



STORIES
THAT INFORM.
MESSAGES
THAT BUILD TRUST.
RESULTS THAT LAST.

REPORTED

SINGLE PIECES

A starting point for businesses that are not ready for ongoing support. One transaction story, profile, announcement, company story, case history, or other reported piece can stand on its own or become the beginning of a longer working relationship.



TRANSACTION
STORIES



PROFILES



ANNOUNCEMENTS



COMPANY
STORIES



CASE
HISTORIES

Whyte-Hall Communications Network

REAL ESTATE STORIES. REAL CONTEXT. REAL IMPACT.

REAL
PEOPLE.
REAL STORIES.
A STRONGER
REAL ESTATE
COMMUNITY.



A SINGLE PIECE
CAN OPEN A BIGGER
CONVERSATION.

REPORTED SINGLE PIECES

A starting point for businesses that are not ready for ongoing support.

Not every business needs an ongoing communications arrangement. Sometimes there is one transaction, one person, one announcement, or one company story that deserves to be properly reported and put in front of the people who should understand it.

A Reported Single Piece gives you that option. It is a one-time assignment built around the same reporting discipline used by the Communications Desk: gather the facts, find what is missing, check what can be supported, and write the piece so the reader can see what happened and why it matters.

One piece can stand on its own. It can also become the beginning of a longer working relationship if the need grows.

WHAT A SINGLE PIECE CAN COVER

A reported piece may focus on:

- A transaction story that explains what made a deal difficult, what decisions were made, and how it was handled.
- A professional or leadership profile that shows the experience, work, and judgment behind the title.
- An announcement built around a real development such as a hire, expansion, partnership, milestone, or other company news.
- A company story that helps people understand what the business does, how it works, or what makes its approach worth knowing.
- A case history that documents a problem, the response, the decisions made, and the result.
- Another reported piece where the facts deserve more than a quick post, promotional paragraph, or unexplained claim.

WHEN IT MAKES SENSE

A single piece is useful when something important has happened but the business does not need ongoing communications support. It is also a practical way to work together on one real assignment before deciding whether the Communications Desk makes sense later.

HOW THE WORK BEGINS

The first step is not writing. It is reporting.

We begin by finding out what happened, who was involved, what made the situation worth telling, what decisions were made, what changed, and what evidence can support the story. That may require questions, documents, timelines, background information, or clarification from the people closest to the work.

Only after the reporting is strong enough do we shape the piece for the intended reader.

WHAT YOU RECEIVE

- A finished piece written for the agreed purpose and audience.
- Clear factual structure so the reader does not have to guess what happened.
- Claims that are supported rather than inflated.
- Editing for clarity, flow, accuracy, and reader understanding.
- A final version that can be used in the agreed channel, such as a website, LinkedIn, newsletter, press outreach, client communication, or company archive.

WHAT THIS IS NOT

A Reported Single Piece is not generic content written to fill space. It is not a bundle of disconnected posts, and it is not an attempt to turn ordinary activity into publicity. The purpose is to identify the information worth telling and report it clearly enough for another person to understand why it matters.

WHERE ONE PIECE CAN LEAD

Sometimes one assignment is all that is needed. In other cases, the first piece reveals a larger communication need: more transactions worth documenting, profiles that need updating, company developments that deserve reporting, client explanations that keep recurring, or a steady need for press and business communication support.

If that happens, the Communications Desk provides the next step. If it does not, the single piece still stands on its own as a complete assignment.

ONE PIECE. ONE CLEAR PURPOSE.

Tell us what happened, what needs to be explained, and who needs to understand it.

Whyte-Hall Communications Network

Real estate stories. Real context. Real impact.