

Public Relations Boosts Brand and Reputation of 20-Year Atlanta Real Estate Firm

Overview

Comprised of six branch offices and more than 400 agents, Jenny Pruitt & Associates, Realtors (JPA), founded in 1988, is one of metro Atlanta's longest-running and most respected real estate firms. Faced with an increasingly competitive market environment and changes in company leadership, JPA sought to increase visibility and presence in the metro Atlanta market and position its agents and management team as "the experts" in residential real estate.

Objective

Cookerly Public relations was charged with highlighting the company's agents/management team, new home developments, company growth and community programs to emphasize viability in the marketplace and keep company morale strong. Emphasis was placed on increasing news coverage in the *Atlanta Journal-Constitution's* Homefinder section, the newspaper's weekly, consumer-focused real estate supplement.

Strategy & Tactics

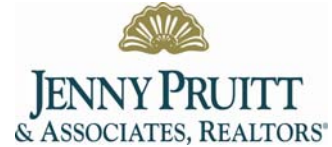
Cookerly Public Relations utilized a wide variety of strategies to increase the overall visibility and credibility of the company's brand and highlight the expertise of its agents and management team. Initiatives included creative pitches on real estate/housing trends; news releases on new home developments, community programs, company awards and new agents; briefings with reporters; historic home tours and more.

Productive working relationships were cultivated with 30 reporters and editors at local/regional/trade publications. Through proactive pitches and strategic/creative story angles, numerous reporters called Cookerly regularly to request spokespeople for stories.

The agency also worked closely with the management team on issue management and provided strategic counsel in developing key messages for the media and employees.

Results

Cumulatively, 228 media placements appeared in local, regional, trade and national news outlets, reaching an audience of 110 million people with an advertising equivalency of more than \$6.7 million. More than 50 stories – including 23 cover stories – appeared in print and online editions of the AJC's Homefinder. Topics ranged from energy-efficient products and making homes "greener" to international buyers, tips for finding real estate agents and more.



Highlights

Over 13 months, the reputation/brand management campaign achieved 228 media placements in local, regional, trade and national news outlets, reaching an audience of 110 million people with an advertising equivalency of more than \$6.7 million.

Company market share increased: JPA was the only real estate firm among the top six in metro Atlanta that had a market share increase in volume in 2007.

Stories featured more than 80 agents – 35 of them new. Coverage was circulated companywide and displayed in all offices. Media success garnered positive feedback and boosted morale.

