



# **McKERNS DEVELOPMENT**

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## **McKerns Development-- Specialist for Strategic Marketing, Press and PR for Professionals in the Built-Environment**

*(Royal Palm Beach, FL) –Leslie Allison McKerns, BA, BS, Lic. ID, AIA Allied is a Strategic marketing specialist with 25 years of contacts in the industry and South Florida geographic areas. **McKerns Development** is a Strategic Marketing and Business Development Company consulting and delivering services exclusively to those in the built environment: developers, architects, engineers, and related professionals. She is a business leader, press, marketing business development consultant and licensed designer through the State of Florida, holding the B.S. degree in Design and Construction from Florida International University, and a multi published writer, holding the B.A. degree in English and Communications from Tulane University.*

The firm specializes in business development through strategic goal planning and development.

### **McKerns Development provides you with:**

- A Proven track record of Teaming and Introductions for Public and Private Work;
- A top-level Multi-degreed professional with 25 years experience in Marketing professional A/E and development projects and project teaming.
- Degrees in both English, writing and communications and Design and Construction;
- Experience Derived from a Diverse client base exclusively in field of Built Environment- Developers, Architects, Engineers and related professionals;
- A Non-competing yet complimentary client base;
- A Specific Service based organization, with rates and packages developed to meet specific focused strategic needs and goals; Professional client representation at the highest levels;
- Media contacts and developed (non-monetary) relationships in major publications, local and national, and To-the-industry specific publications;
- Media Kits, Press Releases, PR and feature stories, both written, placed and secured to meet the goals of the client;
- Web content and all professional internal and external communications; ©Market Watch Program delivers immediate, qualified leads to your door in the pre-RFP stage of project development; Press Release and Media Campaign Programs strategically developed and created to differentiate and dominate in chosen market(s); and An Extensive Professional portfolio to review of successfully completed projects and campaigns.

McKerns Development/Leslie McKerns, B.A., B.S., Lic. ID.-ID0002274

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### **Strategic Marketing:**

Ms. McKerns is a strategic marketing specialist for those in the Built-Environment—architects, developers, engineers and related professionals. She helps companies identify their goals, implementing them through a variety of marketing tools. One of the most powerful tools is through press.

She creates and places non-fee-based press (unless advertisement and advertorials are desired by client), and generates interest in feature stories that directly promotes the goals we have mutually identified. Publications and contacts include targeted publications reaching the markets: Business and Financial; Real Estate/Real Estate Investment; Development, Building, Architecture, Engineering and Facilities Planning; Special Interest Publications--Luxury Living, Boating, Golf; Business Journals; Newspapers-Florida; Professional Organizations in the Development Industry;



Environmental, Historic Preservation, Conservation, Green Building, Sustainable Development; Legal Organizations and Publications in Development; Chambers of Commerce; News and Web Publications in Development Industry; Press and PR Wires; NewsBureaus.

### **Business Consulting:**

Ms. McKerns is a business consultant to those in the development industry, helping companies achieve their specific business development goals. Such business goals might include growth in a particular market or geographic sector(s); attracting investors or merger and acquisition candidates; attracting and retaining top technical staff; branding a firm or firm's product or service offerings; or building and retaining equity in a firm so that the owner will have an ultimate exit strategy with a guaranteed equity value.



### **Elements employed include:**

Public relations campaigns aimed at development and promotion of brand, brand recognition, and increased market share; Press and Media Campaigns including professional press release development, writing and placement with chosen target markets including financial, business and trade sectors, focused real estate divisions such as multi-family, single family, resort, office, retail, commercial, mixed use, and luxury/leisure markets; Media campaigns, including press--released and developed, feature stories in trade publications, regional, statewide and national print; magazine, news, direct mail, and electronic media including websites; and Differentiation of company, product and services, through strategic planning and consultative development.

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## Services:

- Marketing and PR Specialist exclusively to the Built Environment Industry
- Public Relations Campaigns
- Press and Media Campaigns
- Differentiation of Company, Product and Services, through

### Strategic Planning and Consultative Development

- Press Packets
- Company, Products, Services Branding
- Press Release Writing & Placement
- Feature Articles
- Newsletters
- Speeches, Entries and Awards
- Presentations
- Press for Grand Openings, Seasonal Offerings, Promotions, Ground Breakings, Ceremonies
- Articles for Newspapers, Magazines, Trade Publications, Websites, E-Zines
- Writing PR, Marketing & Professional Materials
- Print Collateral Copy, Brochures, Direct Mail
- Internet Content, Web Copy and Marketing
- Teaming and Business Response
- Business Communications/Writing
- Services Description Bios and Curriculum Vitae
- Strategic Team Building Response
- Letters of Interest, Project Team Approaches
- Project Sheets, Methodology, Timelines,
- Portfolio Development
- Professional Correspondence White Papers and Reports, Studies, Submissions, Executive Summaries, Community Outreach, Approvals, Due Diligence, Surveys and Programming phases.

Ms. McKerns holds the B.A. degree in English from Tulane University, and is a multi-published author with McGraw-Hill. She has 25 years of design and teaming experience in both the Private and Public Sectors, including Luxury Multi-Family Housing, Healthcare, Senior Living, High and Mid Rise Condominium and Hotel/Condominium, Interior Design, Hospitality, Restaurant, Retail, K-12, Higher Education, University Housing, Institutional, Municipal, Parks and Recreation. She also holds the B.S. degree in Interior Design and Construction from Florida International University. Ms. McKerns has been a business owner for sixteen years, and has, for more than twenty-five (25) years worked with major South Florida architectural firms, including as a Vice President and Department Head. With McKerns Development, she works as a strategic marketing and press specialist exclusively with developers, architects, contractors, and consulting Engineering firms. She has structured mergers and acquisitions, landed contracts in the millions of square feet, formed joint ventures, and associations.

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**Notes:**