

Interdependence™

PUBLIC RELATIONS

Media Coverage Report

March 2024 - July 2024

EXECUTIVE SUMMARY

OVERVIEW

From the start of Janapriya Upscale USA's partnership with Interdependence in March 2024 through early July 2024, the team has secured **11** media placements, with one article still pending for publication.

Interdependence focused their PR strategy on the local Houston media market, national consumer outlets, and industry publications in commercial real estate, retail, and restaurant management. The team presented creative campaigns for community involvement, such as the interior design competition.

Interdependence also presented a comprehensive event planning strategy for Janapriya Upscale USA's future groundbreaking and community events.

TOTAL PLACEMENTS

11

TOTAL IMPRESSIONS

93,649,436

MEDIA RELATIONS OVERVIEW

Sample Pitch Tracks

Interdependence conducted proactive media outreach for Janapriya Upscale USA including, but not limited to:

- Janapriya Upscale Developing Mixed-Use Project in Fulshear
- Expert – How to Identify Undervalued CRE Properties for Investment
- CRE Expert: Occupancy Rates & Office Vacancies
- Restaurant Real Estate Trends in 2024
- Collaboration Between Borrowers and Lenders to Navigate the Turbulent CRE Landscape

Media Placements

Interdependence's PR initiatives garnered 11 media placements including:

Community Impact

- Article Focus: Interdependence coordinated an article on the announcement of Fulshear Central.
- Published: March 19, 2024

MEDIA RELATIONS OVERVIEW

Media Placements

Interdependence's PR initiatives garnered 11 media placements including:

Community Impact

- Article Focus: Interdependence coordinated an article on the announcement of Fulshear Central.
- Published: March 19, 2024

Bisnow

- Details: Interdependence secured and coordinated an article on the Fulshear Central announcement.
- Published: March 22, 2024

MEDIA RELATIONS OVERVIEW

Houston Chronicle

- Details: Interdependence secured a mention of the Fulshear Central announcement in a weekly wrap up.
- Published: April 3, 2024

The Katy Times (Digital & Print)

- Details: Interdependence secured a feature article on the announcement of Fulshear Central.
- Published: April 4, 2024

MEDIA RELATIONS OVERVIEW

US News & World Report

- Details: Interdependence secured a feature of Kranti's insight for a story on the best places to retire in Texas.
- Published: April 29, 2024

Commercial Property Executive

- Details: Interdependence secured an article featuring insight from Satya on why mixed-use developments are all about the right synergies.
- Published: May 23, 2024

GoBanking Rates

- Details: Interdependence secured a feature of Arvind's insight for a story on the best Southern cities to invest in.
- Published: May 28, 2024

MEDIA RELATIONS OVERVIEW

Retail Touchpoints

- Details: Interdependence secured a feature of why smaller retail spaces are seeing a big demand in the real estate industry.
- Published: June 12, 2024

GoBanking Rates

- Details: Interdependence secured an article featuring insight from Kranti on why retirees are moving to Texas.
- Published: June 30, 2024

Yahoo! Finance (Syndication)

- Details: GoBankingRates article on why retirees are moving to TX syndicated to Yahoo! Finance.
- Published: June 30, 2024

MEDIA RELATIONS OVERVIEW

Pending Placement

Modern Restaurant Management

Details: Interdependence secured an email Q+A for Satya on restaurant real estate trends in 2024. Interdependence is currently monitoring for the story to publish.

Ongoing

Interdependence continues to proactively pitch trending news angles and leverage subject matter experts from Janapriya Upscale USA to the media. Additionally, the team flags timely commentary requests from members in the media and has shared timely awards and conference opportunities for Janapriya Upscale USA to consider for 2025 submission.

2024 MEDIA HIGHLIGHTS

**COMMUNITY
IMPACT**

Developers to break ground on Fulshear Central project this summer



[Read Here](#)

Outlet: Community Impact

Audience: 673,573

BISNOW

**This Week's Houston Deal Sheet:
767K SF Distribution Center In
Brookshire Nears Completion**



[Read Here](#)

Outlet: BisNow

Audience: 366,204

HOUSTON★CHRONICLE

**6 new developments are helping expand Fort Bend
County. Here's what to know.**

**Janapriya Upscale USA to build
Fulshear Central**

Mixed-use development Fulshear Central will house condos, retail spaces and outdoor walking trails

Real estate developer Janapriya Upscale USA is breaking ground on its Fulshear Central project this summer. The Fulshear Central Project is a 125,000 square foot mixed-use development including retail spaces, condos, public event space and a walking trail.

[Read Here](#)

Outlet: Houston Chronicle

Audience: 2,600,000

2024 MEDIA HIGHLIGHTS

Katy Times

Janapriya Upscale USA developing mixed-use project in Fulshear, Creating Hundreds of New Jobs Real estate developer to break ground in Q3 2024



[Read Here](#)

Outlet: The Katy Times (Print & Digital)
Audience: 12,433

U.S. News & World Report

Best Places to Retire in Texas

Retirement in Texas comes with mild winters, low taxes and affordable housing.



[Read Here](#)

Outlet: US News & World Report
Audience: 31,257,486

Commercial Property Executive

Why Mixed-Use Developments Are All About the Right Synergies

How do you determine the right mix? What types of spaces do CRE tenants expect in 2024?



The trends are more geared toward the work-from-home/work remote culture, said Guduru. Image courtesy of Janapriya Upscale USA

Guduru: There are many factors that need to be considered when you figure out the mix of CRE product. Demographics in the immediate neighborhood is the primary driver. For commercial, need for products/services for the residents in the neighborhood is also important. Density of the product that you are planning to build is another aspect to consider. For instance, if building retail, how much retail do you have around you? Competitive analysis always helps in determining the product mix.

In terms of residential, the price of the land and demand for single family versus

[Read Here](#)

Outlet: Commercial Property Executive
Audience: 206,849

2024 MEDIA HIGHLIGHTS



I'm a Real Estate Investor: 11 Southern Cities You Should Invest In Now



[Read Here](#)

Outlet: GoBankingRates

Audience: 4,328,329



In Retail Real Estate, Smaller Spaces See Big Demand



[Read Here](#)

Outlet: Retail Touchpoints

Audience: 63,800



4 States Retirees Are Moving to in 2024 That Aren't Arizona or Florida



[Read Here](#)

Outlet: GoBankingRates

Audience: 4,328,329

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Thank you!