



## **MJ Peterson unveils new branding and PR expansion**

October 02, 2018 - Front Section

Amherst, NY MJ Peterson has launched their brand awareness and community outreach campaign to emphasize their long-standing commitment to WNY's housing market. Additionally, the firm has signed Mike Robitaille, former Buffalo Sabres defenseman and commentator, as the new vice president of public relations.

"Mike Robitaille has been a fantastic part of the community since he joined the Sabres in the 70s," Victor Peterson III said. "He is a great addition to our team, and will continue our outreach into the community."

The new advertisements will include a multi-channel campaign to promote their diversified real estate divisions, and educate the public on how MJ Peterson is one of the largest full-service real estate companies in WNY. The campaign will premier on daily radio spots, as well as, WGRZ Channel 2 and FOX 29 in partnership with WECK Radio.

The company is pleased to reveal their new advertising campaign slogan, "MJ Peterson, Your Home Advantage."

"This advertising push is a fantastic way to remind WNY that MJ Peterson is their #1 choice for all of their real estate needs. As a company, we've enhanced our marketing products, IT infrastructure, and dedication to our salespeople and employees," said director of marketing, Stephen Grimm.

Fans of the Buffalo Sabres understand that having the "Home Advantage" against your opponent is always beneficial. With MJ Peterson being a core Buffalo business since 1930, they have a tradition of excellence in providing WNY with the "home advantage."

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