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50 year anniversary question and answer Bill Jean

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Name: Bill Jean

Title: Director of Business Development

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Years with Company: 12

Years in real estate industry: 28

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What year did you discover the New England Real Estate Journal and what business were you doing at that time? My first exposure to NEREJ was in the late 1980s while working as a project manager for a medium sized architectural firm in New Hampshire, we often worked with clients that would have projects featured in the journal. We eventually found great value in advertising our services in the journal. I have been a subscriber and contributor ever since.

In what way has the New England Real Estate Journal been a benefit to you and your business? Being in the real estate services related business the journal is a great means to advertise and promote our services. With their New England distribution the journal is an excellent vehicle to reach our target audience. Whenever we have an article in the Journal I always get comments from a number of brokers that they saw the article.

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