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## **2021 Women in Commercial Real Estate: Kristyn Neal, Marketing Director, Northeast Private Client Group**

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Kristyn Neal  
Marketing Director

## Northeast Private Client Group

In the past year, what project, transaction or accomplishment are you most proud of? Since the start of 2021, my team and I have established a brand for the company. We dove deep into who we are and partnered with an agency to develop a clear brand message and identity. Our new messaging, patterns, fonts, logos, and colors truly illustrate how we show up for our clients every day. It was great to lead a project where the outcomes will be part of the organization for years to come.

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