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## **Nickerson named agency of record for Bensonwood**

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Boston, MA Nickerson, a global full-service branding, marketing, PR, and communications agency, has been named the agency of record for Bensonwood, a recognized market leader specializing in sustainable, high-performance building systems.

Nickerson is a leader in marketing and communications for the A/E/C, real estate, property tech and built environment industries. Nickerson, recently named PRNEWS' Top 120 Agencies and recognized as a finalist for PRNEWS's Top 2025 Small Agency, has partnered with clients across industries nationwide to elevate their reputation and strengthen their market position.

Founded in 1973, Bensonwood is renowned for its groundbreaking work in sustainable building practices, offering precision-engineered timber frame structures, panelized wall systems, and comprehensive design and construction services. With a commitment to environmentally conscious architecture, Bensonwood's buildings are celebrated for their energy efficiency, resilience, and aesthetic beauty. The company focuses on creating high-performance homes, commercial buildings, and public spaces that minimize environmental impact while offering maximum comfort and durability.

"We are looking forward to partnering with Bensonwood and are passionate about the work they do as a leader in design and innovation," said Shannon Mulaire, director of PR & media relations at Nickerson. "Their commitment to building a more sustainable future aligns perfectly with our values. We look forward to helping amplify their message and showcase their exceptional work in the sustainable building space."

Bensonwood has a legacy of providing both custom and modular building solutions to clients across the U.S. and internationally. Their team works closely with architects, engineers, and owners to deliver high-performance, cost-effective structures that align with clients' goals. Over the years, the company has built a reputation for its meticulous craftsmanship, technical expertise, and unwavering dedication to the environment. Bensonwood is proud to provide clients a variety of options under the Bensonwood Family of Brands, including Unity Homes, Bensonwood Custom, OpenHome, and Tektoniks, where clients can customize their layouts, fixtures, style, price-points, and build time.

"We are excited to work with Nickerson to advance our mission of providing the world with high-performance, sustainable building solutions," said Tedd Benson, founder and CEO of Bensonwood. "Nickerson's proven track record in promoting innovation and sustainability in

architecture and construction makes them the ideal partner to support our continued growth."

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