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50 year anniversary question and answer Bruce Percelay

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Name: Bruce Percelay

Title: Chairman

Company: The Mount Vernon Co.

Years with Company: 25 years

Years in real estate industry: 30

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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 encounter with the NEREJ was when I was the director of marketing at Leggat McCall & Werner in 1987, when I was 25 years old. This was well before the age of the internet and the journal was the New York Times of Real Estate publications. When you made the front page of the journal, you knew you had arrived.

In what way has the New England Real Estate Journal been a benefit to you and your business? The NEREJ has let our peers in the business know what we are doing and how active we are as a buyer and a developer. The walls in our office contain numerous framed journal covers featuring the largest deals we have done over the years and helped communicate to our lenders that we mean business.

How long have you been affiliated with the commercial real estate industry? I have been in the real estate business long enough to remember when apartment buildings used to sell for ten CAPS, this was nearly 25 years ago when multi-family investments were shunned by institutions who felt that office industrial and warehouse was the only avenue for growth. Now it is the other way around and it is amazing what a quarter of a century will do to the nature of this industry.

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