

# Week 3 Bonus Press Release Template and Resources

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You can have your press releases written and distributed here.

## [Press Synergy](#)

**(be sure to tell them Damon (skype:tngraphix Sent you)**

My recommendation if you are going to have the press releases written is to provide as much information as possible. The writer is not very familiar with the real estate industry so you'll need to be as detailed as possible or use the template below to write the release and send it to them. The price is the same regardless.

What to put in a press release:

Always write your press release in the third person. Never say I, Me or We unless you are quoting yourself. Press releases are written about you not by you.

- Who
- What is the news
- When did it happen or is it happening
- Where
- Always put 1 or 2 quotes from yourself or a client in your release. I like to use testimonials or reviews. You can also use quotes from other people relevant to the news.

**Review the copy/paste template on the next page to use as a start.**



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# Copy/Paste/Update Buyers Representation Press release template for new construction.

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Title: [Agent/Team/Brokerage] Announces Buyer Representation at [Community] [Location]

[Name] of [Brokerage] recently announced that [Brokerage or Agents] team, based in [City/State], is offering private and confidential buyer representation services to clients interested in owning a [Community] in [City]. [Agent or team] has previously provided client representation and consultation at numerous exclusive locations throughout [farming area] and [Community] is a natural continuation of that standard.

[2-3 Sentences about the community].

"[Quote from Agent]" says [Agent].

[Name of Community] [Use content from developer site for inspiration here...2-3 more sentences...about location, amenities, surrounding area, etc]

"[another Quote from Agent]" stated [agent name].

[Information about the Agent and/or Brokerage and who they serve]

For further information on [Agent or Brokerage], please visit [Website URL]

For Media Contact:

[Brokerage]

Phone: [Phone]

Fax: [FAx]

For more information, visit: [Website URL]

