

**BULLDOG**  
Award Winner

## Backtalk

News and Views from  
Landis Communications INC. (LCI)



landis communications inc.  
public relations • social media • digital

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### Client News:



LCI is pleased to announce its newest client, [City CarShare](http://CityCarShare.org), the nonprofit organization providing convenient, affordable access to shared cars throughout the Bay Area. LCI is honored to help City CarShare achieve its goal to remove 20,000 cars from the road by 2020 and operate half its fleet on electric or alternative fuel by 2015.

## We Asked, You Answered *Results of the first LCI Real Estate Market Survey*



Become a member yourself! Follow City CarShare on [Facebook](#) and [Twitter](#).

### Be Afraid, Be Very Afraid!



Feel like exploring a little history this Halloween while also having the *Living Bejeebus* scared out of you? Make your way to San Jose for another new LCI client, the award-winning [Fright Nights](#) at the [Winchester Mystery House](#).® Back for its second year, Fright Nights turns the world-famous and reportedly haunted home of Sarah Winchester into a shriek-a-minute Halloween thriller. Fright Nights continues through November 3. Get your tickets [here](#) ...if you dare!

### *We wanted to know:*

#### *When it comes to communications, what keeps real estate professionals up at night?*

Our inaugural real estate communications survey took place a few weeks ago and the results are enlightening. We uncovered some good news and a few opportunities. We wanted the opinion of those working in the trenches: **Is the Bay Area real estate market improving?** Is it getting worse? And, more specifically, how are you standing out in a competitive landscape?

First the good news: **Nearly all respondents (94.1 percent) said the Bay Area real estate market has "improved" in the past year.** The remaining respondents (5.9 percent) say the economy has "remained stable." Additionally, 85.2 percent feel that the Bay Area real estate climate will be "better than it is today" in the next five years, while 11.7 percent feel it will be "about the same" as it today.

Things are getting better. But that means competition is heating up. The Bay Area market has always been competitive. **Whether you're building a building or selling it, you need to communicate your opportunity effectively.** Indeed, 88.2 percent of respondents said it is "essential" to communicate your project and/or company differentials in order to compete.

Here's how the real estate professionals are currently going about it: About two thirds (76.4 percent) are using online advertising as the primary means for communicating. Direct marketing is the go-to method for 8.8 percent, while just 2.9 percent these days use print advertising. But, most surprising to us, **just 5.8 percent of you are using public relations as your top channel for communication.**

However, more than half of respondents (61.7 percent) said that "targeting the right audience" is the biggest challenge when it comes to creating an effective communication campaign, while just



## Live the High Life at One Hawthorne



If you're looking to get above it all, visit [One Hawthorne](#) (LCI's client) in downtown San Francisco and peruse the recently released collection of penthouse homes. One Hawthorne's Penthouse Collection features eight spacious homes on the top two floors, priced starting in the mid-\$1.6M.

The collection includes luxuriously appointed two- and three-bedrooms, each with sweeping views of downtown San Francisco and the bay. Take a virtual tour right now thanks to the coverage from [KTVU-TV](#) (Channel 2-Fox).

[LCI](#) is part of the [Public Relations Global](#)

11 percent said determining the right media is the chief challenge. This is particularly interesting because we argue that you can't achieve success targeting the right audience without accurately determining the right media - and without telling the right story coupled with the right message. In our view, this is a key value of public relations and underscores why PR is the most effective use of a communications budget. An effective PR campaign can cut through the clutter and reach the right audience without wasted dollars. **Through research and analysis of a client's needs, a targeted PR campaign can accurately determine the target audience, the most effective message and the best channels for communicating the message directly to the target audience.**

Communicating a client's value and differentiators is something we at LCI do every day. It's our mission to demonstrate how our strength and background in the real estate industry can help you achieve your communications goals.

Thanks to everybody who read and responded to our survey. Our goal is to help everybody understand the Bay Area real estate market and better communicate within it and to your targeted customers.

Even if you didn't participate in our survey, we'd still love to hear from you. Email us at [info@landispr.com](mailto:info@landispr.com).



[Landis Communications, Inc. \(LCI\)](#)

**Network (PRGN)**

PRGN welcomes new PR affiliates:

The We Agency in France and Goodwill Communications in Hungary

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**Quick Links**

**Tune in to LCI's YouTube Channel**

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