Akerink
PR & MARKETING

September 2026 – Media Tip Sheet

Beat	Story	Source
Business Operations	**How midterm elections could shape Arizona health insurance costs:** Federal health care policy can shape everything from ACA subsidies and prescription drug costs to employer-sponsored coverage. As the midterm election approaches, what potential policy shifts should Arizona employers and consumers be watching that could ultimately affect insurance costs?	An insurance expert at **Marsh McLennan Agency Arizona** can speak to how potential health care policy changes could impact costs and coverage.
	Equity 101 for business leaders: What does your ownership actually mean? Owning a percentage of a company sounds straightforward, but not all equity is created equal. Voting rights, dilution, vesting, distributions, transfer restrictions and sale provisions can all affect the control, value and financial benefits that come with an ownership stake. What should business owners understand about their equity before a major decision, dispute or transaction puts those terms to the test?	**Gregory Goldsand**, an attorney from **Weiss Brown**, can explain what business owners should know about their ownership interests, the rights and restrictions that may come with them and how those terms can affect both control and value.
	Evaluating business growth potential: Making the decision to acquire or expand organically: Growth can come through acquisition or internal expansion, but each path carries different legal, financial and operational risks. How can business leaders decide which strategy best supports their goals before committing major resources?	**Anthony Casarona,** partner at **Rusing Lopez Lizardi & Saffer**, can speak to the key factors business owners should weigh when deciding between an acquisition and organic growth.
Real Estate	**Is Arizona still a buyer's market? The answer is complicated.** According to the latest Phoenix REALTORS data, Greater Phoenix single-family closings are up year to date and prices are holding steady. At the same time, homes are taking longer to sell and inventory is up, pointing to a market where buyers may have more negotiating room, but conditions are far from uniform.	**Phoenix REALTORS®** Board President **Sammy Glassman** can speak to what the current market means for Valley buyers and sellers and why the balance of power can vary depending on price point, property type and location.
Community Issues	**$1M settlement funds now available to thousands of Valley renters:** Funds from a $1 million rental price-fixing settlement are now available to eligible current and former tenants of Weidner apartment communities across the Valley. With 31 Weidner properties in Maricopa County, thousands of renters could potentially qualify for assistance. Local anti-poverty nonprofit Wildfire is administering the funds, with priority given to households with the greatest financial need based on income.	**Kelly McGowan**, executive director of anti-poverty nonprofit **Wildfire**, can provide details on who may be eligible, how renters can apply and what they should know about accessing the settlement funds.

	Energy Efficiency Week is Oct. 5-9: As Arizona households look for ways to lower monthly expenses, energy efficiency can be one of the most practical places to start. From weatherization and home energy improvements to utility discount and assistance programs, what resources are available to help families reduce energy use and lower their bills?	**Kelly McGowan**, executive director of anti-poverty nonprofit **Wildfire**, can share the programs available to help Arizonans save energy and save money.

Contact	**Media Resource Center** **View Previous Tip Sheets**
Malory Knutson Senior Account Executive (480) 773-3651 malory.knutson@akerink.com	