

MANN REPORT

| THE PEOPLE BEHIND THE DEALS IN THE NY REAL ESTATE SCENE |

JUNE / JULY 2006

ZLOKOWER PUBLIC RELATIONS

PUBLIC RELATIONS

Delivering The News With Excellence And Passion

As a 12 year old growing up in central Connecticut, Harry Zlokower wanted a shiny new English bicycle badly. When his parents insisted he earn it, young Zlokower went door to door offering to deliver the Sunday New York Times.

And so a business was born, a bicycle was acquired, and a lifelong love for delivering news to people evolved into Zlokower Company, one of New York's preeminent public relations firms.

Zlokower went on to earn a bachelor's degree at Dartmouth College, where he was a radio news and sportscaster, an M.A. in English at New York University, and an MBA at Baruch College. He taught school, and worked in radio and television before joining the New York Times as news assistant, writing dozens of articles and learning the basics of the newspaper business.

An offer from Queensborough Community College lured Zlokower into public relations and he's never looked back. "It was using media skills to promote education," he says. "What more could one ask?" But commercial public relations beckoned, and Zlokower was soon back in Manhattan working for agencies where he learned the ins and outs of writing, publicity and representing clients in the media. At Rubenstein Associates, as a vice president, Zlokower first discovered the possibilities of real estate.

"It was a complex new industry for me," Zlokower says. "But it soon became apparent that in New York there was a big need for real estate public relations." Zlokower seized the opportunity to learn as much as he could, representing a wide range of interests from trade associations and commercial real estate firms to residential agencies and large apartment complexes.

In 1983 Zlokower went off on his own. His first real estate client was Williamson Picket Gross (WPG), a firm he recalls fondly to this day. "They gave me my first break in the industry," he says. "It included a desk, a typewriter, phone and use of a secretary. It showed me what New York real estate people are made of."

Zlokower eventually leased his own space (WPG did the deal) and the real estate practice flourished. In the course of nearly 25 years, Zlokower Company clients have included owners, developers, brokers, builders, financial advisors, appraisers, and attorneys—names that Zlokower Company has helped to make recognizable and memorable in the fast-paced marketplace.

Among them are Equis Corporation, Grubb & Ellis, TrizecHahn, Georgia Malone & Co., The Appraisal Institute, Stadtmauer Bailkin, Carlton Advisory Services, Mann Realty Associates, Philips International Realty Corp., Tamares Real Estate Investments, Giscombe-Henderson, and lately Cohen & Perfetto, the fast charging new boutique law firm. As the residential market continues to sizzle, Zlokower has been called



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in by Townhouse Management, developer of the new 32-story Aurora, the Prudential-Douglas Elliman brokerage team of Peter and Sheryl Schwartz, Barak Realty, one of the city's hottest young apartment brokerages, and Equity Now, the prominent mortgage banker.

Zlokower Company has won awards from the Public Relations Society of America (PRSA) and accolades from clients.

"Our model is very straightforward," Zlokower says. "Clients have marketing and growth objectives. We help them think through the public relations objectives and then go out and achieve those objectives in the best way we know how, through strategic media coverage."

Zlokower also uses other techniques to build his clients visibility. They include speaking placements, special events and collateral materials such as brochures, newsletters, web pages, even advertising. "The key is communication that is on target to the right audiences," he says.

For Zlokower his relationships extend to the media and other public relations venues that have enabled his firm to successfully represent the industry.

"I'm still delivering the news," he says. "It's just that the papers cost more and the clients are a lot bigger."

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