

**ANA TERESA RODRIGUEZ REALTOR**

introduces the growth of



**GROUP**




**COLDWELL BANKER**

Public Relations Campaign Proposal

By Martha Rodriguez

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# Introductory Letter

16499 Botaniko Dr.  
Weston, FL. 33326  
June 15, 2020

Mrs. Ana Teresa Rodriguez  
President of ATR Group  
ATR Group  
555 Ponce de Leon Blvd, Suite 500,  
Coral Gables FL 333146

Dear Mrs. Ana Teresa Rodriguez:

As a public relations agency, I would like to introduce you to a proposal for a public relations campaign that I designed for your team of real estate agents, ATR Group.

At our last meeting, we discussed your goals, your strengths, weakness, what you really want to improve your team to reach more potential clients here in South Florida, other cities in the United States, and also other countries. We talked about you created this team two years ago, but a few months ago, you decided to make it known to your clients and people in general. To do that, I carefully researched your public competitors. Furthermore, I defined the main objective of ATR Group with three goals to achieve them. Thus, in this proposal, in addition to explaining the above in detail, I also explain the strategies and tactics that I prepared and designed in order to project the growth of ATR Group as a team of realtors, get media attention to obtain new clients and your loyal clients can get information of the new services of ATR Group.

I hope we can work together on this fantastic campaign. I know if we follow the timeline for the next six months, we will successfully reach our objectives.

Sincerely,



Martha A. Rodriguez  
PR Specialist

Enc.  
Copy: Alvaro Busto

# Executive Summary

The aim of this public relations campaign proposal is to increase the local and international clients of ATR Group. For this purpose, it is necessary to strengthen the public's knowledge of the services that the team provides in conjunction with Coldwell Banker. Thus, this campaign is focused on three goals with a public of men and women, between 35-75 years old, living in South Florida, Colombia, Argentina, Spain, and Canada. It will be from July 1st, 2020, until December 31st, 2020.

The first goal is to increase the number of local clients. To achieve this, it is necessary to express to the public how important it is for ATR Group to provide its clients with an exceptional real estate service. It will be through interviews on local TV channels, the ATR Group new YouTube channel and the presence of ATR Group on all public media. The second one is to reach more international clients. In this case, it is to express to them that they do not need to travel to Florida to invest because ATR Group will take care of everything. For that, we will organize and produce webinars with a famous book author and realtors of Coldwell Banker from different places, to talk about the outstanding services of ATR Group to clients abroad. Also, we will create an alliance with these international realtors to post about ATR Group in their social media. The last one is to keep our loyal clients happy and have new ones. With this objective, we seek to express the growth of ATR Group to help its loyal clients and, at the same time, communicate to them how grateful the team is for their trust. The strategy to follow is to organize a beautiful launch party that invites clients of the team and potentials ones, for this event, in addition to raising non-profit funds to help people with cancer. In a way that the campaign is working, you will be able to evaluate its success by a quick survey, google reviews and measure the interaction between ATR Group clients and its social networking.



# Situation Analysis

**Mission Statement:** ATR GROUP is dedicated to providing an outstanding real estate service and market-leading expertise to its clients. It is passionate about giving the extra value that others just do not have. Fanatical integrity, a spirit of collaboration, and consistently impressive results are the signature of its service. Its desire to grow will help ATR GROUP achieve the goals it set and will make the families we serve feel special, creating clients and friends for life, and helping them to truly win.

**Vision Statement:** To become South Florida Coldwell Banker's #1 real estate team representing local and international clients with an outstanding service.

## Organization's Overview:

- Represent buyers, sellers, landlords & tenants in the purchase, sale, and lease of their home
- Commercial transactions
- Investment opportunities
- Property management
- Listings
- Luxury homes
- Rock-solid paperwork
- Advice and support for all transactions
- White glove Concierge services for our clients
- Problem-solving
- Contract Negotiation
- Preview of properties
- 24/7 showing assistance
- Free professional photos
- Powerful marketing
- Market analysis
- 3D walks through
- Virtual tours



## Competitors:

- The Jills - Zeder Group.  #1 real estate team in Miami
- The Sklar team: #1 Producing agents in the City of Weston for eleven consecutive years
- Denise Rubin Group: One of the top realtors in South Florida

