

2017 Communications Tips and Sector Outlook

Commonwealth Partnerships Webinar

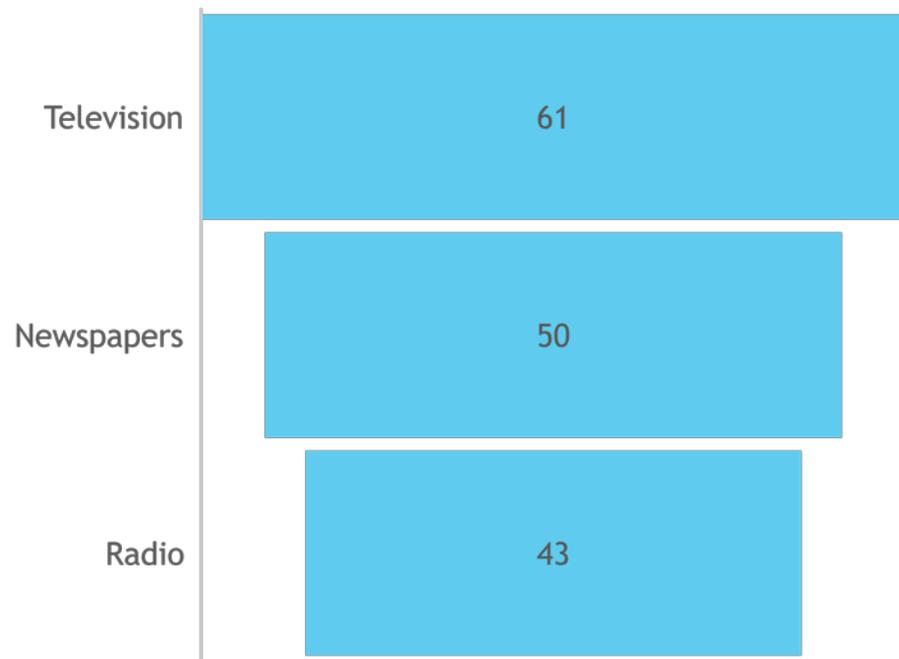
February 10, 2017

Media Consumption in 2017

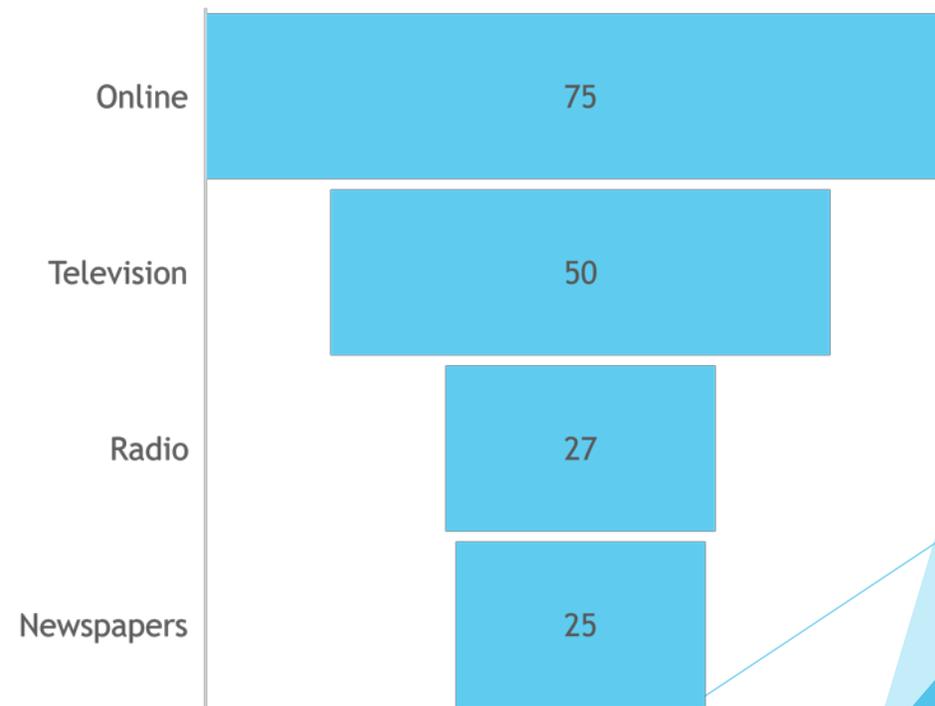
Hold on to Your Hats

1996 vs. 2016: How the U.S. Population Gets News & Information

1996



2016



What does this mean for today's
business community?

