

Features

# Influencers In Marketing

Marketers are just as integral to the art and science of owning and managing real estate as the finance and broker functions, and should be acknowledged as so.

By **Erika Morphy** | December 03, 2019 at 09:00 AM



When you work in, say, commercial real estate finance, chances are good you will know at least something about research. Or sales. Likewise an office broker: there is a good chance he or she knows more than the average layperson about the retail asset class. However, there is one area of CRE that may not be as familiar to these people as it should be, which is marketing. To be sure, a CRE marketer has a certain skill set that does not translate well to sales or finance. But marketers are just as integral to the art and science of owning and managing real estate and should be acknowledged as so. Which is what we have done in the following pages.



April Mason



Christina  
Forrest



Dan  
Gunderman

**VIOLET PR** Violet PR became a change-maker, breaking into the industry as a woman-owned business. Established in 2010, April Mason founded Violet PR when there were limited female leaders in the CRE space. Since then, Violet PR has worked to generate media coverage and secure speaking opportunities for some of the most influential

women in the Garden State.

Whether it's rebranding a city, drawing attention to a revitalized neighborhood or promoting a new sustainable development, Violet PR helps clients make a difference. Through the combination of news stories, social media and compelling content, this NJ-based boutique public relations agency has helped clients attract more dollars and supporters.



Sarah Smith



Tom  
Ranzweiler

Violet PR has worked on campaigns for many CBRE projects including the Live! Hotel and Conference Center in Hanover, MD, the 22,000-square-foot office revitalization at 706 Giddings Ave. in Annapolis, MD, the Baldwin Harbor Apartments in Orlando, and 197 and 207 Van Vorst in Jersey City, NJ. The team has also promoted many significant regional projects, including expansions at Port of Savannah, the completion of SubTropolis in

Kansas City and developments around the Pittsburgh International Airport. Violet PR also has secured national and trade media coverage for Brooklyn's first new marina in decades.

Violet is proud to work with ProudLiving Companies, a real estate development firm that constantly gives back to its community. The Violet PR team secured over five media placements for this initiative in local newspapers. Its team also provides mentorships to other professionals looking to break into the commercial real estate space.

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## Erika Morphy

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