



## Best Practices for Working with the Media

### Overview:

At eXp Realty, our family of agents and brokers build their own businesses. To support that effort, the company developed best practices for working with the media as an eXp agent or broker. In this document, you will find information about how to handle media requests, press release tips, and press release guidelines & templates.

### How to handle media requests:

As a local (and perhaps vocal) real estate expert, media may contact you to comment about the local market. We welcome this great exposure for your personal brand!

If you receive a media request to talk about eXp Realty – the company, data, stock price, etc., please refer the reporter to [pressreleases@exprealty.com](mailto:pressreleases@exprealty.com).



### **In this Document:**

1. How to Handle Media Requests
2. Press Release Tips
3. Press Release Templates & Guidelines

All media requests about your opinion on the local market are acceptable, but anything about eXp Realty could be problematic as we are a public company. We discourage you from discussing national industry issues or local/national competitors. If you aren't sure, please reach out to [pressreleases@exprealty.com](mailto:pressreleases@exprealty.com).

## **Press release tips:**

What is a press release? A press release is a written communication that reports specific, but brief, information about an event, circumstance or other happening. If you believe a press release is appropriate, here are a few tips:

1. **Who's your audience?** Why will this be interesting to the reporter, e.g., why would the education reporter care that you got a cool award? Because it was to honor you for your work with local elementary schools. Perhaps.
2. **Get to the point right away** and let them know what it is in the subject line. Most reporters get hundreds to thousands of press releases a day.
3. **Stand out from the crowd.** Do you have any local data or awards to share? Local reporters live and breathe the same neighborhoods and towns you do. This is your opportunity to show you would be a great resource in the future. Real estate market stories come out like clockwork every month, quarter and year. Get on their radar.
4. **Don't attach a document/pdf**, paste the press release in the email. Most won't be opened or will go directly to spam.
5. **Don't continually follow up** with an email or phone call asking, "did you get my email?" If they are interested they will follow up.

## Press Release Templates & Guidelines:

The [press release templates](#) are for you to customize and share your news – whether about joining eXp or a professional achievement. Please note, neither of these templates represent official eXp Realty press release. The company typically does not provide quotes for press releases.

1. **Pick a template:** There are two versions – “Joining eXp Realty” and “Announcing a Professional Achievement”.
2. **Fill in the blanks:** Replace the [bracketed] areas in the press release template with your information. Your State doesn’t need to be there in all instances, but marketing will help you.
3. **Add Relevant Content:** Find ways to make the release interesting to the reader. If you intend to use the names of any other companies, or any registered trademarks, you will need to obtain written permission from the company or trademark holder to do so.
4. **Pick the timing:** Are you hosting a local event or speaking, is there a relevant local event, is there an event for the award recipients? Combining your announcement with other news can be more interesting to a reporter.
5. **Get approval from eXp marketing:** All releases must be pre-approved prior to distribution. Once approved, the release cannot be modified without additional approval for the modifications. Send questions and/or the completed template to [pressreleases@exprealty.com](mailto:pressreleases@exprealty.com).
6. **Turnaround time:** We will respond with questions or approval within two business days.
7. **Share the news:** There are a lot of ways to do this – email your local newspaper’s real estate or business editor, post it on your website and share via social media. When contacting local reporters, it is helpful to highlight your focus area and any community involvement.