



# PUBLIC RELATIONS

Guide for RE/MAX Offices and Agents



# WHAT EXACTLY IS PUBLIC RELATIONS?

## PUB•LIC RE•LA•TIONS

The name sums it up. Simply put, Public Relations (PR) is the management of the communication flow between an organization and the public. Public Relations activities are a great way to leverage free exposure for the great things you do through the media – internet, social media, print, television and more.



## GOAL

The main goal of this guide is to show you how to get media coverage within your market, positioning yourself as the expert. You have seen competitors quoted in local newspapers and interviewed on TV – and there is no reason why you shouldn't be the expert in the next news story.

## So let's get started.

Publicity is a powerful concept. A good news story can accomplish the same thing as spending thousands of dollars in advertising, but cost you nothing.



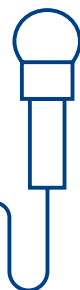
## WHAT CAN PUBLIC RELATIONS DO FOR YOU?

- + Generate increased visibility among prospective clients and colleagues for you and your office
- + Attract more listings and increase referrals
- + Enhance recruiting efforts
- + Position you as an authority in the market
- + Maintain awareness
- + Increase traffic to your website and listings
- + Provide credibility as a go-to expert

# FUNDAMENTALS OF AN EFFECTIVE PR PROGRAM

An effective PR program includes both reactive (answering the media's requests) and proactive (reaching out to the media) strategies. Tactics range from on-camera interviews to well-planned media events. Many PR programs also include elements of crisis communication and internal communication.

Let's break it down a little more  
re•ac•tive PR



**Reactive**  
Responding to media inquiries, interviews, crisis communications

**Proactive**  
Pitches, press releases, media events, bylined articles, press kits, websites, blogs and more

**VS**

## INTERVIEW TIPS

Don't be intimidated – reporters are people too! An interview is an excellent opportunity to gain exposure and communicate your message and expertise to the public. Whether the reporter seeks you out or you find yourself in the right place at the right time, don't miss an opportunity to talk straight to the public through the news media.

### PREPARATION

Think before you speak. Before the interview, find out as much information as possible about the topic and the questions you'll be asked. If you can, schedule a time for the interview so that you'll have an opportunity to prepare and develop key messages you want to deliver.

### MESSAGING

Be clear and concise when answering questions and repeat your key messages, knowing that the interview will be edited. Avoid providing misleading answers and be comfortable if you have to tell a reporter you don't know the answer to a question.

### FOLLOW-UP

This is a MUST. Thank the writer, editor or reporter for the opportunity to be included in the story and be sure to leave him/her with contact information in case they have follow-up questions (and hopefully, for future stories).

## REMINDERS

- 1 Be wary of reporters who might have a negative story in mind. And at no time should you speak **"off the record."**
- 2 Keep in mind that in any interview, even when the camera or recorder is turned off, your comments may still be used or quoted in the story.
- 3 Your Regional PR Representatives are here to help! Contact them for advice, assistance and even a list of media contacts for your area.



It's good to establish rapport with a journalist, but refrain from making comments you wouldn't want repeated or even paraphrased by the reporter. Consider yourself always "on the record."



Editors make hard, fast decisions about what is important to their audience.

Remember, only pitch newsworthy story ideas that will matter to the reader or viewer.



## NOT SURE IF IT'S NEWSWORTHY?

### USE THIS CHECKLIST...

- ☒ Is your story timely?  
Did it happen recently?  
(*timeliness*)
- ☒ Is your story different or distinctive? Do you have a new angle?  
(*human interest*)
- ☒ Would your neighbor care about this story?  
(*uniqueness*)

## pro•ac•tive PR

### HOW TO CREATE NEWS

Many news outlets are understaffed and operate on limited budgets, so they are often anxious to receive quality news tips. You have to be knowledgeable and prepared with your story idea. Pay attention and keep up with the current trends in real estate on both a national and local level. For recommended industry news sources, visit the PR page on MAX/Center.

If you have access to market data and you haven't seen it covered by the media recently, approach local journalists with a simple and concise email or phone call. Tell them why their audience might be interested in what you have to say.

Many weekly or neighborhood newspapers will also accept submitted articles online.

### PRESS RELEASES & PITCHES

Despite what some experts think, the press release is not dead. A well-written press release with a catchy headline and important facts in the first few lines is bound to grab a journalist's attention.

With supporting background information and dynamic quotes in the next few paragraphs, you've done most of the reporter's work. Be sure to place a follow-up phone call with the reporter and have visuals available if possible.

#### PRESS RELEASE 101

- + Answer the who, what, when, where, why and how
- + Be relevant and filled with facts
- + Put the most important information at the top
- + Include contact information for follow-up questions



**TIP****DON'T  
OVERWHELM.**

Send appropriate press releases and information to your media list, but be selective.

## KNOW THE MEDIA

### READ, RELATE, INTRODUCE YOURSELF

The best way to get to know the media is to study them – read local and national publications, and watch and listen to broadcasts when possible. What stories do they cover and how do they cover them?

Create a list of targeted local media contacts. Then create a Press Kit, which can be as simple as a one-page brief with your bio, photo and highlighted areas of expertise, as a way to introduce yourself and to offer yourself as a resource.

### YOU ARE THE EXPERT

You have a wealth of knowledge about the real estate industry and the market in your community. Journalists rely on experts like you to provide verifiable observations and opinions to make their stories well-rounded. Send a simple email or make a brief phone call to let reporters and editors know about your expertise and availability.

