

MACK Companies

National PR Case Study

When MACK Companies first hired Taylor Johnson, the company had a problem we knew we could fix – anonymity. No one knew the Tinley Park, Ill.-based REO-to-rental specialist was the largest owner of single-family rentals in the Chicagoland area.

Taylor Johnson went into publicity overdrive. By issuing white papers on The Key to Successful Real Estate Investing and The No. 1 Reason Real Estate Investments Fail, we were able to draw the attention of media outlets such as Forbes, MarketWatch, the San Francisco Chronicle and WGN Radio, to name a few. Local and national investors then followed the media trail. A true win, win.

Other publications quickly fell in line with MACK features in the Chicago Tribune, National Real Estate Investor, Multifamily Executive, Chicago magazine, Bisnow Chicago, Daily Herald, DeadlineNews.com, PropertyInvestments.com, YoChicago and TheStreet.com.

Due to the large volume of reading and research we do on a daily basis, Taylor Johnson often spots real estate industry trends before the media does. Such was the case with this [Wall Street Journal](#) front page story we pitched on behalf of MACK – the first of two WSJ stories we scored for them.

Shortly after the first WSJ story ran, Jim McClelland, president of MACK Companies, was asked to speak at the Zelman & Associates Housing Summit 2012 in D.C. – a Who’s Who of national real estate experts. Taylor Johnson

Links

- [Wall Street Journal story](#)

capitalized further on his DC trip by booking an interview with CNBC, which soon resulted in television exposure on Fox Business, CNBC (again) and Inside Edition.

National and international buzz continues for MACK Companies. Stay tuned!



Above: Jim McClelland interviewed by FOX Business

“Taylor Johnson approaches their clients not as clients, but as partners, and works to integrate themselves into the business. Together with them our company now receives almost weekly exposure on the national and world stage.”

-- Eric Workman, MACK Companies