

MARKETING

One of the most important characteristics of a successful commercial real estate transaction is the marketing program employed to advertise the property. NAI Samuel D. Plotkin & Associates, Inc., possesses the broadest, most diverse in-house marketing capability of any commercial brokerage firm in Western Massachusetts. The strength of our marketing process reflects two principal assets: the availability of outstanding brokerage resources, and experienced personnel who know how to use them

A well thought out, organized, marketing plan must be set up in order to successfully sell or lease your property. The strategic plan needs to be multi-faceted in its style, proactive in its approach, and comprehensive in its depth in order to have the best chance of success in providing the results you will want to see. Our team strives to utilize every appropriate medium available to market our properties to potential tenants/buyers. Every property we list goes through a rigorous brainstorming session in which we establish a marketing plan to outline exactly how we will market the property until it is sold or leased.

NAI is the worlds leading managed network of commercial real estate brokerages and through our membership, it puts 8,000 Real Estate Professionals in 350 markets worldwide right at our fingertips.

Networking

Mailings

Broadcast Emails

Property Signage

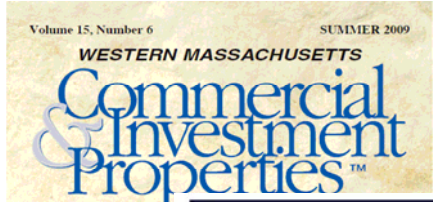
Blogging

Advertisements

Postcards

Market Reports

Television Commercials



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- .3 Miles from the Eastfield Mall, Lowe's, Stop & Shop, Staples, Toys R Us, Sears, Macy's
- Demographics Within 5 Miles
 - Total Population: 176,613 People
 - Total Households: 66,967
 - Average Income: \$51,540/Household

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We are deemed reliable. We have no interest in
any other business or industry.



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