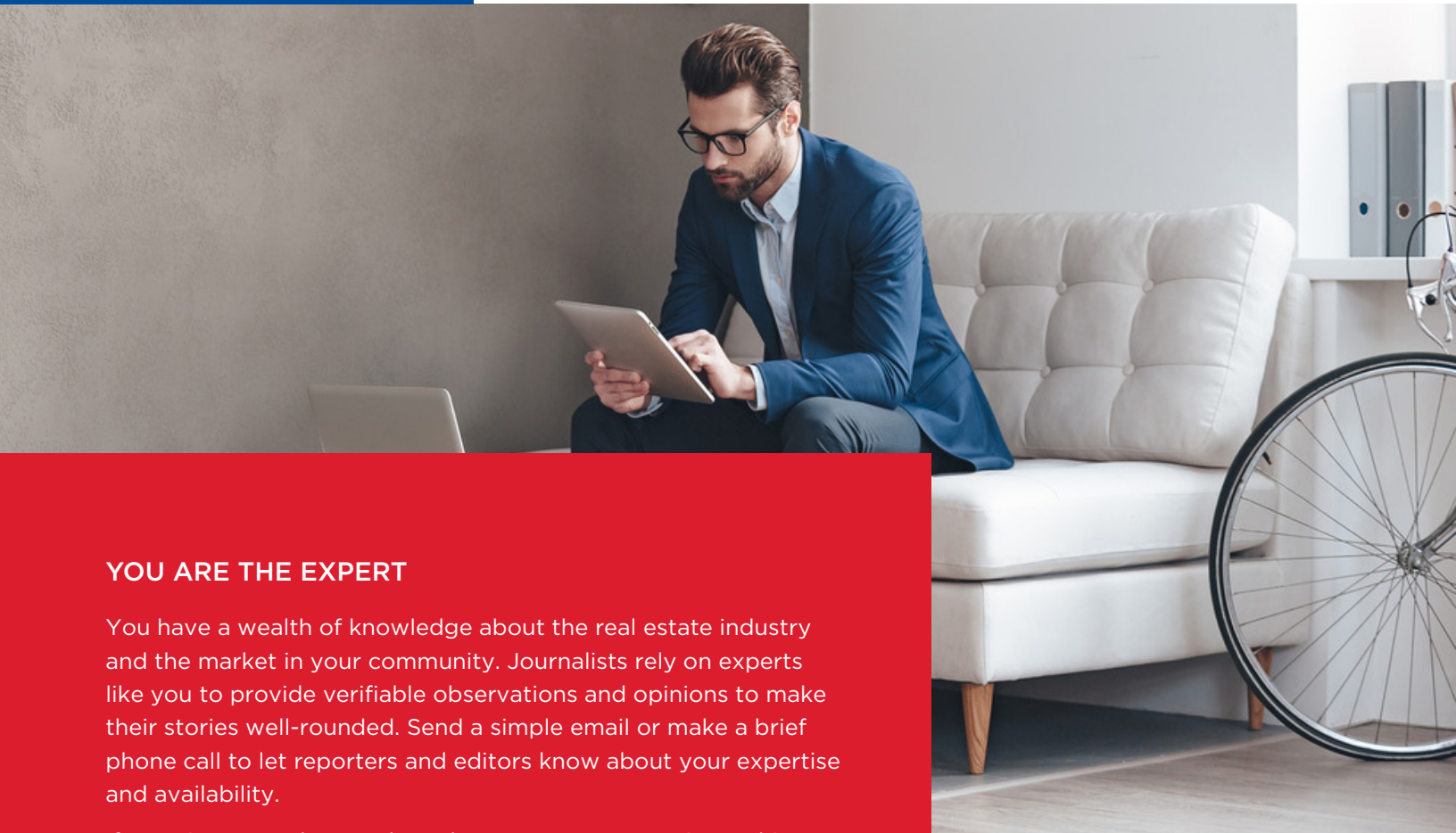
If you sit on a real estate board or serve on a committee, this lends even more credibility to your expert point of view.

### CHANNELS

- ☒ Blogs
- ☒ Business publications
- ☒ Daily, weekly and neighborhood newspapers
- ☒ Magazines
- ☒ Online news services
- ☒ Radio programs
- ☒ Real estate publications

**TIP**

Try to avoid sending information to generic contacts, like the news desk, as much as possible. Search for a specific person to contact. Make it personal and make it count.



## PUBLICITY OPPORTUNITIES OUTSIDE OF THE BUSINESS, REAL ESTATE AND HOUSING SECTIONS OF NEWSPAPERS

- 1 Travel reporters may be interested about vacation properties.
- 2 Lifestyle reporters/editors are seeking news angles about lifestyle factors affecting home-buying decisions and community news.
- 3 Personal finance columnists write about the economics of real estate. Once a national trend is announced, contact local reporters as the expert in your local market.



### BE READY TO DELIVER.

Quick deadlines are standard for most reporters. When asked, be ready with facts, have one or two buyers or sellers who would be willing to do an interview and have high-resolution photos available.



## CONTACT AND INFORMATION

For more information about RE/MAX visit **[www.remax.com/newsroom](http://www.remax.com/newsroom)**

For information and resources including convention and events, community relations, marketing and business resources, visit MAX/Center.

For more Public Relations resources, including additional press release templates, visit **[www.maxcntr.com](http://www.maxcntr.com)**

Please contact the RE/MAX, LLC Public Relations team at **[newsroom@remax.com](mailto:newsroom@remax.com)** with questions or for assistance with coordinated public relations campaigns and crisis communications.