## Team Bios:

**Ana Teresa Rodriguez:** Real estate agent based in the city of Miami, FL. She has been involved in this industry for ten years. Receiving many awards as Top 100 Realtors in Coldwell Banker Florida, membership into the exclusive President's Elite Circle affiliation since 2011 and Coldwell Banker Top Producer and Office Leader in listings and closed sales year after year. Rodriguez was born in Peru and raised between Venezuela and the United States. Her incredible fast-growing in the real estate industry has been thanks to her vast experience and her degree in business with a master's in marketing and advertising. Her conviction is to build her international and local clients for life, connecting and providing an outstanding quality of service with integrity, agility, courage, respect, and trust. For that, she decided to create and lead her team, ATR GROUP, a full-service Real Estate, Business, and Commercial team in Coldwell Banker RE.

**Alvaro Busto:** Real estate agent based in the city of Miami, FL. He has been involved in this industry for four years. Busto, who was born in Guatemala, and raised between Central America, the United States, and Spain, has a master's in Europe gastronomy. His conviction is to provide a fantastic service with integrity and professionalism, based on his full dedication to his clients and the team.

**Virginia Aizpurua:** Real estate agent based in the city of Miami, FL. She has been involved in this industry for five years. Aizpurua was born and raised in Venezuela. She has a Doctor's degree in Veterinary Medicine and worked for many years as a General Manager in a company, running the sales department and international suppliers. Her conviction is to build a relationship with the customers offering an excellent service.

## **SWOAT ANALYSIS:**

### **STRENGTHS:**

- High-quality service
- Property social media campaign
- Property exposure in multiple international real estate webpage
- 24/7 availability
- Excellent networking
- Experience in construction and remodeling
- Diary update in technology
- Two languages, English and Spanish

### **WEAKNESS:**

- Only three realtors in the team
- The lack of time
- The lack of knowledge of the expansion of ATR GROUP as a team
- Realtors with more experience in the industry of real estates

### **OPPORTUNITIES:**

- The growth of loyal customers
- Expand services by getting more realtors
- Become a broker
- Expand to other cities
- Expand to other countries

### **THREATS:**

- Other realtors with more clients
- Strong competitors located in the same area
- The lack of commitment to the team's realtor

### **Public's Demographics:**



#### **Demographic:**

**Age:** 22-30 years: 15%

30-45 years: 45%

45-75 years: 40%

**Gender:** Female: 65%

Male: 45%

**Incomes:** \$50.000 - \$75.00: 15%

\$75.000 - \$125.000: 40%

\$125.000 - \$250.000: 20%

\$250.000 – and more: 25%

**Marital Status:** Single: 15%

Married: 60%

Divorced: 25%

**Location:** Latin-American: 30%.

(Venezuela: 45%, Colombia: 25%, Argentina: 20%, Brasil: 10%)

The United States: 40%

(South Florida: 70%, the Eastern: 20%, the Western: 10%)

Europe: 15%

Canada: 10%

South Africa: 5%

**Public's Psychographics:**

**Interest:** Investors: 25%

Homeowners: 40%

For second home: 15%

For rent: 20%

**Special location:** Familiar Neighborhood: 50%

Business area: 25%

Tourist area: 25%

**School zone:** Private school: 30%

Public School: 70%

**Clients:** First time: 25%

Regular: 60%

Sporadic: 15%



# Campaign Overarching Objective

To increase ATR Group's local and international clients by strengthening its extensive and outstanding services with Coldwell Banker.

**Goal 1:** To increase the number of local clients.

**Public – New Local clients:** Men and women between 35 and 75 years old, living in South Florida.


**Strategy:** Making ATR Group appear on local TV channels with excellent interviews to talk about the team and its new outstanding services.

Managing to make ATR Group's new YouTube channel go viral with the use of the renowned Latin host from Telemundo, Adamary López with her husband and daughter, a famous beautiful, controversial, sincere, and funny family as the image of ATR Group. She is beautiful and at the same time very real woman, who despite having breast cancer fourteen years ago and other problems, now she is very happy with her family, her work, and her active life working with different foundations of cancer.


