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Allaire and Seaver of ERA Key Realty help formalize ERA Key Commercial

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ERA Key Realty Services has formed ERA Key Commercial, a division dedicated to commercial real estate sales and leasing throughout Mass. and Northern R.I.

Jeff Allaire, a broker associate with the firm, with the support of VP Michael Seaver, has worked to formalize the division.

"I saw an excellent opportunity to leverage our company's reputation, strong national franchise and experienced staff to build a cohesive, recognizable commercial division that will compete across Metrowest and the Blackstone Valley," said Allaire.

Seaver oversees the division's operations in the Franklin and Westborough offices and its expansion into several other locations. Allaire represents a wide variety of commercial clients and manages the division's strategic marketing and advertising initiatives.

The team includes senior brokers John Turinese and John Dean who bring over 70 years of combined experience to the office. Turinese, a 30-year veteran, brings expertise in brokerage and appraisal. John Dean, brings over 40 years of experience in sales and development.

The new division will be headquartered at 55 West Central St.

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