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PR & MARKETING

August 2026 – Media Tip Sheet

Beat	Story	Source
Business Operations	**Could the national storm season reshape Arizona property insurance rates?** Major storms don't have to hit Arizona to affect local insurance costs. Hurricanes, tornadoes, hail and other catastrophic events across the country can drive up insurer losses, reinsurance costs and pressure on capacity. If this year's storm season is especially active – or unusually quiet – what could that mean for Arizona property insurance rates?	An insurance expert at **Marsh McLennan Agency Arizona** can speak to how storm activity across the U.S. can influence local property insurance rates, capacity and renewal conditions.
	The purchase price isn't the true price: What business buyers miss when evaluating a deal: The headline valuation tells only part of the story – working capital requirements, debt, liabilities, purchase price adjustments, earnouts and other provisions ultimately determine what a buyer pays or a seller receives. How can dealmakers look beyond the headline number to understand the true economics of a transaction?	**Gregory Goldsand**, an attorney from **Weiss Brown**, can explain how deal terms beyond the headline valuation can materially affect the true purchase price and the economics for both buyers and sellers.
	The hidden dealbreakers that can derail an M&A transaction: An M&A deal can look strong on paper but unravel quickly when due diligence uncovers hidden liabilities, financial inconsistencies, cultural misalignment or unresolved regulatory concerns. What steps can buyers and sellers take early in the process to identify these risks before they threaten closing?	**Anthony Casarona,** partner at **Rusing Lopez Lizardi & Saffer**, can speak to the most common issues that surface during due diligence and how buyers and sellers can address them before they jeopardize a transaction.
Real Estate	**How far out do Phoenix buyers have to go for a starter home?** The traditional starter home is still attainable in Greater Phoenix, but buyers may need to look farther from the urban core to find it. As prices remain higher in central and established areas, first-time buyers are increasingly weighing longer commutes against the opportunity for more space, a yard and a detached home. Phoenix REALTORS® can discuss how the geography of entry-level homeownership is shifting across the Valley and which outer-ring communities are becoming the new starting point for buyers.	**Phoenix REALTORS®** Board President **Sammy Glassman** can explain how the definition of a starter home has evolved and show what buyers may need to reconsider when prioritizing location, property type, size and amenities.
Community Issues	**How Arizonans can manage soaring utility costs as summer heat persists:** With relentless summer temperatures keeping air conditioners running around the clock, many Arizona households are seeing cooling costs consume a growing share of already-stretched budgets. What can families do if they're struggling to keep up with utility bills? What assistance or discount programs are available, and who may qualify?	**Kelly McGowan**, executive director of anti-poverty nonprofit **Wildfire,** can discuss resources available to help Arizonans stay safely cool and manage rising energy costs.

Marketing	**How AI is reshaping brand discovery:** People are increasingly turning to AI platforms to research companies, products and services, fundamentally changing how brands are discovered and evaluated. As AI-generated recommendations become more influential, organizations are rethinking their approaches to visibility, credibility and thought leadership. This trend is creating new opportunities and challenges for businesses while raising important questions about search and brand reputation.	**Andrea Aker**, CEO of **Aker Ink**, can discuss how AI is changing the way organizations build visibility, credibility and trust with key audiences and what businesses should be doing now to ensure their expertise is accurately represented.

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