

## Sector: Residential property

### ERA Belgium

ERA is a joint venture of quality estate agents specialising in residential properties. The group operates in 30 countries and has 2,841 independent estate agent members. ERA has been operating in Belgium since 1995. Only BIV-approved estate agents may join.

#### Our challenge:

**“Increase brand awareness of ERA via the media.”**

NewsEngine PR was given the assignment of positioning the organisation and its estate agents more forcefully as a quality label in the Belgian residential real estate market.

#### Our approach:

**“Supply journalists with striking facts about the Belgian property market.”**

- Press target groups: the general (quality) press, business and trade press.
- Monitoring trends and current affairs, so that ERA could adopt a noticeable stance.
- Launch of the European market study and the ERA barometer: comparisons of data between the foreign and domestic markets.
- Constant stream of information to the press, in the form of press releases, press interviews and round table discussions.

#### Result:

**“In 2005, ERA received wide coverage, with no fewer than 102 articles in over 30 different newspapers, magazines, radio and TV programmes.”**



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