Publishing columns for the top 8 South Florida magazines and their digital editions.


**Tactic:** Contacting to do interviews in CNN español with Xavier Serbia, in "CNN Dinero," in TVVenezuela with Dereck Blanco in "Latino America En Vivo," and in Telemundo in "Un Nuevo Día."

Producing and filming short videos to the new YouTube Channel with Adamary Lopez and her family. These videos will be "informative and at the same time funny," showing how difficulty is to find a property and how important is to have a good realtor team. The first video will be in fast motion, showing in a funny way how since the last year Adamary with her family have been crazy looking for a new home to live, but they cannot decide for one. Then, she hears about ATR Group, but she believes that in Covid-19 times it could be crazy to do it. So, Adamary calls the group and the team helps her to find beautiful and perfect houses by phone, from her comfortable and safe bed, sending professional photos, tour videos

of many properties and giving advices about them. Then, they go to the one that they selected with all the protocol as mask, gloves, social distancing, to be safe. Finally, they are so happy to be able to find the perfect house facing with this pandemic 

Designing a new art for ATR Group's YouTube channel. This art is in the appendixes #3.

osting all the short videos created for the YouTube channel on Instagram, Facebook, Twitter, and the webpage of ATR Group, and promoted by sending direct emails.

ontacting the magazines and their digital editions such as Florida Villager, Florida Design, Real Estate, Top Agent, InWeston, Brickell, Miami Agent, and Aventura, to write columns.

**Key Messages:** Expressing how important is for ATR Group its clients and give to them an outstanding real estate service. We will do it with this slogan:

“Can't decide? Change your realtor!  
ATR Group will happily help you with their outstanding real estate service”



**Goal 2:** To reach more potential international and national new clients.

**Public ternational New Clients:** Men and women between 40 and 70 years old, living in Colombia, Argentina, Spain, and Canada. Looking for buying to invest, commercial, or second home. 

**Strategy:** Promoting ATR Group in Colombia, Argentina, Spain and Canada, through webinars, live video presentations, between the most important realtors of Coldwell Banker from these countries and ATR Group realtors. In addition with the well-known author of the book “*Long Distance Real Estate Investment*,” David Greene, expert realtor and invest to make videos to discuss about tips, trick, and everything related with investing, managing, and flipping out-of-state properties.

Building alliance to the international realtors from ATR Group public of Coldwell Banker to be able to have their list of clients and help ATR Group to project the team in those countries.

Promote videos of the properties to offer to the clients the possibility of doing a virtual and real-live tours.

Promoting the new type of service called "The white glove concierge services," which is the continuation of helping its clients after the transaction. ATR Group will help to connect the power, water, and all the services that a new property requires, and oversee the association, decoration, upgrades, and repairs. Also, if the investor would like to rent, ATR Group will be do everything related with this process. All of that will be posted on the social media and sending by direct emails.

**Tactic:** Contacting David Greene, the well-known author of real estate books, and the best realtors of Coldwell Banker Colombia, Argentina, Canada, and Spain to do the webinars to post at the same time on Instagram live, and Facebook live. These are going to be twice a month, and the team's realtors, Ana Teresa Rodriguez, Alvaro Busto, and Virginia Aizpurua will take turns to do it together with one of the invited realtors and the book author. In the webinars, they will talk about ATR Group services as the white glove concierge services, the virtual and real-live tours, e-sign services, professional photos, and how the team will take care of everything, helping to select the best property, make the best negotiation with an accurate contract and addendum. Also, contacting international Coldwell Banker realtors, we can build an alliance to promote ATR Group in these countries, posting on their Instagram, Facebook accounts, and sending to their clients, direct emails offering them the opportunity to invest in Florida, and newsletters talking about all these new services to people abroad.



Producing and filming the 3D videos, using advancing technology with drone cameras to see outside and inside the property in order to be able to do a virtual tour.

Posting the virtual and real-live tours on Instagram, Facebook, YouTube, Twitter, and the webpage of ATR Group.

