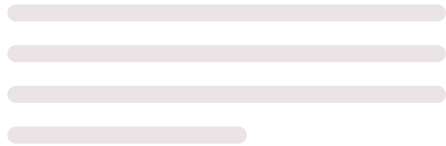


PR **Playbook**



Public relations (PR) is all about **slowly building your brand's reputation** by securing organic media coverage and cultivating long-term relationships.



Why invest in PR?

Generate awareness & brand recognition for your company

- Having your name appear in the publications/channels your ideal prospects follow will expose your brand to new audiences and help you stay top of mind.

Build trust in your business

- While just half of consumers trust paid ads, [92% trust earned media](#) (publicity that you did not pay for or create yourself). You may have more control over paid advertising, but consumers respond more positively to PR.

Establish yourself as an expert

- PR isn't just about sharing your successes — it's also a chance to offer advice and showcase your expertise.

Grow your network

- Build relationships with journalists and industry influencers.

Improve your SEO

- Secure backlinks from channels with high domain authority.

PR activities fall into two primary buckets

Share Your News

Spread the word about a key accomplishment or event.

Examples include:

- Securing coverage of a record-breaking listing.
- Distributing a press release that highlights a career milestone.

NOTE: This type of coverage is harder to secure. Just because you think something is newsworthy doesn't mean the press will agree.

Share Your Expertise

Establish yourself as a trusted expert by shedding light on a topic you know a lot about.

Examples include:

- Getting quoted in an article on recent trends in your housing market.
- Writing an op-ed for your local newspaper advising homeowners on home renovations with the greatest ROI.
- Being featured on a podcast talking about your social media marketing strategy.
- Guest speaking at an industry conference.

Getting started: Map out your PR strategy

Take some time to think about your priorities for your PR efforts.

You

- What, within real estate, are you knowledgeable and passionate about?
- What, outside of real estate, are you knowledgeable and passionate about?

Your company

- What are your company's brand attributes?
- What is your company's vision?
- What makes your company unique?

Your customers

- Who is your ideal customer?
- What media do they consume? (Publications they read, social channels they follow, television they watch, etc.)
- What do they want to learn more about?

Your goals

- What type of coverage matters most to you? (Local, national, industry?)
- What's the ultimate goal of your PR efforts?



Getting started: What's your PR elevator pitch?

Based on your answers to the questions on the previous page, as well as your company's unique value proposition, write a statement that explains who you are and what you're uniquely qualified to speak about.

Examples:

“
I run the highest-producing real estate company in my market, and I'm an expert at helping buyers and sellers demystify confusing market data so they can get the most value.

“
I'm the founder of a local boutique real estate company that works extensively with senior citizens; I can speak to market trends impacting seniors and what this demographic is looking for when it comes to housing.

“
I grew my market-leading real estate company from two to thirty agents in just three years, and I have a wealth of advice when it comes to scaling a profitable company while maintaining solid leadership.

What PR Activities Will You Focus On?

1. Secure coverage of your company's news

Benefits:

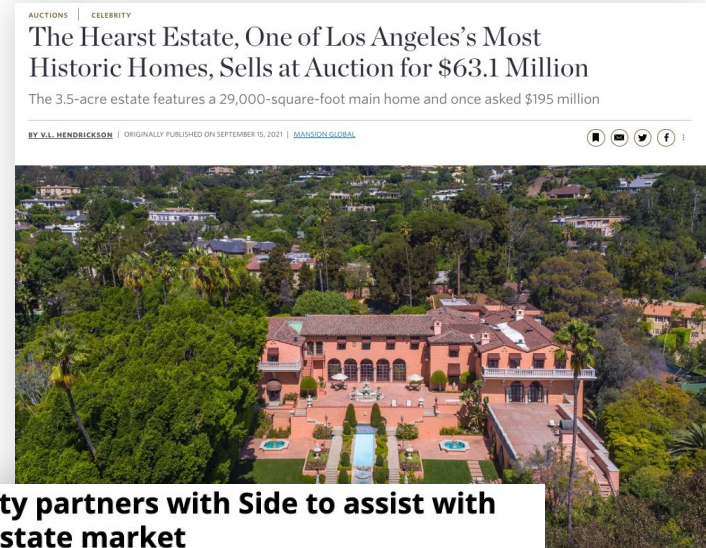
- Gets more eyes on your news and your brand.

Challenges:

- Can be very difficult to secure.

How to Do It:

- Publish press releases about major company news/milestones to the wire (more on Slide 15).
- Pitch newsworthy stories (e.g., your company's launch, a record-breaking sale, a unique listing hitting the market) directly to journalists.
- Consider using a service like [Leverage Global Partners](#) to submit listings for editorial promotion.



Raintown Realty partners with Side to assist with evolving real estate market

According to Raintown Realty, in 2021 the company garnered \$113 million in transaction volume.

By *Hannah Saunders* • May 10, 2022 3:00 pm

REAL ESTATE

West Hollywood penthouse sells for \$21.5 million, the highest price for a condo this year

2. Get quoted in the press

Benefits:

- Requires a much lower time lift; you can often answer these questions via email.
- Reporters appreciate knowing they have a reliable source to go to for certain topics — the right connection could lead to multiple press hits with lower effort on your part.

