

Hi folks,

Here are the procedures for submitting press releases:

- 1) All submissions should be by email. The address is [jess.haus@verizon.net](mailto:jess.haus@verizon.net). All follow ups should be by email.
- 2) Please include BHNJ PRESS RELEASE and a short description of the release in the subject line of your email.
- 3) If you have and bhnj email account, please send press releases from that account.
- 4) If you would like confirmation I received an email, please request it. If you don't hear back in a couple days, you can resend the release.
- 5) If you have a time sensitive releases, such as an announcement of a specific event, please try to send it at least a month in advance.
- 6) Please try to include all relevant information. If you have questions, include them in the email.
- 7) It is always good to include a quote in a story. If you would like a quote to be included in your release, please submit one along with the rest of the information. Include the name and title of the person being quoted.
- 8) Please include a list of newspapers you would like the release to be sent to. If the paper does not appear on the list of papers I currently submit too, please also include current contact information (an email address where real estate press releases should be sent). Newspapers I already send to include the Asbury Park Press, the Bergen Record, the Courier News, the Courier Post, the Daily Journal, Greater Media Newspapers, the Herald News of Bergen, the Home News Tribune, the Independent, the Ocean County Observer, the Pasack Valley Community papers, the Princeton Packet papers, the Rumson/Holmdel Journals, Suburban Trends, the Times-Beacon, US1 if Princeton. Also PA papers: the Ambler Gazette, the Intelligencer, the Philadelphia Inquirer, the Reporter. In Staten Island: the Staten Island Advance.
- 9) If you have an ad rep at the paper, you may want to submit it through them. If you want me to send a release to an ad rep, let me know and include an email address. If you would like to send it yourself, let me know and I will send the release to you.
- 10) If you need to review a release before it is sent out, please let me know. This will increase turn around time.

11) Please note that there is no guarantee a press release will run – that is entirely up to the editor of the paper, and depends on things like if they have space, if they've run anything from us recently, if they have had similar releases recently, etc. They also don't tell me if they are going to run a release.

I have also included two sample releases for new associates so you can see the type of information that should be included. I recommend including a quote from the associate if possible.

Thanks!

Jessie

### New associate joins BetterHomesNJ.com/VRI Realtors

WESTWOOD – BetterHomesNJ.com/VRI Realtors welcomes Karen Kubicek-Gross as a Realtor Associate in the firm's local office, located at 569 Broadway.

Kubicek-Gross is a resident of Little Ferry. She is the mother of two and a member of the PTA Board.

She also holds a degree in business and previously worked for a public relations firm for eight years.

Kubicek-Gross is taking advantage of BetterHomesNJ.com/VRI Realtors extensive, ongoing training program. The courses and workshops that make up the program are designed to immerse new associates in knowledge of the local real estate market, including the use of technological advancement to improve performance.

Kubicek-Gross can be reached in [BetterHomesNJ.com](http://BetterHomesNJ.com)/VRI Realtors' Westwood office at (201) 664-7024. End.

### VRI Realtors Keyport welcomes new associate

KEYPORT – VRI Realtors recently announced that Katherine Santana, a licensed real estate sales executive, has joined the firm's Keyport office, located at 55 West Front Street.

Santana has an associate's degree in accounting, and spent nine years with Sovereign Bank where she was one of the most productive sales representatives in the region.

"I enjoy working with customers and I do everything possible to make sure they are 100 percent satisfied," Santana said of her recent career move.

As a 32-year resident of Monmouth County, Santana is very familiar with the area. She spent much of her time in Keansburg, where she graduated from high school. For the past eight years, she has lived in Matawan.

"At VRI Realtors we really welcome the opportunity to work with new associates," said Lawrence Vecchio, Broker/Owner of VRI Realtors. "I look forward to working with

Katherine. I know her enthusiasm and her knowledge of the area will be a huge asset to our firm and our customers.”

For more information on any real estate matter in Keyport or the general Keyport area, without cost or obligation, contact Santana or another qualified VRI sales representative at (732) 264-9593.