

Merging Of The Minds

Auction Companies Merge To Take Advantage Of Sour Market

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When the market gives you lemons, sell them off to the highest bidder and let them make the lemonade.

With today's sour market in mind, Daniel Flynn & Co. and Boston Realty Advisors (BRA) recently formed a joint venture to quickly and aggressively market and auction properties for banks and developers.

The new company, Flynn/Boston Realty Advisors LLC, hopes to draw on the auctioneering experience and clientele of Daniel Flynn of Quincy, and the marketing infrastructure of Boston Realty Advisors.

"They're providing a great downtown experience for me, and I'm offering a great auction platform for them," Flynn said. "Everything we've learned about running a conventional brokerage, we've condensed it down to essentially a 60-day period of time."

Flynn, along with Jeremy Fried, Jason Weisman and Will Caplin at BRA expect to sell luxury condos, REO property, first-class and "B-class" commercial real estate across Massachusetts.

"We're a close-out option," said Fried, who brought his experience from Sheldon Good Real Estate in Chicago to Boston six years ago. "We take an asset that you own, and give you the ability, in a compressed time, to let the entire community know of its sale. Properties that would normally take six months, 12 months, three years, to market, we can retain and sell the property in 60 to 100 days."

Now Flynn/BRA LLC is getting the word out to the Boston market's biggest players: it's the best time to sell.

"Despite the market being what it is, I have a bunch of buyers chomping at the bit wondering if this is the bottom of the market," said Flynn.

"Everyone is searching for value now," said Fried. "Whether somebody needs to get out now, or they just need to know what the value is, this is a great option."

Photo courtesy of Dan Flynn



Dan Flynn works his magic during a recent auction.