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Verani Realty introduces retail team – De Lise, Jones, Lee, Lessard and Goodrich

October 05, 2018 - Northern New England

Londonderry, NH Verani Realty's commercial division has introduced the retail team of the brokerage network including: David De Lise, commercial division director; Chelsea Jones, office manager/marketing coordinator; Jay Lee, senior advisor; Jeff Lessard, advisor; and Lindsey Goodrich, advisor.

David De Lise, Verani Realty

Chelsea Jones, Verani Realty

De Lise, director of the commercial division, provides strategic planning and execution of new

business initiatives, as well as agent management, recruiting and training. He has over 30 years of experience in the commercial real estate industry and has held positions in property management, asset and risk management, as well as an investor and developer for more than a decade. He has significant commercial real estate experience in the private sector and has held positions at a New York Stock Exchange listed Real Estate Investment Trust. In addition, he founded multiple New England-based commercial real estate companies.

Jay Lee, Verani Realty

Jeff Lessard, Verani Realty

Lindsey Goodrich, Verani Realty

De Lise's areas of expertise include property valuation, asset management/risk management, client relationship management, project management, and financial modeling and analysis. He has been directly involved in more than \$450 million of retail projects as a developer, investor, and owner. Before returning to Verani Realty, he was chief operating officer/director of business development at a regional commercial real estate brokerage, where he managed staffing and day-to-day operations, and established an overall strategic direction to promote the company's growth. De Lise is a long-term member of CIBOR and ICSC.

Jones, office manager/marketing coordinator of the commercial division, provides marketing and administrative support to Verani's commercial advisors. She focuses on the initiatives to grow the commercial division's brand awareness through creative marketing strategies and social media channels, as well as enhancing the brand throughout New England. Previously, Jones worked for a large residential real estate firm where she was responsible for providing administrative, marketing and agent support services. She possesses valuable experience utilizing a variety of marketing tools and resources.

Lee, senior advisor, specializes in the sale and leasing of retail properties as well as office/industrial properties throughout the Manchester, Seacoast and Northern Massachusetts markets. He is an international commercial real estate investment specialist and travels frequently to Asia to meet with wealth advisors and representatives of ultra-high net worth investors. Lee is an active member of CIBOR and the National Association of Realtors being the only Korean commercial broker in New Hampshire. He is fluent in both Korean and English to best serve his sphere of influence.

Lessard, advisor, specializes in retail portfolios, office leases and sales, as well as self-storage development. He has been practicing commercial real estate brokerage since he graduated in 2015. Lessard is an active member of GMNBR (Greater Manchester Board of Realtors) and has performed several charitable acts including raising money for Relay for Life, donations to St. Jude's Children Hospital, forming baskets for Thanksgiving and various other outreach programs around the area.

Goodrich, advisor, specializes in the sale and lease of retail, industrial and office as well as multifamily properties throughout southern N.H., as well as northern and central Massachusetts. She typically works with business owners, new and seasoned investors and developers. She is a commercial advisor with 14 year's experience in the business. Goodrich is an active member of CIBOR, the New Hampshire Association of Realtors and is involved in the special events committee. She is also an active member of GMNBR (Greater Manchester Board of Realtors). She is involved with various other networking groups to best serve her clients and is one of few young woman brokers in commercial real estate in New Hampshire.

"A project needs to be successful for everyone involved; our tenants, brokers, lenders, the community... everyone. We're committed to making that happen. We value the relationships with

everyone involved in all of our projects. We're in this business for the long term, and long-term mutually rewarding relationships are a vital component of our business," De Lise said.

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