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## **Reifer promoted to executive director, residential brokerage at Senné**

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Stacey Reifer

Boston, MA Senné has promoted Stacey Reifer to executive director, residential brokerage. In her new role, Reifer will leverage her background in sales, rental expertise, and on-site development to drive Senné's residential brokerage.

Reifer's tenure as managing director for the residential team at Senné represents a pinnacle of expertise and accomplishment within the real estate industry. With a real estate background spanning over 15 years, Reifer has cultivated her skills through key positions at firms such as Boston Properties and Lincoln Properties.

Notably, Reifer's leadership has been instrumental in doubling Senné's agent roster, a testament to her ability to attract and nurture talent within the organization. Moreover, her approach led to the expansion of Senné's footprint into New Hampshire, facilitated by the merger of a new residential office in October 2023

Under Reifer's guidance, Senné has undergone transformation and growth. Her insight and management style have driven the renovation and expansion of residential offices in key locations such as Arlington and Cambridge.

Furthermore, Reifer's hiring of office sales managers has further solidified Senné's position as a leader in the real estate market. Through recruitment and development efforts, she has assembled a team of professionals poised to drive success and innovation within the company.

"This promotion reflects Senné's commitment to excellence and growth in the residential real estate market," said William Senné, CEO. "Stacey Reifer's leadership and vision are expected to usher in a new era of innovation and success for the company and its clients."

In addition to Reifer's promotion, Senné recognized other team members' achievements and new roles. Nicole Pirnie, senior director of residential brokerage, continues to make contributions as the vice-chair of the GBAR Global Council and a MAR Professional Standards Committee member. Christie Fusco, sales manager for the Boston Waterfront office, has joined the GBAR Global Council.

Senné celebrated the grand reopening of their Arlington office at 75 Park Ave. Under the leadership of Reifer and her team, Senné looks forward to setting new standards of success and service.

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