**Key Messages:** We want to inform that international clients of ATR Group do not need to travel to Florida in order to invest, because ATR Group will take care of everything. We will do it with this slogan:

"Don't worry, ATR Group will be your eyes in Florida!  
We offer you our white glove concierge services"



**Goal 3:** To keep happy ATR Group loyal clients and increase the number of local clients.

**Public – Loyal Clients / New Local Clients:** Men and women between 35 and 75 years old, living in South Florida. 

**Strategy:** Producing a black and white launch party to invite loyal ATR Group clients and potential ones. This party is to be grateful, show gratitude to ATR Group's clients, and at the same time show to the new ones how important are clients for us. It will be in Versace Mansion in Miami Beach, with 70 guests between loyal clients and potential ones. The dress code will be a black and white cocktail attire. As special guests, we will have welcoming to the party the famous Venezuelan actor Edgar Ramirez, who was the leading actor in the Gianni Versace miniseries. The president of Coldwell Banker Florida, Duff Rubin, who will give a few words introducing the ATR Group. The presenter of the CNN Dinero program, Xavier Serbia, who will present new projections of Florida's economy and real estate. And to Close this launch party with a Miami style, the famous singer Gloria Estefan and her daughter, Emily Estefan, will sing together for the first time. Another special guest will be the renowned Latin host from Telemundo, Adamary López with her husband Toni Costa, who are the main characters in the ATR Group YouTube videos.

Engaging ATR Group followers on Instagram with the launch party, too.

Announcing the launch party to all the public media journalists.

Promoting through the party a beautiful cause to help children who suffer from cancer here in the United States and Venezuela, with two important foundations that ATR Group has been helping, they are St. Jude and Fundanica.

**Tactic:** Booking the Versace Mansion in Miami Beach. 

Organizing the launch party. 

Looking for sponsors who can collaborate to make the launch party. They could be interior designers, furniture brands, real estate magazines,

contractors, developers, architects, local tv Channel, radios, and restaurants. They will receive recognition on all social media, direct emails, and they will be able to promote their companies or products in the entrance to the hall where the gala will be.

Contacting Edgar Ramirez, Duff Rubin, Xavier Serbia, Gloria Estefan, and Emily Estefan.


Designing and sending previous digital invitations by direct emails.

Making a contest on Instagram with the hashtag **#ATRgroupParty** for followers can participate to win invitations.

Sending a news release about the launch party and the non-profit fundraising for St. Jude and Fundanica to local journalists from radio, newspapers, magazines such as Florida Villager, Florida Design, Real Estate, Top Agent, InWeston, Brickell, Miami Agent, Aventura, local TV channels such as MegaTV, TVVenezuela, Univision, and CNN en español. This news release is in the appendixes #2.

Using social media to promote the launch party and the non-profit fundraising by beautiful posts and videos.

**Key Messages:** The growth of ATR Group in order to continue helping its loyal clients with more services and they want to thank them for they trust. We will do it with this slogan:

“Building clients for life!  
ATR Group is growing to always give you and your family  
the best of service” 

# Timeline

JULY 1, 2020 – Start the public relation campaign


➤ JUL 2020

- Interview in Telemundo - Un Nuevo Día
- Post 4 times a week about listings ATR Group on Instagram, Facebook, and Twitter
- Post 3 times a week about tips and news of real estate and ATR Group on Instagram, Facebook, and Twitter
- Direct emails (all Mondays)
- Column in “Florida Villager Magazine”
- Column in “InWeston Magazine”
- Post 2 videos on the new YouTube channel.
- Promote each YouTube videos on Instagram, Facebook, and Twitter
- Webinars in Instagram and Facebook live with the realtors of Coldwell Banker Colombia and Argentina, one every two weeks.
- Post once a week on Instagram and Facebook accounts of the international allies
- Find all the sponsors for the gala

➤ August 2020

- Send the News Releases (August 18, six weeks before the gala)
- Interview in TVVenezuela - Latino América En Vivo
- Post 4 times a week about listings of ATR Group on Instagram, Facebook, and Twitter
- Post 3 times a week about tips and news of real estate and ATR Group on Instagram, Facebook, and Twitter
- Column in “Florida Design Magazine”
- Column in “Aventura Magazine”
- Direct emails (all Mondays)
- Post 2 videos on the new YouTube channel.
- Promote each YouTube videos on Instagram, Facebook, and Twitter
- Webinars in Instagram and Facebook live with the realtors of Coldwell Banker Canada and New York, one every two weeks.

