



PR Builds Reputation for Coldwell Banker The Condo Store As *The Go-To Experts* in Residential Condo Market

Overview

The Condo Store, which was founded in Atlanta and joined Coldwell Banker in 1999 as Coldwell Banker The Condo Store (CBTCS), serves as the marketing and sales specialist for condominium and multifamily developments for this national real estate giant.

Objectives

As CBTCS expanded beyond Atlanta, Cookerly was retained in 2006 to serve as the agency of record to help increase visibility and position the company as the market leader in the condominium/townhome/loft market. Heightened company awareness was important to pave the way for national growth throughout the Southeast and other regions nationally.

Strategy & Tactics

The agency focused on message development that stressed CBTCS's comprehensive role in working with developers and providing value to all stages of the process – from initial design to the final sale. A strategic media relations program positioned the company's leadership team as industry experts who commented regularly on real estate trends, market activity, buyer patterns and more. The agency cultivated strong working relationships with business and trade reporters/editors in markets including Atlanta, Orlando, Tampa/St. Petersburg, Jacksonville, Boston as well as other markets identified for growth including Biloxi/Baton Rouge, Asheville, Charleston and more.

Cookerly also identified high-profile speaking opportunities targeting important audiences and assisted with special projects including Developer Forums and sponsorships to enhance the company's standing and reputation in key markets.

Results

The agency generated consistent media coverage with lead stories appearing on the front page of the *Atlanta Journal-Constitution* business section and a lead story by consumer news reporter Clark Howard on WSB-TV news. Coverage for 2006 and 2007 across national markets included more than 150 stories and other placements in such publications as *The Atlanta Journal-Constitution*, *Southeast Real Estate Business*, *Las Vegas Review-Journal*, *Florida Real Estate Journal*, *Orlando Business Journal*, *Florida Times-Union* and *Tampa Tribune*, with an estimated readership of more than 28 million. In addition to television and print placements, the agency secured frequent coverage on leading Web sites including MSNBC.com and BuilderOnline.com.



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Highlights

Campaign highlighted senior management team in 2007, including an *Atlanta Journal Constitution* feature on the president and articles on team.

Program included a successful Developers Forum for key area developers with keynote speakers on development trends

Media relations efforts secured more than 150 placements highlighting client's management team and developments in key markets

