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FOR IMMEDIATE RELEASE

Downtown Orlando agency recognized internationally for communications campaign amid housing industry disruption

ORLANDO, Fla. (June 2, 2026) — Orlando-based advertising and public relations agency [&Barr](#) was the only Florida-based agency recognized in this year’s International Association of Business Communicators (IABC) Gold Quill Awards for its strategic communications work supporting the “Only a REALTOR®” campaign on behalf of Broward, Palm Beaches & St. Lucie Realtors®.

Developed during a period of significant disruption across the real estate industry, the campaign was designed to help consumers better understand the value Realtors® provide, strengthen industry credibility and equip more than 30,000 Realtors® across South Florida with unified messaging during a rapidly changing housing market.

“For nearly 70 years, &Barr has helped brands navigate defining moments and connect with the communities they serve,” said Erin Gutknecht, vice president of public relations at &Barr. “To see work developed here in Orlando recognized on an international stage is incredibly meaningful for our agency and reflects the strength of strategic communications in building trust during periods of change.”

Presented annually by the IABC, the Gold Quill Awards are recognized globally as one of the communications industry’s most prestigious honors, celebrating excellence in strategy, execution and measurable impact across industries worldwide.

The integrated communications campaign combined public relations, executive thought leadership, internal communications and advertising efforts designed to address growing consumer confusion surrounding the home buying and selling process. Between January 2024 and May 2025, the campaign generated more than 400 earned media placements and 3.1 billion media impressions across local, regional and national outlets.

&Barr received the Award of Merit in Division 1: Communication Management, Category 7: Marketing, Advertising and Brand Communication. This recognition adds to the agency's growing list of honors for integrated communications, public relations and brand strategy work on behalf of national and regional clients. The agency competed alongside companies, agencies and nonprofits in this year's Gold Quill Awards program.

The award will be recognized during the 2026 IABC World Conference in Toronto, Ontario, where communications professionals across the globe will gather to celebrate this year's honorees.

About &Barr

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida's oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including Florida's Space Coast Office of Tourism, Massey Services, Rosen Hotels & Resorts, Space Coast Credit Union and the YMCA of Central Florida, among others. Celebrating nearly 70 years in business, &Barr's headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit www.andbarr.co.

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