- Webinar Instagram and Facebook live with the well-known author of the book *Long Distance Real Estate Investment*, David Greene.
  - Post once a week on Instagram and Facebook accounts of the international allies.
- September 2020
- Send digital invitation cards (September 1<sup>st</sup>.)
  - Promote and run the contest about the gala invitation on Instagram
  - Interview in CNN Dinero
  - Post 4 times a week about listings of ATR Group on Instagram, Facebook, and Twitter
  - Post 3 times a week about tips and news of real estate and ATR Group on Instagram, Facebook, and Twitter
  - Column in "Top Agent Magazine"
  - Column in "Brickell Magazine"
  - Direct emails (all Mondays)
  - Post 2 videos in the new YouTube channel
  - Promote each YouTube videos on Instagram, Facebook, and Twitter
  - Webinars in Instagram and Facebook live with the realtors of Coldwell Banker Florida and Spain, one every two weeks
  - Post once a week on Instagram and Facebook accounts of the international allies.
- October 2020
- Interview in Telemundo - Un Nuevo Día (for second time)
  - Column in "Miami Agent Magazine"
  - Column in "Real Estate Magazine"
  - Direct emails (all Mondays)
  - Post 4 times a week about listings of ATR Group on Instagram, Facebook, and Twitter
  - Post 3 times a week about tips and news of real estate and ATR Group on Instagram, Facebook, and Twitter
  - Post 2 videos in the new YouTube channel
  - Promote each YouTube videos on Instagram, Facebook, and Twitter
  - Webinars in Instagram and Facebook live with the presidents of Coldwell Banker Colombia and Argentina, one every two weeks.
  - Webinar Instagram and Facebook live with the well-known

- author of the book *Long Distance Real Estate Investment*, David Greene. (for second time)
  - Post once a week on Instagram and Facebook accounts of the international allies.
- November 2020
- Direct emails (all Mondays)
  - Column in "Florida Design Magazine" (for second time)
  - Column in "InWeston Magazine" (for second time)
  - Post 4 times a week about listings of ATR Group on Instagram, Facebook, and Twitter
  - Post 3 times a week about tips and news of real estate and ATR Group on Instagram, Facebook, and Twitter
  - Post 2 videos in the new YouTube channel
  - Promote each YouTube videos on Instagram, Facebook, and Twitter
  - Webinars in Instagram and Facebook live with the presidents of Coldwell Banker Canada and New York, one every two weeks.
  - Post once a week on Instagram and Facebook accounts of the international allies. 
- December 2020
- Interview in TVVenezuela - Latino America En Vivo (for second time)
  - Direct emails (all Mondays)
  - Column in "Top Agent Magazine" (for second time)
  - Column in "Brickell Magazine" (for second time)
  - Post 2 videos in the new YouTube channel
  - Promote each YouTube videos on Instagram, Facebook, and Twitter
  - Post 4 times a week about listings of ATR Group on Instagram, Facebook, and Twitter
  - Post 3 times a week about tips and news of real estate and ATR Group on Instagram, Facebook, and Twitter
  - Webinars in Instagram and Facebook live with the presidents of Coldwell Banker Florida and Spain, one every two weeks.
  - Post once a week on Instagram and Facebook accounts of the international allies.



# Budget

Social Media Management: \$1,000

Media Monitoring Service: \$500

Webinar, Instagram, and Facebook Life Management: \$1,000

Graphic Designer for the campaign: \$1,500

Content: \$1,000

Update the Website: \$500

News Release and Newsletters: \$500

Video Production: 1,000

Media Data Base and PR distribution: \$300

Primary Research: \$500

Sub Total: \$7,800

## The Launch Party:

### Venue:

Location Rental: \$3,000

Equipment Rental: \$700

Staff: \$1,000

Security: \$600

Parking: \$400

Sub Total: \$5,700

### Décor:

Lighting: \$300

Furniture (tables and chairs): \$300

Decorative items (flowers, plants, table decor, cover chairs): \$500

Sub Total: \$1,100

**Food / Beverage:**

Food: \$4,200 (\$60 per person)

