

## **Case History: Stonemar Properties**

Stonemar Properties is a shopping center owner that targets the smaller but stable and growing markets like Milford, Conn., Owensboro, Ky., Jonesboro, Ark., Jackson, Miss., and Cookeville, Tenn. Result: Company owned shopping plazas are 90-95% leased (100% at two of the locations).

Stonemar wanted to get the word out on the company and its successes. Goals included attracting investors and placing the company on a more even keel in purchase and lease negotiations with, often, large national property owners and large national retail chains. In looking at its needs and available resources, it was decided to embark on a proactive PR program.

The results have been impressive and instructive, including coverage in The Wall Street Journal, Globest.com, National Real Estate Investor, Real Estate Forum, Shopping Centers Today, Shopping Center Business, Retail Traffic, Real Estate Weekly, and New York Real Estate Journal.