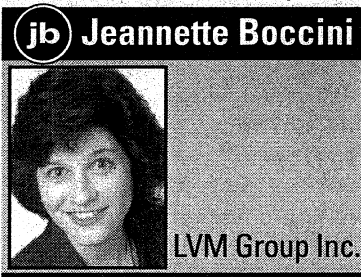


November 15-21, 2005

# Great public relations doesn't happen overnight



There are many qualities needed to be a successful public relations and marketing professional within the real estate industry. One must have the ability to thoroughly understand your client's business and to effectively communicate its key

messages to the media. Although communication skills are essential in all businesses, they are of critical importance in P.R. One needs to listen carefully, determine the issues that are central to a client's business and strategically position a client so that it is gaining the most positive visibility among its key constituents.

P.R. practitioners need to be assertive with both their clients and the press. Often, real estate executives do not understand what makes a good story or how the media operates. Perhaps the most important quality a publicist needs to have is integrity. It takes time and energy to build rela-

tionships with reporters, the kind of relationships that make publicists effective on behalf of their clients. Once you have gained their confidence, they will expect that you will give them accurate and timely information. If this fails to happen, even once, you can destroy a relationship.

Great public relations doesn't happen overnight. It takes a strong commitment, patience and a lot of hard work. In the end, the results are definitely worth it.

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