

**Company:** Akrete  
**Company Description:** Founded in 2011, Akrete is a top-tier PR, content and marketing agency specializing in real estate, finance and similarly complex businesses. We articulate and amplify thought leadership that drives strategic growth. We deliver this value through our 26 senior PR experts, writers and marketing strategists—each averaging 20+ years of experience.  
**Nomination Category:** Corporate Communications, Investor Relations, & Public Relations Categories  
**Nomination Sub Category:** Public Relations Agency of the Year in Canada and the U.S.A.  
**Nomination Title:** Akrete



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated agency since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated agency: its history and past performance (up to 200 words):

Total 200 words used.

“Akrete” derives from “accretion,” an accounting term for growth through momentum. Founded in 2011, Akrete is a top-tier PR, content and marketing agency specializing in real estate, finance and similarly complex businesses. We articulate and amplify thought leadership that drives strategic growth. We deliver this value through our 26 senior PR experts, writers and marketing strategists—each averaging 20+ years of experience.

Our people and clients stick with us, with retention powered by our “work where and when it makes sense” business model. More than half our team members have been with Akrete for 7+ years, and almost half for more than a decade. Akrete’s revenues have increased every year in the firm’s 14-year history, with the exception of 2020, and our two top clients have been consistent since Year One, expanding their business with us by more than 10x their original budgets.

In addition to highly successful public and media relations programs, the Akrete content studio generates thousands of pieces of original content each year across all forms of business writing from blogs to books, social media content to bylines. This approach has positioned us as North America’s #3 PR firm for real estate finance and development (per O'Dwyer's).

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the agency's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

Since 2023, Akrete has transformed into a structured, growth-oriented business while retaining the urgency and performance mindset of a start-up. We’ve achieved significant revenue growth, welcomed a broad spectrum of new clients, implemented technology tools and formalized financial and personnel management policies.

**New clients:** Akrete secured our 100<sup>th</sup> client in 2025, a milestone that celebrates successful diversification of our client base and significant revenue expansion with longstanding clients like KeyCorp, JLL, BGO and Kiavi. New clients include [REDACTED FOR PUBLICATION] one of the largest private employers in the world, ISS.

**Elevating women in leadership:** In 2024, Akrete named Nicole Stenclik the firm’s first president, bringing an enhanced focus on the agency’s growth strategy. CEO Margy Sweeney was named to the national ULI Marketing & Communications Forum in 2023; and since 2023 Margy, Nicole, and Michelle Pittman have all been honored as national GlobeSt.com Women of Influence. Nicole was also recognized by New England Real Estate Journal as a 2024 Leading Woman in CRE.

**Innovation:** Since 2023, we implemented six new internal policies including AI guidelines. We launched four new marketing and technology tools (writer’s capacity dashboard, visual KPI trackers, Hubspot and more) and revamped our billing process to increase profitability including:

- 8% revenue growth from 2023 to 2024, amidst significant economic volatility;
- Improved quarterly NOI growth from 9.75% in Q42024 to 18% in Q12025;
- Improved cost of labor by 16%, Q12024 to Q42024; and

Achieved three record-breaking revenue months in the last six months.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the agency's past performance (up to 250 words):

Total 240 words used.

In a world that’s challenging historic norms at every turn, our achievements since 2023 reflect how we’re meeting this moment for our team and clients with clarity and transparency.

**New and expanded client commitments:** Unlike larger, generalist PR firms, our senior-led teams deliver trusted counsel and rapid, high-quality content highly relevant to specific industry stakeholder groups. Because senior strategists are embedded in day-to-day work, clients receive expert guidance at the moments when clarity and speed are most critical. By working with many part-time experts at full intellectual capacity, we bring specialized thinking to the table—rapidly and efficiently.

**Empowering women in leadership:** Our growth story is powered by our commitment to advancing professional women. As a certified Women’s Business Enterprise (WBE), we practice what we preach, offering a flexible model that allows our top-tier experts to thrive personally and professionally, offering both full-time and part-time participation options and embracing “work where and when it makes sense.” We do not give flexibility as a gift or exception—our entire business model embraces it as the norm. Our unique model and culture enable women like Nicole Stenclik, promoted to President in early 2024 and also a mother, to lead with confidence and without sacrifice.

**Mindful innovation to protect trust:** We embrace innovation with intention, using tools like AI, visualization and financial modeling to improve outcomes. We confidently use AI without compromising the editorial integrity and transparency our clients and the media count on.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 248 words used.

To illustrate our impact and leadership in action, the following materials showcase key milestones, earned media, and thought leadership that support our nomination:

- **Leadership announcement:** News release: [Akrete names Nicole Stenclik as its first president, spearheading new agency leadership structure](#)
- **Upcoming speaking engagement:** Founder and CEO Margy Sweeney continues to shape the future of work as a vocal advocate for hybrid and remote models. Margy spoke at CREW Chicago’s May 2025 panel, [Work\(Place\): Where We Work & Why It Matters—a topic she suggested and championed, underscoring her role as a workplace culture innovator](#).
- **Executive thought leadership – media placements:**
  - Nicole Stenclik’s article “[Is your fund marketing and PR SEC-compliant?](#)” published in [Wealth Management Real Estate’s 2025 Market Outlook](#).
  - Michelle Pittman’s article, “[The promise and peril of using AI in communications,](#)” published in the [April 2025 issue of Midwest Real Estate News, brings timely transparency to the use of AI in PR](#).
  - Margy’s candid take for [Market Position on what Women’s Business Enterprise \(WBE\) certification can and can’t do for your business is grounded, honest, and empowering](#).
- **National recognition:** Akrete ranked #3 PR firm in the U.S. in the real estate finance and development category for [O'Dwyer's Public Relations News](#).
- **Cultural leadership:** We’ve been rewriting the rules of professional services culture for years. Margy’s *Forbes* article, “[The Work Day, Reinvented: Achievement As A Business Model,](#)” [laid out early on what others are only now embracing: that flexibility is not a perk—it’s essential to business success](#).

Attachments/Videos/Links:

[Akrete](#)

[REDACTED FOR PUBLICATION]