



Do you want to become a brand?

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Becoming a brand is often the goal of brokers, property managers, consultants and developers to differentiate themselves as reliable, effective, and the best in the business. Branding makes marketing easier as potential clients consider and trust you faster than they might an unknown or new kid on the block.

But individual branding is harder than it looks. Most of us do not have the star power of Lady Gaga or Beyonce and real estate is light years from the entertainment business. So what does it take? Developing and maintaining a solid product or service for yourself and then promoting and nurturing your reputation and image constantly in the media.

Look at some big brand names in our business from the late Edward Gordon to Donald Trump, Robert Knakal, Barbara Corcoran, Faith Hope Consolo, Jacky Teplitzky, and Jonathan Miller. You will see great attention to craft and meticulous care in building media awareness.

People with brand names write columns, articles or blogs regularly as do Consolo and Knakal, provide expert commentary as does Miller and publicize their deals as does Teplitzky or write books, appear on TV and make speeches as do Trump and Corcoran whose brands have become iconic.

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