



# nererj

## **NEREJ's 60th Anniversary: Jim Farrell, PRfirst**

June 30, 2023 - Spotlights



Jim Farrell  
Founder

PRfirst

When did you discover the New England Real Estate Journal? As a former weekly newspaper publisher, I feel a special affinity for those who work in the newspaper industry, which has drastically changed over the years. New England Real Estate Journal, now 60 years strong, has successfully managed to retain that traditional look and feel of a newspaper while complementing its print offerings with a strong online and email presence. Our company first discovered NEREJ in 1998 when PRfirst was in its infancy, and our offices were located several miles apart on Rte. 53 in Norwell.

In what way has New England Real Estate Journal been a benefit to you and your business? New England Real Estate Journal is a strong and reliable broker of information about the commercial real estate industry throughout New England. The magazine has provided news coverage of many of our clients in the industry, from projects completed to new hires and promotions, as well as interviews and thought leadership articles. Our company has also advertised in New England Real Estate Journal as part of our strategy to reach this important market. These efforts have led to new business for PRfirst; our company's new owner, Nicole Joy Hales, continues this partnership with NEREJ.

How long have you been affiliated with the commercial real estate industry? Not as long as NEREJ! We have represented clients in the industry throughout our 25 year history. Congratulations to NEREJ on its 60th anniversary

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540