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered on the left side of the frame.

2017: Where We Are Headed

- ▶ The One-Click Culture is here and will only get worse:
 - ▶ U.S. citizens want their news and information *FAST*
 - ▶ Consumption via internet and mobile devices
 - ▶ Greater segmentation in the market as people pick & choose
 - ▶ Align with beliefs or have a vested interest (trade publications)
 - ▶ News outlets increasingly turn to social media
 - ▶ Stories are credentialed by organizations, individuals or friends that share info



2017: Where We Are Headed

- ▶ The flow of information will be faster than ever before:
 - ▶ Top Tier Newspapers: 300 Stories a Day in 2016 vs. 120 in 1996
 - ▶ Local Newspapers: 135 Stories a Day in 2016 vs. 85 in 1996
 - ▶ Online Publications: 575 Stories a Day in 2016
 - ▶ National TV Stations: 335 Stories a Day in 2016 vs. 160 in 1996
 - ▶ Local TV Stations: 140 Stories a Day in 2016 vs. 65 in 1996

A Lot!



This Impacts YOUR Business....

- ▶ Your Reputation is at stake
 - ▶ Misleading or ill-informed stories about the real estate, A/E/C, professional services, and senior living industries has made them among the top 10 least trusted industries in the U.S.
 - ▶ Younger reporters are becoming focused on transactions
 - ▶ Outside parties, clients, customers, and vendors will leave you in a heartbeat because they are out to protect themselves
 - ▶ Transaction oriented advisors (lawyers, commercial brokerage firms, etc.) do not have your best interest at heart

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Let's Dive into What This Means for Your Industries

The Sky is the Limit

Shameless Plug....

If I was down to
my last dollar,
I would spend it
on public
relations

Bill Gates

Chairman Bill & Melinda
Gates Foundation, Microsoft



Advertising is
saying you're good.
PR is getting
someone else to
say you're
good.

Jean-Louis Gassée

Founder BeOS





Senior Living

- ▶ The senior living industry will continue to see steady growth over 2017. Several external factors could slow growth:
 - ▶ Baby-boomers taking on the responsibility of caring for parents in their older age;
 - ▶ Lack of financial resources (tightening LTC insurance market, smaller VA benefits pool, Great Recession savings impact, etc.)
 - ▶ Lack of adequately trained staff members to maintain senior living communities
- ▶ Competitive pressure on the market will mount as senior living providers acquire or build new communities in the wrong locations.
- ▶ Senior living providers will need to seek alternative differentiators.

Senior Living Communications Landscape

- ▶ The Senior Living industry has been relatively spared by earned media and social media attacks. Why?
- ▶ The tide is changing though...
 - ▶ Boomers are gaining more and more exposure to the senior living industry because they have a loved one or parent who is a resident
 - ▶ State legislatures are beginning to put new regulatory burdens on senior living communities which has prompted media outlets to inquire further
 - ▶ There is generally a lot more information about the senior living industry than ever before with trade publications, dedicated columnists in lifestyle magazines, and increased competition which has spawned new advertising campaigns

Communications Strategies That Will Boost Census...

- ▶ **Real-Life Differentiators:** Decision makers want to see read real-life examples from current residents laughing, playing, enjoying themselves, learning, and LIVING!
- ▶ **Social Media's Influence:** The target market is on Facebook every day. However, don't underestimate Pinterest. Twitter is important for trade partners and referral sources.
- ▶ **Earned Media is King:** Media stories about programs, community involvement, residents, etc. credential the senior living industry and build trust with prospects and their families.





A/E/C

- ▶ The A/E/C industry should have a positive 2017. However, the new administration could impact growth.
- ▶ Some challenges remain:
 - ▶ Skilled labor shortage
 - ▶ Interest rates and the rising cost to borrow
 - ▶ Locality budgets are not maintaining pace with their infrastructure needs (sewer, water, etc.)
- ▶ The need for housing, multi-family, senior living, energy, and manufacturing products is growing at an annual rate of about 5-6%, which is an opportunity.