Beverage: \$2,000

Catering Staff: \$1,000

Table Linens, glasses, utensils, plates, etc.: \$1,000

Sub Total: \$8,200

**Sound:**

Audio Equipment, screens, lighting, staging: \$1,000

DJ: \$700

Sub Total: \$1,700

**Event Programming:**

Speakers: \$800

Performers: \$5,000

Sub Total: \$5,800

**Event Management:**

Announcement, Graphics, New Released, Organization, Supervision:

\$1,500

Sub Total: \$1,500

The Launch Party Total estimated: \$24,000

**Sponsorships:**

Minus money raised from 20 sponsors: -\$14,000



The Launch Party Total: \$ 10,000

**Public Relation Campaign Total: \$17,800**

# Publics and Messages Chart



PUBLIC	OBJECTIVE	STRATEGY	TACTIC	MESSAGE
<p><b>New Local Clients</b> Men/Women 35 - 75 years old</p>	<p>To increase the number of local customers.</p>	<p>Appearing on local TV channels with excellent interviews. Managing to make ATR Group's new YouTube channel go viral with the Latin host from Telemundo, Adamary López with her family as the image. Writing columns for the top 8 South Florida magazines and their digital editions.</p>	<p>Doing interviews in CNN español, in TVVenezuela, and in Telemundo. Making viral short informative and funny videos to the new YouTube Channel using Adamary López and her family as image of ATR Group, looking for buying a new home. Posting these videos on social media. Sending direct emails. Contacting magazines and their digital editions for the columns: Florida Villager, Florida Design, Real Estate, Top Agent, InWeston, Brickell, Miami Agent, and Aventura, to write columns.</p>	<p>How important is for ATR Group its clients and give to them an outstanding real estate service. "Can't decide? Change your realtor! ATR Group will happily help you with their outstanding real estate services."</p>
<p><b>International New Clients</b> Men/Women 35 - 75 years old, living in Colombia, Argentina, Spain, and Canada. Looking for buying to invest, commercial, or second home.</p>	<p>To reach more potential international new clients.</p>	<p>Promote ATR Group through webinars with international realtors of Coldwell Banker from the countries of the public, and with the author of books of real estate. Building alliance with these international realtors to positioned ATR Group in those countries. Promoting videos of the properties for virtual tours, and the new type of service called "The white glove concierge services,"</p>	<p>Contacting David Greene, author of real estate books, and international realtors of Coldwell Banker from the public to do webinars, talking about ATR Group outstanding services for foreign investors. These webinar will be through Instagram and Facebook live. Posting to promote ATR group on the social media of these international realtors and send to their clients, direct emails and newsletters about all the new services. Producing 3D videos, using drone cameras to the clients can see the property anywhere they are, them posting these videos on social media.</p>	<p>International clients of ATR Group do not need to travel to Florida in order to invest, because ATR Group will take care of everything. "Don't worry, ATR Group will be your eyes in Florida! We offer you our white glove concierge services."</p>
<p><b>Loyal Clients / New Local Clients</b> Men/women 35 - 75 years old, living in South Florida.</p>	<p>To keep happy ATR Group loyal clients and increase the number of local clients.</p>	<p>Producing a black and white launch party to invite loyal ATR Group clients and potential ones, with special guests, engaging the followers of Instagram. Announcing the party to all the public media. Promoting through the party a beautiful cause to help children with cancer.</p>	<p>Organizing the launch party, booking the Versace Mansion, looking for sponsors. Contacting Edgar Ramirez, Duff Rubin, Xavier Serbia, Adamarys López, and Gloria and Emily Estefan. Designing and sending digital invitations by direct emails. Launching a contest on Instagram with the hashtag #ATRgroupParty to win an invitation. Sending a news release about the party and the non-profit fundraising.</p>	<p>The growth of ATR Group to continue helping its loyal clients with more services and say thank to them for they trust. "Building clients for life! ATR Group is growing to always give you and your family the best of service."</p>

# Campaign Evaluation

You will be able to evaluate the evolution and success of the campaign by using several methods such as:

**Using Follow Up Boss to measure the website traffic:** Follow Up Boss is a CRM (Customer Relationship Management) application to help realtors manage and analyze customers interactions and data, it can even improve your relationships with your clients, immediately sending feedback by email or text messages, see how many times they have been on your website, what properties, and what they are looking for. With this application you can measure every day if the campaign is succeeding.

