



CELEBRATING
55 YEARS

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50 year anniversary question and answer Dennis Serpone

March 28, 2013 - Spotlights

Name: Dennis Serpone

Title: President

Company: New England Restaurant Brokers

Years with Company: 33

Years in Real Estate Industry: 33

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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 1980, I started my company New England Restaurant Brokers. At that time the traditional ways to market a listing were by direct mail or classified ads in newspapers. Usually it was the business opportunity section of the Boston Globe. Back then there were hundreds and hundreds of ads, with at least half of them being hospitality listings. Fortunately, somewhere along the way, I became aware of the New England Real Estate Journal. Subsequently, I realized I could reach a stronger, more professional audience with them, complimenting my other advertising. I was hooked. I've been a happy and loyal customer for 33 years.

In what way has the New England Real Estate Journal been a benefit to you and your business? The New England Real Estate Journal has earned the distinction of being the most prominent commercial resource in our region. By advertising with them, I have reached real estate and financial professionals that I may never have connected with otherwise. Congratulations on your first 50 years.

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