

REAL ESTATE

PUBLIC RELATIONS:

A Strategic Necessity

by
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The successful real estate professional cannot in good faith offer a client marketing services without having a public relations expert in the back office. A typical small-to-mid-sized regional brokerage firm generally tries to "go it alone" by having a franchise provided internet site and a low five-figure advertising budget. However, as clients become more sophisticated, the market presence generated by this skimpy approach neither impresses nor gets the job done. Whether the clients' requirement is to market or acquire a property, a broker's investment in public relations creates the groundwork for a successful assignment.

A public relations expert, although expensive, with salaries ranging up to \$200,000 per year, brings a multiplicity of skills to an office which can "pay for itself" in advertising dollar savings. By creating a positive relationship with print and other media professionals, numerous opportunities arise for name placement, critical first-person quotes, discounted advertising, etc.

An additional unheralded function of a public relations expert is performing in-depth market research in order to develop a comprehensive marketing plan for the client firm. The focus of this research is to investigate current and past market conditions, individual property surroundings, and the most viable target audiences. The completed research ensures that the company's knowledge bank remains up-to-date and that all facets of the marketing effort such as brochures; presentations; internet strategy (website); press releases to media (newspapers, magazines, television); and direct mail, via e-mail and hard mail; blend together to guarantee a consistent marketing message for the assignment.

A firm's Website is a perfect vehicle for the skills of a public relations expert. The Internet is a valuable resource in bringing a company's purpose to fruition. A professionally established Website should be the front door for visitors to cross the threshold into the firm's "kitchen" allowing viewers to get acquainted with the "family" members. The Website should keep visitors up-to-date on a daily basis with pertinent information, and give clients a way to keep in touch with the "family" via mailing lists or promotional items.

Today's client can tell the difference between a canned marketing approach and one that has been personalized for his/her particular requirements. A professional presentation should contain, for example, personalized research and detailed, comparative statistics and photographs relating to a specific property(s). The public relations expert should make sure the presentation provides the property owner with individualized information that cannot be easily obtained elsewhere.

In this age of information overload, creating high-impact marketing material coupled with a thoroughly researched target database becomes the foundation of a successful assignment. Research, databases, and creating the presentation which will engender a response, is a specialized skill which few, if any brokers have. While a broker's judgment and experience is essential in targeting the correct market and determining the appropriateness of the marketing direction, his/her skills are best spent in purely transactional activities.

The competition for a client's attention in this Internet Age has become the most significant challenge facing the real estate professional. A ready smile and a firm handshake will not be as effective as it has in the past without the support of a public relations expert.

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commercial property listings

110th AVENUE.....78,000 SQ. FT.	74TH STREET.....10,000 SQ. FT.
126TH STREET.....5,500 SQ. FT.	98TH AVENUE.....3,500 SQ. FT.
132ND STREET.....45,000 SQ. FT.	ALBION AVENUE.....105,000 SQ. FT.
14TH STREET.....16,500 SQ. FT.	ASTORIA BLVD.....32,000 SQ. FT.
170TH STREET.....15,000 SQ. FT.	AVENUE D.....44,000 SQ. FT.
19TH AVENUE.....8,000 SQ. FT.	BARNETT AVENUE.....60,000 SQ. FT.
25TH STREET.....6,000 SQ. FT.	BARNETT AVENUE.....3,324 SQ. FT.
28TH STREET.....5,000 SQ. FT.	BARNWELL AVENUE.....27,000 SQ. FT.
29TH STREET.....8,275 SQ. FT.	BEDFORD AVENUE.....15,000 SQ. FT.
29TH STREET.....5,000 SQ. FT.	BORDEN AVENUE.....30,000 SQ. FT.
31ST AVENUE.....145,000 SQ. FT.	CANTON STREET.....8,000 SQ. FT.
35TH STREET.....3,990 SQ. FT.	CENTRAL AVENUE.....10,000 SQ. FT.
38TH STREET.....6,200 SQ. FT.	CHAMBERS STREET.....6,250 SQ. FT.
39TH STREET.....20,000 SQ. FT.	CHAMBERS STREET.....7,000 SQ. FT.
39TH STREET.....38,000 SQ. FT.	CLINTON STREET.....110,000 SQ. FT.
39TH STREET.....12,500 SQ. FT.	CODY AVENUE.....14,000 SQ. FT.
43RD AVENUE.....11,600 SQ. FT.	DUNKIRK STREET.....90,000 SQ. FT.
47TH AVENUE.....30,000 SQ. FT.	FRANKLIN AVENUE.....5,000 SQ. FT.
47TH AVENUE.....40,000 SQ. FT.	FREEMAN STREET.....5,000 SQ. FT.
47TH ROAD.....6,200 SQ. FT.	GRAND AVENUE.....156,000 SQ. FT.
47TH STREET.....4,000 SQ. FT.	GREENPOINT AVENUE.....77,000 SQ. FT.
49TH AVENUE.....25,000 SQ. FT.	GREENPOINT AVENUE.....102,120 SQ. FT.
49TH STREET.....72,000 SQ. FT.	HART STREET.....6,250 SQ. FT.
49TH STREET.....88,000 SQ. FT.	INGRAHAM STREET.....7,000 SQ. FT.
54TH AVENUE.....200,000 SQ. FT.	

COMMERCIAL PROPERTY OF THE MONTH



LOCATION: LONG ISLAND CITY

Flexible Zoning?	YES! Hunters Point Mixed Use
Subway?	YES! #7 at Vernon-Jackson Station
Parking?	YES! Up to 10 Spots
Drive-In?	YES! Garage-Typer Door
Low Taxes?	YES! \$7.50 Per Month
Finished Offices?	YES! Fully A/C
Live/Work?	YES! As-Of-Right
Immediate Occupancy?	YES! Now Vacant

SALE OR LEASE

OWNER'S EXCLUSIVE REPRESENTATIVES:

Nick Proios or John Maltz, SIOR
718-786-5050 www.greiner-maltz.com

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