**Sending emails and text messages to ATR Group clients asking feedback:** With the application Follow Up Boss, we will arrange to send emails and text messages to your clients, asking to complete a quick survey to give us a feedback because their opinion is value for ATR Group. The survey will do through [www.socialsurvey.com](http://www.socialsurvey.com), and the questionnaire is in the appendixes #1.

**Asking for google reviews:** Nowadays, it is very usual to ask for that. Using this method, you can rate our service and at the same time you can ask for reviews which will help the team to have more rating in google.

**On Instagram and Facebook:** By these social media, you will be able to measure how many people have been in your account, how many people have followed you, which one is your best posting, and more.

## Conclusion

The primary goal as a public relations agency is to provide you with the best way to position your team, ATR Group, as a number one team in South Florida, and to create international awareness for a wonderful and unique experience campaign, which will be dedicated to strengthening the ATR Group's extensive and outstanding service with Coldwell Banker. This will be done to keep your customers loyal and reach new ones. Therefore, we offer you to do many interviews on local television channels like CNN en Español, TVVenezuela, and Telemundo. Contact Adamary López and his family as the image of the ATR Group YouTube channel. Write amazing columns for the top 8 South Florida magazines and their digital editions. Arrange to make great live videos with a leading book author and real estate agents from different countries. Make ATR Group have more presence on social networks around the world. Sending newsletter, and direct emails to clients and potential ones. Also, organize a beautiful launch party in the Versace Mansion in Miami Beach, looking for sponsors, having famous and professionals guests as Edgar Ramirez, Xavier Serbia, Gloria Estefan and Emily Estefan, and with that be able to help children with cancer, raising funds for them and their disease. Besides, sending news releases to local journalists to promote this party through mass media. Thus, at the end of six months, you will be able to keep your loyal clients and have newer local and international clients.



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# Appendixes

## APPENDIX #1 – Questionnaire

- 1) How did you hear about ATRGroup?
- 2) On a scale between 0 (worst) and 10 (best), how would you rate our service that we gave you?
- 3) Have you followed ATRGroup on social media?
- 4) Have you seen the webinars, Instagram Live or Facebook Live of the group?
- 5) Have you heard about the new YouTube channel of ATRGroup?
- 6) On a scale between 0 (worst) and 10 (best), how would you rate the ATRGroup's philosophy of "Build clients for life."
- 7) Why did you decide to choose us as your realtors?
- 8) Do you recommend ATRGroup to your friends?



## APPENDIX #2 – News Release

# News Release



### FOR IMMEDIATE RELEASE

#### CONTACT:

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marthadigrafico@hotmail.com

### Special Gala to Celebrate the Growth of ATR Group

*Miami, FL (July 30, 2020)*- Ana Teresa Rodriguez Realtor presents a special gala to celebrate the growth of ATR Group in conjunction with Coldwell Banker. She will introduce the new team's members, projects, service, and real estate projections for 2020-2025. As a team, they will honor their clients for being loyal and raise funds for St. Jude and Fundanica, foundations dedicated to helping children with cancer in the United States and Venezuela. This event will be on **Saturday, September 19, 2020, at 7:30 p.m. to 11:30 p.m. at Ritz-Carlton Key Biscayne, 455 Grand Bay Drive Key Biscayne, Miami, FL 33149.**

Ana Teresa Rodriguez has been a realtor for more than seven years. She is considered for being the new face in Real Estate in South Florida. In this field, Mrs. Rodriguez has a record of over 200 closing transactions, thanks to her negotiating skills, client dedication, and innovative way of marketing.

Her real estate expertise has made her an award-winning of many awards. Also, recognition as Top 100 Realtors in Coldwell Banker, membership into the exclusive President's Elite Circle affiliation, and Coldwell Banker Top Producer and Office Leader in listings and closed sales.

