



Case histories should be part of your new year - by Harry Zlokower

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Make case history development essential in 2025, It is one thing to say you are very good and another to prove it. Good case histories are more likely to win credibility, media coverage, and clientele than self-extolling ads or releases.

Simply put, case histories are your narratives of recent successes. They are catalysts for winning new assignments, selling or leasing properties or spaces, content for your website and social media accounts, and coveted coverage in hard-to-reach, prestigious media outlets like the New York Times or the Wall Street Journal.

But it takes care, time, patience and cooperation from clients and customers. You may not succeed at first but do not be discouraged. Once done, success stories become valuable assets.

Here are suggested steps.

- 1) Identify current success stories.
- 2) Propose your idea to client (s), buyer(s) or tenant(s), explaining process and the advantages for them and you. Assure clients that you will abide by restrictions they require. Remember a good case history is precious enough, that a piece of the whole is better than nothing at all.
- 3) Create the narrative you would like to use and review with client, buyer or tenant, making any changes they require.
- 4) Once you have approvals, prepare as all or part of a press release, story or interview proposal, and/or post to your website. Keep records of approvals and comments of your clients and be sensitive to the requests they may make on further uses of the material and their name.

Case histories are valuable for winning clients, website postings, credibility and entry to selective media, but they must be done with care and sensitivity to all parties.

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