



Commercial Real Estate Services, Worldwide.

Situation

Success in commercial real estate requires a combination of outstanding technical expertise and aggressive marketing savvy. Bill Gladstone of NAI CIR has achieved and sustained success through the application of both skills, combined with a team-based model that allows the Bill Gladstone Group to apply powerful solutions to their clients' needs. While some brokers choose to only focus on a specific type of transaction—retail, office, warehouse, investment—Bill Gladstone has been successful by maintaining a diverse portfolio of clients and listings that cross these segments. Therefore, Bill's differentiators are the depth of his property marketing capabilities and the business acumen he and his team bring to each client.

Strategy

In order to present these capabilities in a new and innovative manner, Bill Gladstone Group launched *Harrisburg Commercial Real Estate Review*, a biannual full-color magazine featuring articles on business issues coupled with current property listings from the Group's portfolio. The Group then



strategic consulting

branding & messaging

organizational development

integrated communications



www.wendtpartners.com

advise

design

engage

deliver

“Wendt Partners knows how to communicate with executive audiences in a compelling and credible way. They are committed to our continued success, and the results speak for themselves.”

■ **Bill Gladstone**

Principal

Bill Gladstone Group of NAI CIR

decided it was time to take the publication to a new level of quality and sophistication, and contacted Wendt Partners.

Solution

Wendt Partners took a comprehensive approach to the engagement and sought to make the publication compelling in every aspect—from branding and design to editorial content and presentation, and from advertiser support to marketing integration. Wendt Partners has successfully doubled advertising revenue, recruited new authors, and advised the Bill Gladstone Group on ways to extend the magazine’s reach while enhancing its success as a premier commercial real estate publication. Reader and advertiser feedback has been extremely strong, and as a result the publication has been able to increase frequency and expand its subscriber base as well. “Wendt Partners knows how to communicate with executive audiences, and helps us do that in a compelling and credible way through their collaboration on the magazine,” says Bill Gladstone. “They are committed to our continued success, and the results speak for themselves.”

Sectors

Business-to-Business

Services

Strategic Consulting, Branding & Messaging, Integrated Communications

wendt Partners

Implement **innovation**™

New York Office

44 West 28th Street, 8th Floor

New York, NY 10001

Tel 212.905.3580

Fax 212.905.7710

Washington, D.C. Office

2011 Crystal Drive, Suite 400

Arlington, VA 22202

Tel 703.682.6880

Fax 703.682.6804

www.wendtpartners.com