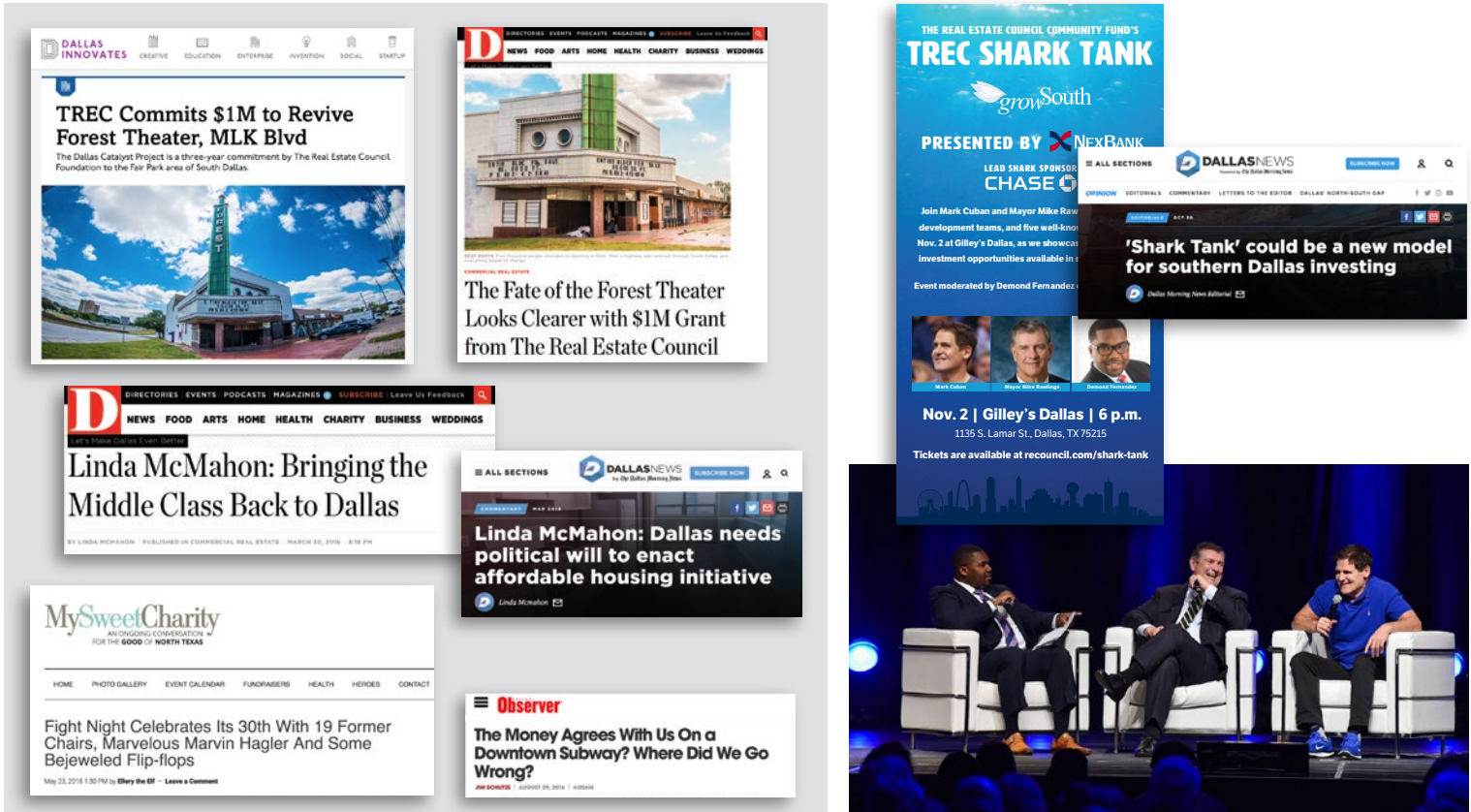


The Real Estate Council



The Real Estate Council (TREC)'s membership base represents 95 percent of North Texas' commercial real estate businesses. The organization has retained Cooksey Communications to create awareness of its community development projects and investments in Dallas' southern sector, including projects supported by TREC Community Fund loans, TREC Shark Tank and the inaugural Dallas Catalyst Project. Cooksey has also increased visibility of TREC Foundation by highlighting philanthropic efforts benefitting from high-profile event contributions, along with nonprofit award nominations. Cooksey has established TREC executives and members as thought leaders through placement of blogs, op-eds and speaking opportunities, and has helped TREC educate audiences about its public policy efforts related to affordable housing, transportation and economic development.

Cooksey's strategic communications plans and media outreach has elevated TREC's brand among target audiences, and has resulted in dozens of placements in local and statewide media outlets.