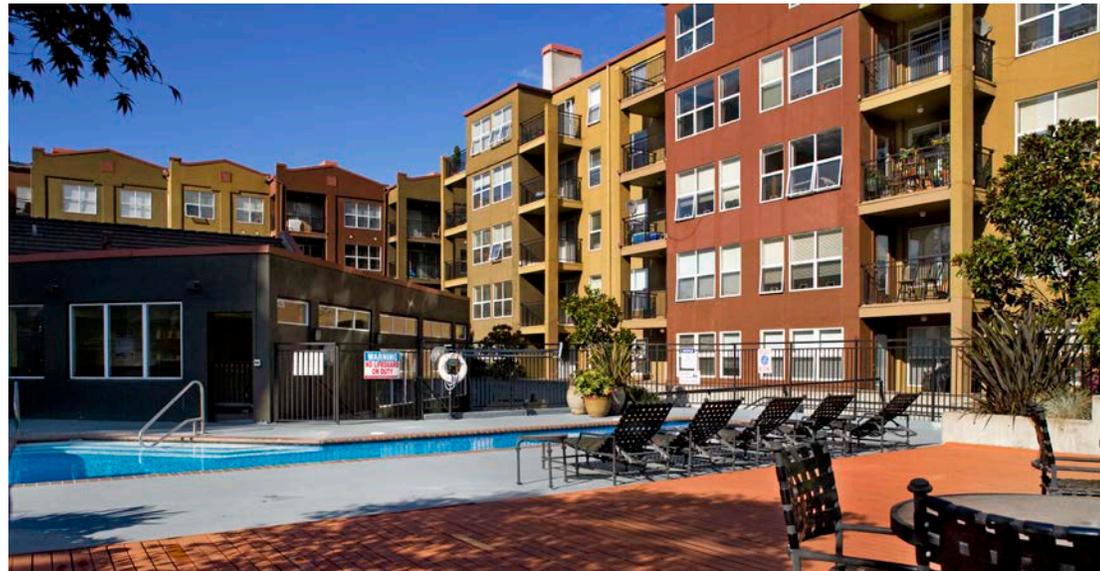
A/E/C Communications Landscape

- ▶ The A/E/C industry is not looked upon particularly favorably. Why?
 - ▶ Lack of knowledge about the value the professions bring to the market/communities
 - ▶ Relationship with real estate developers who have never had strong favorability ratings
 - ▶ Stereotypes associated with the industry
- ▶ Engineering is beginning to separate itself from the pack.



Communications Strategies that will Boost Business...

- ▶ **Testimonials:** Capital is tight and competition is fierce. Stories where clients can attest to quality are essential.
- ▶ **Media Relations will Build Bridges:** Both prospective clients and the public need to know the value you bring. Third-party media outlets can credential the work.
- ▶ **Awards and Active Community Engagement:** Partnering with clients to have work recognized matters. Additionally, clients look for partners who are active in the local community through trade organizations and other professional development outlets.



Real Estate

The real estate industry should have a very positive 2017 if it adjusts strategies to new norms:

- ▶ Housing: Millennials and Boomers want a smaller product in convenient locations with low maintenance
- ▶ Multi-Family: The growth of multi-family means that developers, like senior living providers, will be forced to create new differentiators
- ▶ Commercial: Commercial cannot be the same product that was developed 10 years ago with new demands from tenants and planning commissions
- ▶ Industrial: The need for industrial properties with easy access to air, rail, water, and road has never been higher, but prices are a challenge

Real Estate Communications Landscape

- ▶ The real estate industry has not been seen as an ethical industry since the 1950's. Why?
 - ▶ Perceived high payouts for developers
 - ▶ Inexperienced builders and developers (reinforced during the boom)
 - ▶ The average U.S. citizen equates the sale, lease, or rental of a property with the person who conducted the transaction. Real estate brokers and sales agents have always been at the bottom of Gallup's list of ethical professions.
- ▶ The industry is fighting back (at least on the home building and multi-family fronts).
- ▶ REITs and investment portfolios will continue to damage the reputation of the commercial and industrial markets unless they begin following the same tactics that home builders and multi-family developers/owners do.

Communications Strategies that will Boost Customers...

- ▶ Location, Location, Location: Real estate is all about location, whether it be home building, multi-family, etc. Prospective customers need to know where you are and how to get to you. Additionally, they want to see positive activity at your locations. Integration of a geo-tagging strategy through Google Maps and Foursquare will help to build a place into a living, breathing destination.
- ▶ Make Media Opportunities about Customers/Team Members: According to NAR, one of the top qualities that buyers/lessees are looking for with a apartment, home, or 55+ community is whether or not they will be able to make friends with their neighbors and will they enjoy the people. Creating or soliciting media opportunity that highlight residents, customers, and team members helps to fulfill that desire for prospects and promote differentiators.
- ▶ Video Tells the Story: One of the biggest challenges for real estate developers is that they are selling a stationary product. The use of video allows that product to become a destination and provides a more holistic picture of the quality of life that the property provides.

Questions?