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TWO INDUSTRY LEADERS JOIN FORCES TO FORM MEDIA AND PUBLIC RELATIONS FIRM SERVING THE REAL ESTATE, MORTGAGE AND FINTECH INDUSTRIES

—Groundbreaking Public Relations Firm Launches Offices in Plano, Tex. and Irvine, Calif.—

PLANO, Texas and Irvine, Calif., June 6, 2019—Gaffney Austin, the leader in media and public relations serving the real estate, mortgage and fintech space announced today they have launched their firm to impact corporate communications and media relations activities for clients across the industry. In a changing media and public relations environment, it is time to rethink how corporate communications messages are being sent and received.

Jacob Gaffney, a respected trade journalist, formerly the Editor in Chief of the largest mortgage and real estate media platform, HousingWire, has teamed with Alyson Austin, a corporate communications insider previously with CoreLogic, to offer public relations services to clients that are looking to make a breakthrough with media that will set them apart from their competitors. The duo connected after realizing the growing need of businesses in their industry to effectively engage with their respective audiences.

“I have known Jacob for nearly 10 years,” said Alyson Austin, principal, Gaffney Austin. “When he approached me to create this unique partnership, I jumped at the opportunity. After 20 years of pitching to the media, I realized I would finally have a news media expert by my side. I couldn’t resist this chance to change the industry.”

“There is literally no one better to be in business with than Alyson,” said Jacob Gaffney, principal, Gaffney Austin. “When looking for a partner, there was simply no other choice, she was the only name on my list and I’m so proud to be joining forces with such a formidable PR ally.”

It is time for a new voice in the real estate, mortgage and fintech industry and Gaffney Austin will meet that need. For more about Gaffney Austin, visit www.gaffneyaustin.com or call 949-403-0484.

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About Gaffney Austin

Founded in 2019, Gaffney Austin is changing how the real estate and mortgage banking C-suite is received by the news media. Recognizing the need for a transformation in the way real estate, mortgage and the fintech space is represented in the news media and social media, two industry leaders have combined their experience to impact communication with trade and consumer media. It is time for a change and the market is ready.