



The Hoyt
Organization

StarPoint Properties + The Hoyt Organization (THO) July 2023 PR Update

Executive Summary

We are pleased to present an overview of the current public relations initiatives that took place in July 2023 and looking ahead to August 2023. By way of highlights this month:

- THO coordinated a range of press interviews, which resulted in two byline submissions for *Wealth Management* and *Authority Magazine* and a phone interview with the *Phoenix Business Journal*.
 - Ahead of Sandy's interview with *Phoenix Business Journal*, THO provided Sandy with a media briefing document outlining details for the interview and held a short prep session to align talking points for details on Lotus Point. Following Sandy's interview, THO followed up with press that had covered the closing of the \$52M construction loan for Lotus Point to request article corrections.
- Additionally, THO outlined price options for the Camden "A Time for Peace" event, including price specs on catering, music and more. THO to wait for further direction from Paul once a budget is provided and will support organizing press tours during the event.

Looking ahead to August, THO will plan to circulate a news release on the \$115 Million Equity Raise Announcement. Once the closing of the fund has been confirmed, THO will issue the press release to key tier-1 targets, CRE, real estate investment and related outlets. Note that this release is critical to pursuing opportunities with outlets such as the Wall Street Journal, Bloomberg and more.

Earned Media Coverage

- **Authority Magazine:**
 - THO secured a byline opportunity for Taylor, which resulted in the article "[Women Leaders Of Real Estate: Taylor Trautloff of StarPoint Properties On The 5 Things You Need To Succeed In The Real Estate Industry](#)," published on 7/25.
 - Electronic clip: <https://app.box.com/s/jfe2454bc26u63g8d0bkq0ivdjk89s3u>
 - UVM: 68M
 - *Taylor has also notified THO for a correction and updated SEO metatag for Google searchability based on the published article. THO has followed up with the editorial team and the article correction was made. We are coordinating with the Google metatag currently for SEO visibility.*

- **Phoenix Business Journal:**
 - THO secured an interview for Sandy which was included in the article "[California developer makes Phoenix debut with CRE, residential opportunity zone projects](#)," which published 8/1.
 - Electronic clip: <https://app.box.com/s/zhufyh4j6j1fs83sic9hsmrpsmcb8zdvd>
 - UVM: 7M
- **Wealth Management:**
 - THO wrote and submitted a byline for Paul titled "[Threats & Opportunities in the CRE market: Using These to Your Advantage](#)," which published in the Wealth Management real Estate 2023 Mid-Year Outlook.
 - Electronic clip: <https://app.box.com/s/45aobyh2fpxyhguhof1odbpsnij8ygh4>
 - UVM: 166K

Pending Media Coverage

- ***Real Estate Capital:***
 - THO held an interview for Paul with Real Estate Capital on 6/28 regarding general real estate investment trends, StarPoint's outlook for the remainder of 2023, and the state of the market.
 - THO is monitoring for coverage. THO followed up with the reporter the week of 7/24 and she noted she is still working on the piece.
- ***Phoenix Business Journal:***
 - THO secured an interview opportunity for Sandy on Lotus Point, Gateway Point (StarPoint's newest project in Mesa), and looking ahead to StarPoint's plans for the market. The interview was held on 7/25 and THO submitted requested renderings of both Lotus Point and Gateway Point on 7/31 for the reporter to file her story.
 - THO is monitoring for coverage planned for the week of 7/31.

Media Relations

- **\$115 Million Equity Raise Announcement:**
 - THO has drafted a news release on the \$115 million equity raise and has shared with Taylor to begin reviewing.
 - *THO is awaiting the fund close and any edits to the release on StarPoint's end before releasing. Taylor to keep THO closely informed on timing.*
- **Camden Art Show / Cocktail Reception:**
 - THO held a discovery call with Jenni and Taylor on 7/5 to inform the media relations efforts related to the Clock Tower / Time for Peace Art Initiative. THO will wait to receive an event budget from Paul before outlining further event details.

Other Activities

- **Sandy Media Preparation:**
 - THO provided Sandy a media briefing document and held a media training session with him on 7/20 ahead of his 7/25 interview with the Phoenix Business Journal.

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