



## **NYREJ's 35th Anniversary: Jan Krsanac, SMM Advertising**

July 30, 2024 - Spotlights



Jan Krsanac  
Marketing Director

## SMM Advertising

When did you discover NYREJ and what was your title and company name at that time?

I discovered NYREJ in 2011, when SMM Advertising gained a new client in the CRE business and started running advertising campaigns on their behalf to market various commercial properties they were offering for sale or auction. My title at the time was the same as now (marketing director) and I am still with SMM Advertising.

How has NYREJ helped you, your firm or your industry?

NYREJ has been an excellent resource for us since the start, providing high-quality print and digital media options that reliably and successfully reach our target audiences. Working with our contact, Kristine Wolf, has always been a pleasure and she has gone out of her way time and time again to help ensure the success of our advertising efforts. We know we can always include NYREJ in our advertising campaign recommendations with 100% confidence.

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