



Wan Bridge | Elevating Brand Credibility and Visibility Through Strategic PR in Real Estate and Build-to-Rent

Wan Bridge | Elevating Brand Credibility and Visibility Through Strategic PR in Real Estate and Build-to-Rent

CHALLENGE

During the COVID-19 pandemic, [Wan Bridge](#), a Texas-based builder and operator of build-to-rent (BTR) communities, faced a unique opportunity and challenge. As people relocated to Texas in search of more space and flexibility, Wan Bridge had the communities meet demand but lacked the brand's visibility to capitalize on it. Compounding the issue was a lingering stigma around renting, which often overshadowed the benefits of the BTR model. The company needed to reposition itself within the real estate industry while educating and shifting public perception to legitimize the value of BTR as a smart, stable lifestyle choice.

OBJECTIVE

- Establish awareness of Wan Bridge's leading BTR builder, developer and operator in the real estate industry.
- Reframe the narrative around renting to highlight the long-term value and stability of BTR communities.

SOLUTION

Pierpont launched a series of strategic media relations campaigns that spotlighted Wan Bridge's momentum, leadership and moments in time to create a steady cadence of media touch points. This included news around new community openings, executive thought leadership insights on real estate trends, and industry event participation to keep Wan Bridge top-of-mind among key stakeholders.

RESULTS

By positioning the company's executives as credible voices in the BTR conversation and aligning messaging with broader real estate trends, Pierpont helped shift the narrative around renting while reinforcing Wan Bridge's value proposition. This approach not only educated external audiences on the benefits of the BTR model but also built sustained visibility and credibility for

the brand across multiple channels.

In summary, Pierpont secured more than 140 media placements and elevated Wan Bridge's market visibility through award wins, including the EY Entrepreneur of the Year® 2022 Central South Award.

BY THE NUMBERS

140

Media Placements