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## **NAIOP expands brand to NAIOP Massachusetts Commercial Real Estate Development Association**

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According to NAIOP Mass. in conjunction with NAIOP corporate, a new name and brand identity that represents its membership's expansion into a broader scope of commercial real estate development has been released.

NAIOP Mass. is the largest of 56 NAIOP chapters throughout North America and is now the official chapter for all commercial real estate development professionals within the commonwealth.

"Our chapter has long represented all sectors of the commercial real estate industry, and that will now be reflected by our name and brand identity," said David Begelfer, NAIOP Mass.' CEO.

Formerly known as the NAIOP, the association will now be known solely as NAIOP. a definer, the Commercial Real Estate Development Assn., complements the name and signifies the association's strategic shift of encompassing all professionals within the industry.

"NAIOP is the leading association for the development industry, extending its reach beyond office and industrial product types into mixed-use, medical office, retail and more," said Thomas Bisacquino, NAIOP president.

As part of the new brand identity, NAIOP and NAIOP Mass. each have new logos that will be used on all future publications. NAIOP Mass. will also be undergoing a website redesign, which will incorporate the new materials and will include enhancements for members and others in the industry.

"Throughout these changes, NAIOP Mass. will continue to offer the outstanding education programs, unparalleled networking opportunities, and far-reaching public affairs advocacy it is known for," said Begelfer.

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