Challenges:

- You tend to have to wait for these opportunities to come to you

How to Do It:

- Use [HARO \(Help a Reporter Out\)](#) to respond to journalists looking for quotes for their stories.
- Reach out to journalists to make sure they know you're happy to share your expertise for any stories they have in the pipeline.

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Can't Afford the Home You Could a Year Ago? Don't Worry, Here's What To Do

"Now is a great time to be a buyer," says **Anthony Marguleas**, the owner of Amalfi Estates in Los Angeles. "There's significantly less competition than in the last two years, when buyers had to compete with 30 offers and homes selling well over asking."

3. Speak on a podcast / at a conference

Benefits:

- Spreads awareness of your brand.
- Positions you as an expert on whatever you've been brought on to talk about.

Challenges:

- Requires prep. You may be asked questions you're not comfortable answering.
- If you concentrate on real estate podcasts/conferences, you will boost your awareness with other agents – not necessarily consumers.

How to Do It:

- Reach out to podcast hosts & conference organizers with a clear list of topics you're able to speak on. If you have a clip of yourself speaking that you can include, even better.



Splurge on your staff: Indie brokers share the importance of support

Independent broker-owners Jena Turner and Serena Lowden share the best way to budget and how investing in staff leads to a gold mine



4. Write contributed content for a publication

Benefits:

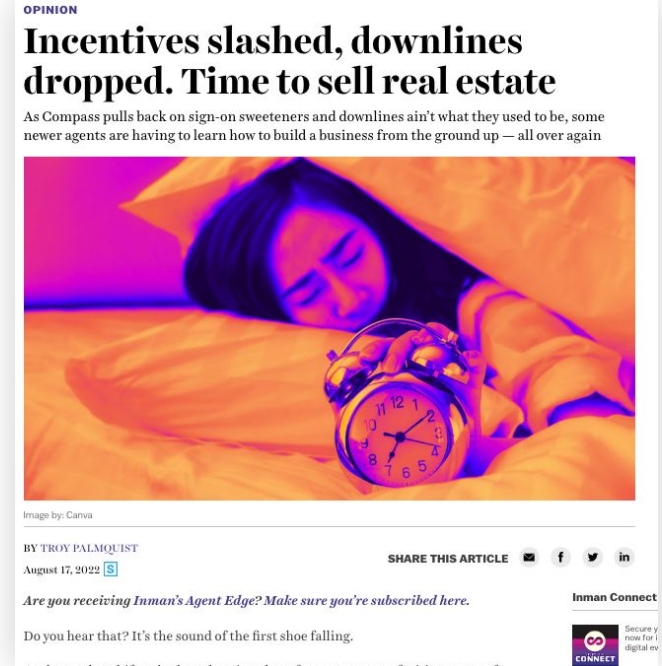
- Gives you much greater control over what you talk about.
- Publications greatly value having access to excellent, publication-ready contributed content — it's less work for them.

Challenges:

- Requires strong writing, the budget to hire a ghostwriter, or a strong understanding of how to use Chat GPT.

How to Do It:

- Write the article first, ideally on a timely subject. Then send it directly to journalists. Do not “spray and pray,” sending to everyone in your contact list — start with your preferred journalist and make it clear you are offering the piece to them as an exclusive.



Should you hire a PR team?

Executing on a PR strategy takes time. We recommend either assigning PR tasks to your admin or marketing staff, contracting with a publicist, or (in select cases) hiring a PR agency.

	Appropriate for	Benefits	Challenges
Use an existing team member	Small to medium companies with a small budget & simple strategy. Your admin or marketing support person should be able to help with simple PR tasks, like putting together & distributing press releases, emailing journalists, and reaching out on your behalf to secure speaking appointments.	Low cost. Dedicated, in-house resource.	You will have to be more involved in guiding strategy. It's unlikely your admin has PR expertise to execute on more sophisticated strategies.
Contract a publicist	Small to medium companies with a dedicated PR budget. You can find a publicist on sites like Upwork to hire either for one-off projects or on an ongoing retainer. Solo publicists typically charge anywhere from \$30 to \$150 an hour, depending on their experience.	You get PR expertise without the heavy price tag of an agency.	Your publicist will be balancing their time between you and their other clients.
Hire a public relations agency	Large companies (30+ agents) willing to spend at least \$2k per month. Agencies are typically hired on a monthly retainer, meaning you cannot hire an agency for one-off assignments.	You get to work with more senior professionals. The agency will help you set your strategy in addition to executing on it.	High cost. Many real estate companies do not have enough work for the agency to justify the monthly retainer.

Checklist: PR Strategy

- ❑ Decide on your PR Elevator Pitch.
- ❑ Pick which PR activities you are going to invest in (i.e., securing media coverage, getting quoted in the press, speaking on podcasts/at conferences, or writing contributed content).
- ❑ Choose whether to delegate PR tasks to an existing staff/team member, a publicist, or an agency.

About Side

Side is the only real estate brokerage platform that exclusively partners with the very best agents, teams and independent brokers to create and grow their own companies — without the time, cost or risk of operating a brokerage.