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Luxury Weston, MA Home Sells At Auction for \$1.855 Million

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Accelerated Real Estate Marketing Is Successful Tactic for Sale of Home in Top Luxury Neighborhood

BOSTON--(Business Wire)--

Flynn Boston Realty Advisors, a Northeast firm specializing in accelerated real estate marketing, announced today the closing of a 6,000+ square foot home in Weston. Prior to going to auction, the home sat on the market conventionally for 244 days. The auction was held on August 11, 2009 and the sale closed on October 1, 2009, selling for \$1.855 million with participation from nine bidders.

"This auction illustrates the recent trend of high end residential homes selling successfully at private auction," said Jeremy A. Freid, Principal of FlynnBRA. "We're selling this inventory in a climate where similar properties are staying on the market for months or even years."

With current conditions in the luxury home market, there is no incentive for buyers to act, allowing homes to remain on the market for extended periods of time. At auction, the home in Weston closed after 50 days at \$1.855 million to William and Debra McNamara. Auctions are an accelerated alternative to waiting and watching listings, creating excitement and transparency in the luxury home market.

"Accelerated marketing is ideal for owners looking to create activity and maximize values in an uncertain market," said Auctioneer and FlynnBRA Principal, Dan Flynn. "It's also a great opportunity for individuals to purchase luxury residences at affordable prices."

About FlynnBRA

FlynnBRA is a joint venture that combines the auction experience of Daniel J. Flynn & Company with the marketing expertise of Boston Realty Advisors to help banks and developers/owners dispose of real estate more rapidly and effectively throughout the Country. Compared to the traditional listing process, auctions accelerate the marketing of real estate through a high end auction platform and give buyers incentive to act. FlynnBRA is led by principals Daniel Flynn and Jeremy Freid of Boston Realty Advisors. Daniel Flynn brings his extensive foreclosure based auction knowledge, combined with Jeremy Freid's deep auction experience from his previous tenure with Sheldon Good & Company. For more information visit www.flynnbra.com.

BIGfish PR

Alleigh Marré, 617-713-3800

bra@beabigfish.com

or

David Gerzof, 617-713-3800

bra@beabigfish.com

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