

Spotting Trends Through Hyperlocal Expertise

Corporate PR

Case Study

In real estate, it's always about location, location, location. And in a city of neighborhoods like Chicago, making an informed real estate decision requires insight from seasoned professionals with block-by-block — and even building-by-building — expertise.

TJ clients Downtown Apartment Company (DAC), whose residential leasing team specializes in downtown Chicago, and Interra Realty, a commercial real estate services firm focused in the multifamily, office and retail sectors, are two such experts. Each is a boutique firm that offers in-depth, specialty real estate knowledge about the sectors and submarkets they service. TJ has been able to successfully leverage DAC and Interra's hyperlocal expertise into media opportunities for their leadership teams, positioning them as go-to neighborhood experts, thought leaders and trend spotters, ultimately earning them coverage across business, consumer and real estate trade outlets.

We regularly secure placements for DAC and Interra as the Chicago neighborhood authority in Crain's Chicago Business, Chicago Tribune, WGN Radio's "The Opening Bell," CHICAGO magazine, Bisnow, GlobeSt., RE Journals and more. This expertise is also promoted nationally, with each firm appearing in The Wall Street Journal as a result of our efforts.

Whether it's DACs knowledge of which rental

building is offering the highest concessions in Chicago's Loop or Interra's intel on neighborhoods like South Shore, Andersonville or Rogers Park, TJ ensures that media can count on both companies for detailed, reliable insights and market stats - all of which keep reporters coming back for more



Clips:

[Coronavirus Is Sending Luxury Rental Markets On A Rollercoaster Ride](#)

The Wall Street Journal

[Edgewater And Uptown Strengthen Claims As Lakefront's Premier Markets For Development](#)

Bisnow Chicago

[One Firm Finds Hospitality Investors Are Shifting To Class B Apartments](#)

GlobeSt

[Don't Panic And Turn The Home You Can't Sell
Into A Rental](#)

Mansion Global

[The Opening Bell 7/17/19: Chicago Rentals Are
Crushing The Competition](#)

WGN Radio 720