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50 year anniversary question and answer Andrew Horvitz

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Name: Andrew Horvitz

Title: Principal

Company: Horvitz Communications

Years with Company: 25

Years in real estate industry: 28 years

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What year did you discover the New England Real Estate Journal and what business were you doing at that time? In 1986, I was an account executive for SGM & Company in Norwell. I handled advertising and public relations for P.J. Stella Construction Company of Wakefield and several other firms that provide serve the New England commercial real estate market. The Journal was a key publication in our marketing efforts.

In what way has the New England Real Estate Journal been a benefit to you and your business? The Journal has long been the leading media resource for up-to-date news in New England's commercial real estate industry that reaches key decision-makers. In handling marketing communications for leading organizations that serve the market, including the Boston Chapter of NECA, NEREJ is the medium through which we can reach and influence industry decision-makers, keeping them abreast of important news, be it project specific, legislative, or a topical industry issue. It is also, therefore, an ideal vehicle through which we are able to brand clients that serve the commercial real estate marketplace.

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