



CELEBRATING
55 YEARS

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50 year anniversary question and answer Joyce O'Connor

March 28, 2013 - Spotlights

Name: Joyce O'Connor

Title: President

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Years with firm: 38

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What year did you discover the New England Real Estate Journal? I discovered the New England Real Estate Journal in 1975. At that time my company's name was Blackstone New England. Thus I have been advertising in the Journal since that time. Most of those years I advertised every week. In the past year I have had to reconsider my advertising budget. During the recession I lost most of my brokers. Now that the market is changing, and retail is getting active, I am renewing my incentive in reaching out to the commercial market.

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