



NAME: Gene Marchand

FIRM: Laurel Associates

CITY: Bristol, Conn.

BORN: Bristol, Conn. - 1934

EDUCATION: H.S.; New York Institute of Photography; University of Hartford (Real Estate courses).

MEMBER: Bristol Board of Realtors (Past Pres.); CAREB; NAREB; NIREB; Bristol Chamber of Commerce (Past Dir.); Bristol Board of Taxes (Past Chairman); Bristol Water Comm. (Chairman); 1st Selectman (1965).

After graduating from the New York Institute of Photography, Gene Marchand set up his own studio in Bristol, Conn. A good deal of his work involved photographing real estate properties, which is just how Mr. Marchand melted into the brokerage profession. In 1956, he began his own firm, establishing himself as a partner in Laurel Associates, while he still kept up his photography work. In his 10-town territory, where Mr. Marchand works in the residential, appraisal and insurance fields, the area was attractive enough to induce General Motors' New Departure-Hyatt Division, with its 4,000 employees, to settle down. "This," Gene Marchand says, "will draw in more people, new business and industry."

"Bristol has a population of 52,000 and it's in the middle of a progressive Urban Renewal Program," he commented. Business looks so good that Laurel Associates plans to open a branch office in Southington, Conn.

Gene Marchand is a man who loves the real estate business, and he bases his firm's growth and prosperity upon "good advertising and honesty." With a staff totaling to 14 salesmen, Mr. Marchand takes pride in backlogging satisfied customers: "A substantial portion of our new business comes from old customers. At this point, we've built up a good referral business."