



Texas REALTORS® | Amplifying the Voice of Texas Real Estate

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CHALLENGE

Pierpont has been privileged to work with Texas REALTORS® for more than a decade and, over that time, helped to increase media coverage for the organization exponentially in several ways.

OBJECTIVE

Pierpont initiated and continues to produce the Texas Quarterly Housing Report in both English and Spanish. Sent out four times a year, the report garners coverage in every major and minor market across the state. In addition, Pierpont researches, publishes, and promotes seven other reports about the Texas housing market on Texas Realtors' behalf, telling a well-rounded story relevant to the organization's diverse base of 125,000+ members.

APPROACH

Pierpont also supports media coverage to build support for Texas Realtors' political advocacy goals, such as those related to property taxes and transportation and produces PR assets to support its annual public awareness campaign. In total, Pierpont's media relations efforts garner more than 400+ media placements per year and more than 24 million impressions across Texas and the United States.

RESULTS

The expanded quantity and quality of the media coverage produced over that time has led to national exposure for the organization and become a visible and positive benefit for members and local association leaders all across the state.