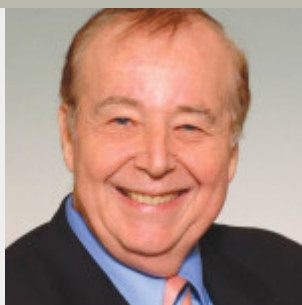




Public Relations: Make the most of your new hire announcements by Zlokower
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New hires are one of the best and easiest opportunities to build awareness, yet many real estate firms let the opportunity slip by. Think about it. You have just brought in a fresh face at a high level without as much as a word about it, except to your own firm and some clients. If that is all you have done, then you have missed a great chance to create some excitement and interest for your firm in the market.

Some firms are understandably reluctant to antagonize their new appointment's previous employer, create envy among employees, or risk embarrassment if the engagement does not work out, especially if a competitor comes along with a better offer.

But these concerns pale in comparison to the PR advantages. Most trade media welcome the announcements especially with photo and business media will consider the story depending on the reputation and title of the new hire and the size of your firm.

There are two primary reasons for this. First, new hires by their very nature, are news which is what the media seeks. Secondly, it is a positive "people" story and everyone (well most everyone) loves to see good news about other people's success in the real estate industry. It inspires, makes us feel good, and demonstrates progress in every way.

When you do your next new hire announcement keep these points in mind:

- Get full cooperation and input from your new hire, including a quote for the press release;
- Let your employees and key clients know first, but hold the email blast till the media breaks the story;
- Try for an exclusive in a preferred media first to get the most out of the effort; and
- Add a good color high resolution photograph to dramatically increase attention and audience.

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