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## **Northeast Private Client Group completes brand refresh and new website unveiled**

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Shelton, CT Northeast Private Client Group, a relationship-driven investment real estate firm, has completed an extensive brand refresh and website redesign in response to the firm's decade-long growth and a renewal of the firm's vision. At the center of the brand refresh is updated messaging to reflect their evolution as they enter their second decade of business.

Fueled by their history as a company, they identified their firm's core values and renewed their commitment to bring these values to their clients and partners as they move forward as a business.

They believe:

**Relationships are Paramount:** The more we fundamentally connect with people, the better we can help achieve their individual goals.

**Knowledge is Empowering:** We aim to provide consultation that equips clients with the information needed to make the right decisions.

**Operate with Transparency:** Our open and ethical process ensures that all clients, buyers, and employees are treated fairly and with respect.

**Truth Builds Trust:** We consistently deliver honest, sound advice with our clients' needs and interests above our own.

**Great Leaders Guide:** Our team members confidently lead by guiding and advocating for clients as their trusted partners.

The marketing director, Kristyn Neal said, "After a decade in business, we decided that now was the right time to re-align our brand with the culture we've created. I'm very proud of the work my team has put in throughout 2021, rebranding and bringing our new website to fruition. The rebrand coupled with the new, more functional website will position the firm to maximize value for our clients while helping them generate wealth for their future."

"We are proud that our commitment to 'Building Relationships That Drive Results' is now front and center in all of our branding and communications. Our founding vision of a collaborative, relationship-based firm has truly come to fruition as our award-winning team continues to earn the trust of investors nationwide. As always, we are grateful for the many loyal clients, associates, and staff who have contributed to our continued mutual success," said Edward Jordan, CEO.

Collaboration is inherent in their culture. Everyone participates in the success of their organization, champions teamwork, and celebrates each other. As they enter their second decade, they are even more committed to building long-term relationships by continuing to provide value-added advisory and transactional services to investment property owners and professional real estate investors.

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