



EL MONTE, CA (August 24, 2026) G3 Urban, a family-owned homebuilder with more than 100 years of experience, today announced the grand opening of Poinsettia Place, a new collection of 25

contemporary townhomes in El Monte. The public is invited to tour the community's first fully furnished model home on **Saturday, September 12, from 11 a.m. to 2 p.m.**, at **2647 Durfee Ave., El Monte, CA.**

Attendees can explore a model of one of the development's 25 limited-edition custom homes, enjoy complimentary bites from L.A. favorite Kogi BBQ Truck, and cool off with treats from ice cream sensation The Creamy Boys. Guests who complete the Welcome Home Passport during the event will be entered to win a \$1,000 gift card to West Elm.

“We’ve always believed attainable housing doesn’t have to mean boring housing. With only 25 homes at Poinsettia Place, we had the opportunity to obsess over the details and do some things you don’t normally see at this price point. We’re really proud of how it came together, and the grand opening is basically our excuse to throw a party and finally show it off.” said Jordon Gardner, President of G3 Urban

Poinsettia Place offers two- to four-bedroom homes with up to three-and-a-half bathrooms and flexible floor plans ranging from 1,299 to 2,046 square feet. Located just 12 miles from downtown Los Angeles at the crossroads of the 10 and 605 freeways, the community is designed to give first-time buyers, young professionals and growing families both connectivity and attainable pricing, with homes starting from the mid \$600,000s.

Each residence features state-of-the-art kitchens, designer-selected finishes and energy-efficient smart-home technology, including integrated Amazon Echo, Google Nest and Ring systems, in-garage electric vehicle chargers, and Smart Tech keyless entry. Kitchens are outfitted with gourmet appliances and fixtures by Delta and LG, and every home includes complimentary white-glove installation and connectivity setup.

Interiors include 10-foot ceilings in the primary suites, designer reverse-trim two-toned paint, matte black hardware, 8-foot doors and spacious walk-in closets. Buyers can further personalize their homes with available upgrades such as a whole-home smart leak detection system, a Clarifi reverse osmosis system, bidet toilets, and custom kitchen and flooring finishes.

Interior design for Poinsettia Place was led by Lauren Gardner, whose work is currently featured on the August 2026 cover of *House Beautiful*. “For this model, I was drawn to an earthy, organic palette that could feel both expressive and livable, layering rich greens, artisan-inspired tile, natural stone, richly stained cabinetry and our reverse-trim color palette to create a home that feels fresh, collected and thoughtfully designed for everyday life.” said Gardner. Gardner curated the community's interiors to deliver both quality and everyday functionality for the modern Southern California family.

About G3 Urban

G3 Urban is a family-owned and -operated homebuilder with more than 100 years of experience building superior homes rooted in impeccable design, sustainable building practices, and industry-leading customer service. [Add 1–2 additional sentences on company history, portfolio, or mission as desired.]

Event Details

What: Poinsettia Place Grand Opening & Model Home Tour **When:** Saturday, September 12, 2026, 11 a.m. – 2 p.m. **Where:** 2647 Durfee Ave., El Monte, CA **RSVP / Interest List:** <https://www.g3urban.com/grand-opening>

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