## **Interdependence**™

PUBLIC RELATIONS

Media Coverage Report

March 2024 - July 2024

## **EXECUTIVE SUMMARY**

## Interdependence PUBLIC RELATIONS

#### **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





#### 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**

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





#### 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**

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





#### **Houston Chronicle**

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

#### The Katy Times (Digital & Print)

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





#### **US News & World Report**

- <u>Details:</u> 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**

- <u>Details:</u> 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**

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



#### **Retail Touchpoints**

- <u>Details:</u> 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**

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

#### Yahoo! Finance (Syndication)

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





#### Pending Placement

#### Modern Restaurant Management

<u>Details:</u> 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







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



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: Community Impact Audience: 673,573 Read Here

Outlet: BisNow Audience: 366,204

Read Here

Outlet: Houston Chronicle Audience: 2,600,000



#### 2024 MEDIA HIGHLIGHTS





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







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

Outlet: Commercial Property Executive Audience: 206,849

Read Here



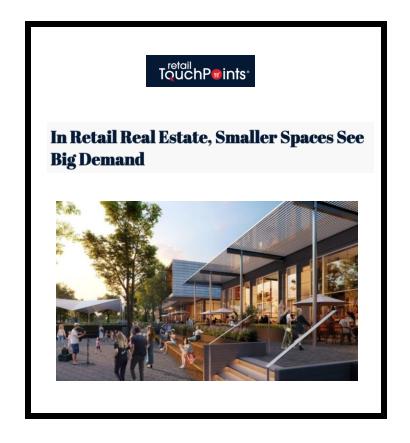
#### Read Here

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

### 2024 MEDIA HIGHLIGHTS









Read Here

Outlet: GoBankingRates Audience: 4,328,329

Read Here

Outlet: Retail Touchpoints Audience: 63,800

#### Read Here

Outlet: GoBankingRates Audience: 4,328,329 \*Syndicated to Yahoo! Finance\*



# Thank you!