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50 year anniversary question and answer Marlene Aron

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Name: Marlene Aron

Title: Senior Associate Broker

Company: Metrowest Commercial Real Estate

Years with Company: 5 years

Years in real estate industry: 29 years

Address: 855 Worcester Road, Framingham, MA 01701

Telephone: 508-740-0000

Email: ma@metrowestcre.com

Website: www.metrowestcre.com and www.marlenearon.com

What year did you discover the New England Real Estate Journal and what business were you doing at that time? In 1985, David Tognacci, now of Phoenix CRE, and I started Investment Property Specialists (IPS), a firm established to work with investors. Our timing was good and we had a few very good years right away. NEREJ helped us sell many of the properties quickly, establish our new company and was our main source of advertising. We were fortunate to get Karen Dowell as our account executive. IPS was sold in 2007 and I joined Metrowest Commercial Real Estate. Karen is still my account executive and NEREJ is still my main print media advertising vehicle. A lot has changed since 1985, but I still read NEREJ every week.

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