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## **ERA Key Realty names Fallon as VP of operations**

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Northbridge, MA According to ERA Key Realty Services, Nadine Fallon, a real estate professional with more than 20 years of experience, has been named vice president of operations.

In her new position, she will help manage the company's organizational processes, budgeting, recruitment and staff management to help ERA Key increase efficiency and continue growing.

She joined ERA Key a year ago after Great Spaces ERA, a Boston agency she co-founded in 2014, merged with ERA Key. Great Spaces ERA had been in the top 5% of brokerages in Boston each year from 2017 until the merger.

"Nadine has become a valuable member of ERA Key's management team," said ERA Key president and COO Cheryl Eidinger-Taylor. "In her new position, we will work even more closely together to ensure the continued success of ERA Key, while reinforcing our leadership in agency technology and training."

"I am excited to become a part of a nationally-recognized leadership team and help ERA Key continue to raise the bar in our industry," Fallon said. "Serving clients and the agents who help them is at the forefront of everything we do and I look forward to adding to what we have to offer them."

In addition to serving as sales manager at Great Spaces ERA, she has served as a member of Boston's Zoning Board of Appeals, and owner and broker of Fallon Residential, LLC. Prior to beginning her career in real estate, Fallon held various sales management positions in the bicycle industry.