



A Real Estate Agent's Guide to Press Releases

The template on the next page will walk you through how to quickly and effectively write a press release. Use the template as a model, and remember that the best press releases are simple and easy to process.

What is a press release? A press release is an official statement or announcement (e.g., new event, product, service) issued to spread information on a particular matter.

How can you use a press release? To inform, to announce, or to notify. For example, to notify the public that you are now a real estate agent, to inform your community that a new house is on the market, or to announce that a home has been sold.

The 5 Must-Have Elements of a Press Release:

1. *Date, location, and embargo information* – state the date you would like the release to be issued or put 'For Immediate Release' if you would like your release to be immediately made public.
2. *Contact information* – include name, phone number and email address of the person who your audience should direct questions to.
3. *Headline* – Should be short, catch attention, and be newsworthy.
4. *Letterhead* – Use the letterhead of your company or client you are representing. Lends credibility and formality.
5. *Ending* – Use ### to indicate the press release is over.

Use the 'Inverted Pyramid' – When writing a press release, use the inverted pyramid formula to concisely make your announcement. Start by putting the most important information at the beginning, followed by the somewhat important details, and concluding with the least important information.



- Part One – answer who, what, when, where, why, and how. This is the information that is crucial to getting your message across.
- Part Two – additional information that is good to know, but isn't a necessity.
- Part Three – the “nice to have,” not the “need to have” stuff.

Before you write, here's a press release checklist:

- Keep releases as short as possible: 1 page to 1 and a half pages max
- Don't forget full contact information
- Include an Embargo-Information Release Line, for example: 'FOR IMMEDIATE RELEASE' or 'DO NOT RELEASE UNTIL 12/29/15.'
- A proper date and location line: NAPLES, Fla. – November 21, 2014
- Summarize main points and what is distinct about the announcement in the first paragraph
- Don't try to pack too much information, especially if it isn't totally necessary
- Include quotes, but don't add 'fluff' or 'filler' quotes
- Make sure all names, dates, numbers, and places are correct *and* spelled correctly

So you're finished writing, now what? Start sending your release to your press contacts (if you'd like the story run in a certain publication) and post your press release to your website or blog. Create connections with target newspapers, blogs, website, and magazines. The goal of your press release is to get as many people aware of your announcement as possible. You can also use an online wire service to syndicate your press release for you. Just google 'press release distribution.'



FOR IMMEDIATE RELEASE

[Contact Name]

[Organization (Agency or Company)]

[Phone Number]

[Email]

HEADLINE (make this short but catchy)

Subhead: More Detail if Needed

CITY, STATE – Date. Your lead, or first sentence, should state your announcement and answer who, what, when, where, why and how. A press release should start with a strong introduction that states the announcement’s importance and relevance. Make your lead clear and concise by using an inverted pyramid writing style: the most important information first which transitions to the least important information in the last paragraph.

The second paragraph is the place for a more in-depth explanation of what you’re announcing. This is also a great opportunity to incorporate quotes. Be sure to only use unique quotes that highlight your message and the importance of your story.

Try not to add unnecessary “fluff” information in the third paragraph. Use this space to briefly expand on the announcement or to add any other useful information you would like to make known. Incorporating quick bullet points provide clear, concise context on the story:

- Use bullets to break up text
- Keep your press release to one page
- Use easy-to-understand language and write in active voice
- Make your message clear and to the point

Wrap your story up with a short, 3-4 sentence description of your company. You may include your company’s history, goals, and message. Insure that you clearly describe your business in a way that it can be easily translated by a reporter. Include website links and/or contact information here.

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