PR REFERENCE LIBRARY

Communication Investigation No. 003

What This Press Release Doesn't Explain

A Communication Investigation into Why Some Announcements Inform Readers but Fail to Explain Why the News Matters

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Investigating how written communication influences trust, understanding, and decision-making across the real estate industry.

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"A press release shouldn't simply announce what happened. It should explain why anyone should care."

— **Whyte-Hall Communications Network**

Executive Summary

A press release is often written to announce something important.

- A property has been listed.
- A brokerage has expanded.
- An agent has joined a new company.
- A development has broken ground.

Yet many press releases answer only one question:

"What happened?"

The reader is often left asking a different question:

"Why should I care?"

This investigation examines one of the most common weaknesses in real estate press releases—the absence of context.

The Communication Problem

Many real estate press releases contain accurate facts, namely:

- Addresses.
- Prices.
- Dates.
- Names.
- Quotes.
- Property features.

Every fact may be correct, yet the announcement still feels incomplete.

Why?

Because facts alone do not explain significance.

Readers understand information when they understand its context.

Without context, an announcement becomes little more than a list of details.

What We Observed

Across brokerage announcements, listing press releases, development news, and company updates, a familiar pattern appears.

The writing tells readers what happened.

It rarely explains why the announcement matters.

For example:

- Why is this property significant?
- Why is this development important to the community?
- Why should journalists cover this announcement instead of another one?
- Why does this brokerage move deserve attention?

Those questions often remain unanswered.

Why It Matters

Journalists, editors, clients, and the public all read announcements differently.

- They are not simply collecting facts.
- They are deciding whether the information deserves attention.

A press release that lacks context forces the reader to make that decision without enough information.

In many cases, they simply move on.

The opportunity is lost—not because the announcement lacked value, but because the value was never explained.

A Different Approach

Strong press releases begin with the facts.

Great press releases explain the significance behind those facts.

Instead of simply announcing an event, they answer questions such as:

- Why is this happening now?

- Who benefits?
- What makes this announcement different?
- How does it affect buyers, sellers, investors, or the community?
- Why should someone continue reading?

Context transforms information into a story people understand.

Questions Worth Asking

Before publishing a press release, ask yourself:

- Does the release explain why this matters?
- Would someone outside my business understand its importance?
- Have I provided useful context, not just facts?
- Does the opening paragraph create interest?
- Would a journalist know why this announcement deserves attention?

If not, the release may be communicating information without communicating significance.

What Real Estate Professionals Can Learn

A press release is not written simply to document an event.

Its purpose is to help readers understand the event.

That understanding comes from context.

When readers understand why something matters, they are more likely to continue reading, share the story, or respond to it.

Good public relations begins long before publication.

It begins with explaining the meaning behind the announcement.

Practical Takeaways

- Lead with significance, not just facts.
- Explain why the announcement matters.
- Write for readers outside your organization.
- Give journalists a reason to continue reading.
- Make context as important as content.

Final Observation

A press release should do more than announce.

It should explain.

The strongest announcements are remembered not because they contained more information, but because they helped readers understand why that information mattered.

About the PR Reference Library

The PR Reference Library is a growing collection of communication investigations examining how written communication influences trust, credibility, and decision-making throughout the real estate industry.

Each investigation explores a real communication pattern, explains why it matters, and identifies practical lessons real estate professionals can apply to their own business.

Whyte-Hall Communications Network

Helping real estate professionals understand what their communication is saying before anyone contacts them.

Start with a Communication Investigation.