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Senné launches new residential services expansion - hires Pirnie, Reifer and Cornelius

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Boston, MA The local real estate advisory and investment firm Senné has launched a new office in Wayland, Mass., and three new members of the residential brokerage services leadership team: Nicole Pirnie (senior director, residential sales & leasing), Stacey Reifer (managing director, residential team) and Maggie Cornelius (marketing director, residential). The new location will serve as the MetroWest residential office.

Pirnie was promoted to senior director for the residential team specializing in leasing and sales services in the Greater Boston area, particularly the Beacon Hill and Newton markets. Having previously led and managed her own teams at other reputable Boston-area real estate firms, Pirnie uses her skills in strategic planning, asset management and client relationship management to assist her valued clients with their specific needs.

Reifer is the new managing director for the residential team. As an accomplished luxury rental and sales agent, Reifer brings her stellar reputation for serving clients and building relationships, as well as her years of experience and her strong network of connections throughout Greater Boston to Senné. She has a wealth of knowledge and expertise in leasing, investment properties, design trends and home staging.

As director of residential marketing, Cornelius' key focus is promoting the residential associates, properties and their stories in conjunction with the firm's brand vision. Cornelius has years of experience in residential real estate marketing from Sotheby's International Realty where she honed her branding, design and advertising skills.

"The Massachusetts real estate market is not cooling down anytime soon and we want the growth of our company to reflect that," said William Senné, president and CEO. "As we build our senior team, we'll also continue to hire new associates to work under their leadership. And our third office in the state represents our expansion further outside of Greater Boston as we enhance our footprint in the MetroWest, South Shore, the Cape and beyond."

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