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## **Hartford County Spotlight: Tabitha Shustock, Director of Marketing & Operations at NAI Elite LLC**

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Tabitha Shustock  
Director of Marketing & Operations  
NAI Elite LLC

How many years have you been in your current field? In CRE since 2016, marketing since 2008

What is the most exciting job/project for your company in 2019? This year, the NAI Elite marketing team has created and incorporated a new mission-based brand strategy that has been synchronized through every department in an effort to achieve paramount excellence in performance and quality in all of our endeavors. Our mission states, "The goal of the NAI Elite marketing team is to enable each agent, listing, client and the brand as a whole to shine—to be displayed as a gem in the industry. We strive to cast an overall image of exceptional value, entrusted service, and complete excellence in commercial real estate." We remind our brokers to be consistently dedicated in every facet of their work as we progress to make 2019 a pivotal year in the success for each and ever member of our team.

What do you like the most about doing business in the Hartford Region? Doing business in Hartford provides everything from metropolitan districts, to quaint city centers, sandy beach villages, small country towns and everything in between—all within a short distance. Clients that are interested in the Hartford region have the luxury of so many geographical amenities at their doorstep or around the corner, there are always new aspects of the market to uncover and engage with.

What Hartford Region networking opportunities does your business participate in? NAI Elite is a member of The West Hartford Chamber of Commerce and Business for Downtown Hartford. Upward Hartford, FLOW, HYPE, and The University of Hartford Entrepreneurial Center.

are also on our list of organizations within the community that we are actively involved with. As a collective, our company works together to stay involved with the community through volunteer work and networking events, through which we track individual hours of participation on a monthly and annual basis and award prizes! In 2018 NAI Elite raised over \$1,400 for Susan G. Komen's Pink Tie

Guy's Event, and contributed over 250 hours of service.

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