



## **CHR snaps up real estate PR firm Zlokower**

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**This deal marks CHR's eighteenth acquisition.**

NEW YORK: The CHR Group has acquired real estate-focused media relations firm Zlokower Company.

Zlokower, a 30-year-old firm that also serves finance, insurance, healthcare, law, and tech industries, will now be based at CHR's corporate headquarters in New York. The firm will retain its brand, operations, and staff, including founder and president Harry Zlokower.

This deal marks CHR's eighteenth acquisition since the company's foundation in 2012. Jonathan Zaback, CHR's chief strategy officer, partner, and president of the newly launched communications and brand marketing division, explained that the goal of the acquisitions is to go after specific industry segments.

"In the case of Zlokower, we have pinpointed real estate as one of the growing areas in marketing," Zaback said. "Zlokower will enable us to give clients in the real estate industry a level of expertise that can answer the needs of this ever-growing industry."

He added that Zlokower will complement the real estate expertise CHR currently possesses through its Adler and Idea Workshop firms.

"It is important today for PR firms to be able to offer the whole buffet of services, which is difficult to do if you are a boutique firm," explained Zlokower. "We are experts in terms of press relations and speaking engagements, but we look forward to working with the CHR group on branding, digital, design, advertising, and experiential marketing."

Zlokower's real estate clients have included commercial firms Gaia Real Estate, Townhouse Management, The Carlton Group, Artimus Construction, Norman Bobrow, HKS Capital, and Newmark Grubb Knight Frank, formerly Grubb & Ellis.

Additionally, the firm has supported lender Equity Now, Douglas Elliman brokerage groups, and New York developments including Fifth on the Park, Onyx Chelsea, Observatory Place, and The Lenox.

CHR is bringing on all of Zlokower's clients and no conflicts are expected, according to Zaback.

Financial terms of the deal were not disclosed.

In February, AirPR sold its PR marketplace, a platform unveiled in 2013 to connect startups with communications representation, to CHR. The group also includes firms such as Raker Goldstein and Trylon SMR.



Founder and president Harry Zlokower