



CELEBRATING  
55 YEARS

# nerej

## **Parsons Commercial Group expands and launches affiliation with Sperry Van Ness International**

July 30, 2015 - Front Section

According to Parsons Commercial Group, Inc., (PCG) based in Framingham, Mass., the company has confirmed its affiliation with Sperry Van Ness International Corp.(SVNIC), a national commercial brokerage firm. The newly named SVN | Parsons Commercial Group | BOSTON is owned and operated by John Parsons, Jr., chief executive officer and managing director.

Parsons has built one of the top brokerage and property management firms within the suburban Boston market and has now affiliated with SVNIC to expand his firm, knowledge base and national reach. Parsons said, "We wanted to align ourselves with an entrepreneurial and recognizable firm. We also wanted to work with a firm that had a national platform and encourages collaboration. The tools, the platform and the support that is available, provides us with the utmost confidence that we can expand our footprint in the Boston commercial real estate arena. The Sperry Van Ness organization provides the training and technology that is second to none in the commercial real estate services business. The most compelling reason to join SVNIC is the almost 200 plus offices and over 1,300 commercial advisors and staff who are all skilled professionals and anxious to work in a cooperative manner to service our clients. SVNIC's mission and vision of collaboration with all brokerage professionals fits in line with the way we have always conducted business. Our relationships with our counterparts have always been strong, resulting in many successful transactions."

SVN | Parsons Commercial Group | BOSTON will bring over 28 years of experience. The company is a leading provider of commercial real estate services in the suburban Boston markets including: leasing (tenant and landlord representation), investment sales, multi-family acquisitions, property management and development. Product types include: office, industrial, land, multi-family and retail. The firm also currently owns and manages a portfolio of over 2 million s/f of commercial and multi-family properties in Mass. and the Carolinas, as well as several residential sub-divisions now under development in the western suburbs.

Each of the advisors have different areas of expertise allowing the firm as a whole to provide a complete menu of services to commercial real estate owners and tenants alike. Parsons said, "We have a strong brokerage and management staff. Consistently ranking as a top firm in leasing, sales and property management by the Boston Business Journal and Costar."

"At Parsons Commercial Group, now SVN | Parsons Commercial Group | BOSTON, we are all passionate about what we do," said, Parsons. "Many of our staff members are leaders in the community as heads of business organizations, board members to chambers of commerce and local government boards. The firm is also part of national and regional organizations such as Society of Industrial and Office Realtors (SIOR) and CREW Boston."

The firm launched with an evening celebration at Wellesley Country Club, in Wellesley, Mass.,

attended by their brokers and staff: Marci Alvarado, Valerie Arnold, Alex Berger, Arlon I. Brown, David Cannon, Thomas Dwyer, Victor Galvani, Sarah Hunsucker, Wayne Levesque, Rachael Marino, Laura Mascilak, Jake Parsons, Ashley Paulsen, Matt Quinlan, Garrett Quinn, Marilyn Santiago and Kara Stewart; as well as many of their clients, partners, colleagues and friends. Also in attendance; Kevin Maggiacomo, president and chief executive officer of Sperry Van Ness International Corp.; Karen Hurd, vice president of National Franchise Development; and Diane Danielson, chief operating officer also of Sperry Van Ness International Corp.

"The affiliation is truly an alignment of interests and values between SVNIC and Parsons Commercial Group," said, Maggiacomo. "Amidst the recent wave of institutionally driven mergers and acquisitions in the commercial real estate sector, we think the market is ripe for an entrepreneurial brand, driven by local ownership with deep roots in the communities in which it serves. John Parsons' talents and leadership made for a perfect fit for SVNIC's expansion into the Greater Boston Market."

"We are very excited about this new endeavor. It is the right time for us," said Parsons. "We felt there was a unique opportunity for a firm to have a national platform, but still maintaining complete autonomy and deliver personalized service to private and institutional clients alike."

The firm also announced that it expects to double its current brokerage staff within the next 12 months and intends to open an additional office in Boston. Through the SVNIC network the firm hopes to add to its current product service lines and adding advisors with expertise in corporate services, golf and resort properties, medical office, and storage facilities.

Parsons Commercial Group, Inc., (PCG) is a commercial real estate firm based in Framingham, Massachusetts. The company is a leading provider of commercial real estate services including, leasing (tenant and landlord representation), investment sales, property management, development and construction management services.

Sperry Van Ness International Corporation (SVNIC), a commercial real estate brokerage franchisor headquartered in Boston, Massachusetts, is one of the industry's most recognized brands based on the annual Lipsey Top Brand Survey. With more than 190 locations in 500 markets, Sperry Van Ness Commercial Real Estate Advisors provide sales, leasing, and property management services to over 6,000 clients worldwide. SVN Advisors also represent clients in auction services, charter schools, corporate real estate, distressed properties, golf & resort, hospitality, industrial, investment services, land, medical, multifamily, office, retail, single tenant investments. All Sperry Van Ness offices are independently owned and operated.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540