In search of providing the best of services to her clients, Ana Teresa Rodriguez decided two years ago to form a team called ATR Group. This has been growing every day to offer a full-service real estate, business, commercial, and rental in conjunction with professional realtors from Coldwell Banker RE.

The reception hall will open at 7:30 p.m. The evening will start with the president of Coldwell Banker Florida, **Duff Rubin**. Followed by the presentation of the new ATR Group services and their new members by **Ana Teresa Rodriguez**. Next, the dinner will be served while **Xavier Serbia**, presenter of the CNN Dinero program, will present new projections of Florida's economy and real estate. To Close this event with a Miami style, the famous singer **Gloria Estefan** and her daughter, **Emily Estefan**, will sing together for the first time. (MORE)

## News Release

COLDWELL  
BANKER

AR  
GROUP  
- REAL ESTATE -

The dress code is cocktail attire. The event is with a prior invitation. Confirmation is required and can be made at (954) 8592020 or via email at [atrgroup@hotmail.com](mailto:atrgroup@hotmail.com).

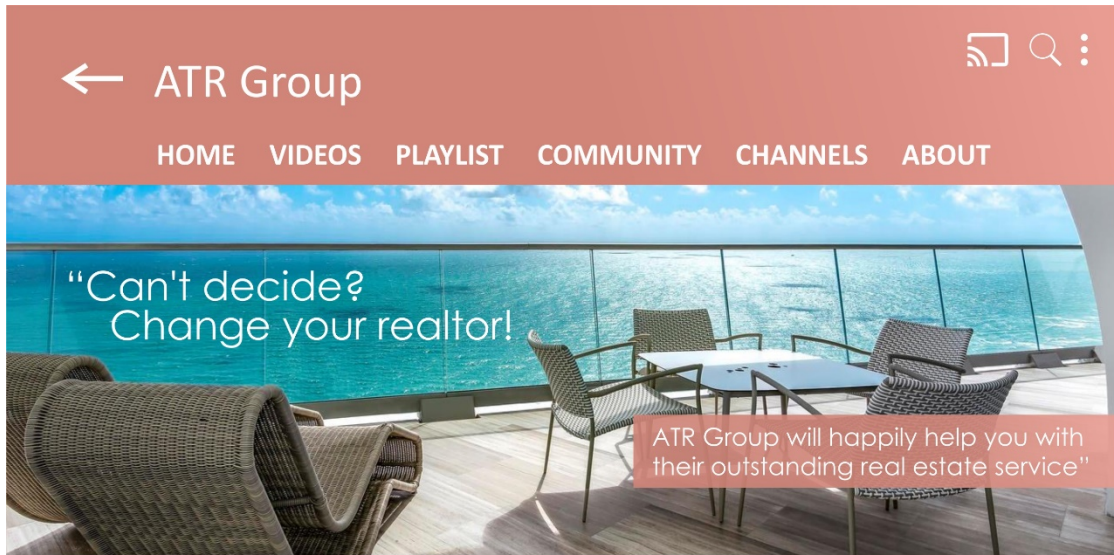
According to Ana Teresa Rodriguez, "With the new obstacles that COVID-19 brings, we must remember that here in South Florida we have overcome many difficult times, and this time will not be the exception. We have already proven that challenges make us stronger and better. As warriors, we need to be PROACTIVE, PREVENTIVE & CREATIVE."

For more information, please contact Martha Rodriguez at (954) 859-7310, email [marthadigrafico@hotmail.com](mailto:marthadigrafico@hotmail.com).

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## APPENDIX #3 – YouTube Channel



**ATRGroup.com**  
20.2K subscribers  
**SUBSCRIBE**



**Meet the Team - ATRGroup.com**  
ATRGroup.com 250,100 views 2 weeks ago



ATRGroup.com



**ATR Group helping Adamarys in her family to find a new home in COVID-19 times**  
ATRGroup.com 100,100 views 3 weeks ago



**ATR Group - 10560 Nw 68th Ter Doral, FL 33178 - 3D TOUR**  
ATRGroup.com 90,100 views 4 weeks ago



**ATR Group takes care of you in Covid-19 times**  
ATRGroup.com 95,100 views 5 weeks ago

