



25 Year Anniversary Q&A Blast from the Past: 1989: Carmine Inserra

August 26, 2014 - Spotlights

Name: Jeffrey Allen

Title: President

Company Name: Space Technology Inc. - Roof Lifting

Year Founded: 1987

Years with Company: 27

Years in real estate industry: 27

Q: The approximate number of years you have been a subscriber and/or how the NYREJ has been a benefit to you and/or your business:

A: Twenty-seven years ago, STI introduced the patented "E-Z Riser" Roof-Lifting procedure on a national basis. Two years later, the NY Real Estate Journal emerged. Since NY and the Northeast region is the most fertile territory for this technology, as well as being STI's home base, it was natural to utilize the Journal as both an informational resource, and for advertising. It seems that everyone who is truly involved in local real estate is familiar with the publication. Clients often mention that they've seen STI's full page color ad on the back outer wrap, which repeatedly reinforces our evaluation of its effectiveness. STI uses this exposure to keep its unique message in front of the market, so that real estate owners and brokers will immediately know who to contact when they have a need for increased roof-height.

Q: The approximate year you discovered the NYREJ and what business you were in at the time:

A: STI has followed the NY Real Estate Journal since its inception in 1989, just two years after STI first launched its national campaign to make older industrial buildings more attractive to users by increasing roof height.

Q: Your most memorable "15 minutes of fame" in the NYREJ:

A: STI and the Journal have enjoyed parallel paths of growth together. We were delighted to have our company, and some of our most significant projects featured in a dozen issues over the years. So we have received more than our "15 minute" share of fame, thanks to the publication. Imagine our pride as we now prepare to publicize several of our current projects, the largest roof lifting projects ever!

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