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Lawrence joins CORE as sales operations manager/corporate pilot

August 01, 2025 - Northern New England



Chip Lawrence

Portland, ME CORE has hired Chip Lawrence to the role of sales operations manager and corporate pilot. Lawrence brings experience in updating systems for workforce engagement solutions and wireless networks. He's also served in the U.S. Navy as a helicopter pilot.

"I'm excited to be taking on this role at CORE," said Lawrence. "Josh Soley is a sincere leader; he wants to do a good job and make sure everyone is taken care of, from the analyst to the clients. The company is filled with potential — people here are motivated, and it makes for a great working environment."

With over \$125 billion worth of property and nearly 20 million acres of land, CORE has seen unprecedented sale amounts over consecutive years on multifamily, retail, industrial, and mixed-use properties. It has a vertically integrated business model, from brokerage to property management and in-house maintenance. Lawrence's role will be to build further efficiencies into the firm's customer-facing services, standardizing data and allowing it to be shared across verticals.

Lawrence has a background in technology and aviation. Hailing from New Jersey, he earned a BS in Aviation Business Administration and Airline Management from Embry-Riddle Aeronautical University. Lawrence spent seven years in the U.S. Navy as a helicopter pilot. He has worked for Aspect Communications and Witness Systems, managing both hardware and wi-fi systems. He's also taught flying throughout Maine.

"Chip Lawrence brings strong operational credentials to this role at CORE," said Josh Soley, president of CORE. "He knows how to simplify systems and make things work in a cohesive way. He's a key part of our team that's leading the vertical integration of data across our divisions. We're becoming a more integrated service company in our bid to offer the highest quality customer service."

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