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Portside Real Estate Group continues its expansion into Maine's MidCoast - Bruce joins at director

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Falmouth, ME Portside Real Estate Group is continuing its expansion into MidCoast Maine with the hire of David Bruce as director of growth, integration and performance. Since opening in 2012, Portside has become one of the fastest growing real estate firms in Maine, opening offices in Falmouth, Portland, Cape Elizabeth, Yarmouth, Kennebunk and now welcoming agents in the MidCoast area.

"We are excited to bring the MidCoast something they've been missing in terms of more dynamic marketing and deep community involvement," said Dava Davin, founder and owner of Portside. "As the leading independent company in Cumberland County, we expect to develop as strong a presence up the beautiful Maine coastline."

Bruce, a MidCoast resident, brings more than two decades of experience in real estate and as an entrepreneur to the role of director of growth, integration and performance. He will initially focus on growing the Portside portfolio in MidCoast while working with Portside agents across the state to lead the integration of new services and strategies that support the culture of action, results, growth, performance, and giving.

"I joined Portside because it's an authentic, community focused organization with a shared passion for taking great care of our clients and associates," said Bruce. "We have great growth potential in the MidCoast and we already have the #2 market share in the Brunswick area."

Already, Bruce has joined in the Portside spirit of giving back, helping MidCoast agents Adam Nelson and Andy Bradbury host a successful oyster and craft beer event called "Shuck.Slurp.Support." in Newcastle. The event raised \$2,000 to benefit the Edward A. Myers Conservation Fund to support marine education and conservation efforts in Lincoln County.

"Portside is known for supporting the communities it has a presence in through their Portside Gives Back program, volunteering and supporting nonprofits," said Bruce. "Continuing this tradition will be at the core of what we do here in MidCoast Maine."

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