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## **NAI Plotkin: Family and real estate business roots go back more than 100 years**

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Evan Plotkin

Springfield, MA “100% Location” a real estate catchphrase coined by Nathan Nirenstein more than 100 years ago to describe the best sites for retail businesses in a commercial area is still as relevant as it was then. In 1920, Springfield real estate entrepreneur Nathan Nirenstein launched a business that mapped the “100% locations” on the main commercial streets of at least 270 cities in the U.S. and Canada. Nirenstein’s National Realty Map Co. was soon selling regional atlases to commercial site selectors, lenders, and other real estate investors. These atlases are proudly displayed at NAI Plotkin’s corporate headquarters at 1350 Main St. in Springfield, and can be found in libraries all

over the U.S., including the Library of Congress.

Nirenstein's atlas image

Nathan Nirenstein's grandson, Evan Plotkin, continues his grandfather's legacy as the third generation to serve as the president & CEO of NAI Plotkin. His commercial real estate firm has been serving Western Massachusetts and Northern Connecticut for almost 60 years. In fact, the firm will celebrate their 60th year in business in 2023.

Evan has run all aspects of his family's business locally and nationally since the late 1980s. Real estate is in his blood, and it comes naturally to him. After graduating from Florida International University with a bachelor's degree in culinary arts and hospitality, he joined his dad, Samuel Plotkin, along with his brother Oscar, just as the family business was booming. The firm needed a property manager and Evan jumped right in and has never looked back.

Evan is actively involved in the transformation and revitalization of downtown Springfield and is well known for his community involvement. One part of his efforts downtown includes over 15-years successful management of One Financial Plaza, a 330,000 s/f office tower located in the Central Business District. Through Evan's vision and dedication, the building offers visitors and tenants a great office experience, with retail and office space at a fraction of what other Metro Center's like nearby Hartford or Boston charge.

One Financial Plaza - Springfield, MA

Post pandemic, Plotkin believes building leasing will continue to increase with many companies looking to expand and grow in downtown Springfield. "People are starting to come back to the office after working remotely for almost two years and NAI Plotkin's brokerage division is seeing a significant increase in businesses looking to expand into larger spaces and new start-ups looking for new space interested in downtown Springfield. We look forward to serving tenants looking for space, including retail, office, and industrial, or clients and owners looking to sell their property," said Plotkin.

To learn more about NAI Plotkin and to see the properties listed for sale or lease in the New England market, visit [www.naiplotkin.com](http://www.naiplotkin.com).

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