

Whether you're coordinating with investors or resolving an issue with your residents, how people see you matters. Public Relations (PR), Public Affairs, and Crisis Communications can impact everything from your development schedule to your renewal rates, so you need the right tools to build positive relationships.

## DO I NEED PR?

The best PR strategy is one that doesn't wait for a crisis before getting started. PR is for you if you are in any of the following situations:

- You are opening or closing a business
- You are expanding or reducing the size of your team
- You are celebrating a milestone
- You have an announcement to make that will impact people
- You are establishing a brand or rebranding
- You want to promote members of your team as thought leaders in the industry to help enhance your company's reputation and brand
- You want your team to communicate more seamlessly and harmoniously
- You know what you want to say, but not necessarily how or when to say it, or to whom
- You face a crisis incident likely to attract media attention or jeopardize your company's standing with its key stakeholders

## WHAT WE OFFER



### Research & Analysis

We'll conduct a thorough analysis of your stakeholders, your audience, and key issues that may impact your specific brand so that we can proactively develop effective PR strategies.



### Copywriting For Press Materials

Our seasoned copywriters will help you put together the fact sheets, media advisories, news releases, thought leadership articles, press kits, and other polished materials you need to execute your PR & Crisis Communications strategies.



### Coalition Building

We'll identify and help you reach out to strategic partners, influencers, sponsorship opportunities, and more that will promote positive PR.



### Reputation Monitoring

By actively monitoring your reputation on social media and in the press, we help you avoid development delays and inspire trust in potential residents.



### Media & Presentation Training

We'll empower you and your staff to communicate with the press, local citizen & government boards, investors, and the media at large in ways that promote a positive brand reputation and further your brand goals.



### Crisis Management

If something goes wrong, we're here to help. Crises can crop up when you least expect, from delayed openings to criminal activity on property grounds. We'll help you protect your brand & investments with thoughtful communications and crystal clear information.

## KEY BENEFITS

- Increase brand awareness and generate buzz
- Improve brand reputation
- Protect investments from financial strain caused by bad publicity
- Avoid approval-related development delays and controversies
- Minimize negative impact of crises
- Stay better informed about industry developments
- Empower staff to communicate in ways that nurture prospects & improve relationships

## WHAT DIFFERENTIATES US

- **Real Estate Expertise** - We have years of experience in the real estate industry, working with property managers, developers, and investors. That means we're already familiar with the common challenges real estate brands face in their relationships to stakeholders, the media, and the public, so we can be proactive in our approach.
- **Customized Approach** - Your brand is unique and your PR and Crisis Communications strategies should address your specific needs. We'll work with you to create a personalized approach that best serves your brand and your staff.
- **Comprehensive Support** - Our services aren't limited to one-off training sessions or stand-alone press documents. We can be your guide every step of the way, from staff trainings to crisis management strategy to professionally-written press releases & more.

We can be your guide  
**EVERY STEP  
OF THE WAY**



OUR TEAM HAS

**50+**  
YEARS

Combined  
Experience in the  
Real Estate Industry

“It is truly a pleasure working with Threshold's Public Relations. When it comes to execution, they are responsive, flexible and quick to adapt to meet the evolving needs of our clients & properties. Their team was instrumental in helping create Asset's "Crisis Communication Plan." We are grateful for the educated guidance and the ongoing support they continue to provide. They are consummate professionals and we highly recommend them for your PR needs.”

Real Estate Management Firm Senior Vice President with a portfolio of over 65,000 units and 140,000 beds



## EXAMPLE PACKAGES

Your PR and Crisis Communication needs will look different depending on your unique circumstances. That's why we work with you to create a package that's tailored specifically to you and your brand. Your package might include some or all of the following:

### Proactive PR

- Press Releases
- Boilerplate Templates for Staff Media Responses
- Media Representation
- Proactive Media Outreach & Media Pitches
- Local Media Opportunities
- Digital Media Kit

### Crisis Communications

- Development of Crisis Management Plan including:
  - Identifying Key Messaging Guidelines
  - Establishing Goals & Success Metrics
  - News Monitoring & Reporting
  - Staff Media Training
- Execution of Crisis Communications including
  - Media Statement
  - Boilerplate Templates for Staff Responses
  - On-Call Staff for Reporter Responses

**READY TO MAKE YOUR BRAND SHINE?**

Reach out to your CSM or contact us to get started!