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Arrowpoint Properties names Nickerson agency of record

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Boston, MA Nickerson, a full-service branding, marketing, PR, and communications agency, has been named the agency of record for Arrowpoint Properties, a multifamily real estate investment and management firm with experience across the Northeast.

Nickerson is a leader in marketing and communications for the built environment - including the AEC (architecture, engineering, and construction), real estate, property technology industries. Nickerson, recently named PRNEWS' Top 120 Agencies and recognized as a finalist for PRNEWS's Top 2025 Small Agency, has partnered with clients nationwide to elevate their reputation and strengthen their market position.

Arrowpoint Properties is known for its innovative approach to property revitalization and commitment to community-oriented multifamily projects. With an emphasis on long-term value and sustainability, the firm has earned a reputation for transforming underutilized assets into thriving residential communities.

"We are looking forward to partnering with Arrowpoint and are passionate about the work they do as a multifamily investment leader," said Shannon Mulaire, director of PR & media relations at Nickerson. "Arrowpoint has a clear vision to revitalize older apartment communities, and we look forward to amplifying their story and accelerating their impact through strategic, results-driven communications."

After a successful discovery process, the creative team is looking forward to crafting a rebrand process including brand design, logo, and website redesign.

"Nickerson brings the experience, creativity, and strategic insight we were looking for in a communications partner," said David Lamattina, president and CEO at Arrowpoint Properties. "We're confident that this collaboration will elevate our brand and support our mission to invest in and operate high-quality living environments across the region."

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