

# **Boston Realty Advisors Sells 50% Stake to Lincoln Real Estate Capital**

*Real Estate Brokerage Firm to Launch "200-in-24;" a plan to recruit 200 new sales people in 24 months*

(BOSTON, MA) June 12, 2006 – Boston Realty Advisors, a premier Boston based real estate firm, announced today that it has sold a 50 percent stake in its firm to Lincoln Real Estate Capital LLC, a Boston based real estate investment firm. Lincoln Real Estate Capital is a partnership between Paul M. Bernon, whose family founded dairy giant Garelick Farms, and Michael S. Lorber, whose family controls Prudential Douglas Elliman, New York City's largest residential real estate brokerage as well as Nathan's Famous Hot Dogs.

"With this deal we will be able to significantly increase Boston Realty Advisors' sales force, brand presence and market share," said Jason Weissman, founder and principal of Boston Realty Advisors. "We are now poised to become the preeminent boutique firm in Massachusetts. Our '200-in-24' plan is just the beginning."

The new entity, Advisors Holdings LLC, will continue to operate under the trade names Boston Realty Advisors, Advisors Retail, Advisors Medical, and New York Realty Advisors. In the new entity, Mr. Bernon and Mr. Lorber will hold active roles with the firm, serving as principals. Mr. Weissman will hold the titles of founder and principal and William H. Catlin Jr., an existing partner of Boston Realty Advisors, will become a principal. Mr. Catlin is currently Weston, Massachusetts top real estate agent according to MLSPIN (Multiple Listing Service). Weston is the most expensive zip code in Massachusetts.

Since its inception, Boston Realty Advisors' sales volumes have grown by 50 to 75 percent in revenue every year. Clients include Toyota Motor Cars, The Druker Company, Wasserman Real Estate Capital LLC, Boulder Capital, World Energy, Everest Partners and Meredith Management. The firm is known for running successful residential and commercial operations under one roof.

"When I sat down with Jason Weissman and Will Catlin, I was impressed with their plans to become the market leader in Massachusetts," said Dolly Lenz, vice chairman of Prudential Douglas Elliman. Lenz, who is the number one real estate broker in the United States, stated "With Lorber and Bernon bringing innovative marketing strategies and strong existing relationships, I am confident that Boston Realty Advisors will become the premier real estate firm in Boston".

Some of Boston Realty Advisors high profile listings include 20 Beacon Street, Beacon Hill's most exclusive residential development, the retail component of The Bryant, a highly anticipated project from Wasserman Real Estate Capital LLC, as well as Boston's most desirable listing: Manny Ramirez's penthouse unit at the Ritz-Carlton Boston Common.

The new entity, with offices in Boston, Weston, Massachusetts and New York City, is looking to open multiple offices and become a market leader in all disciplines including residential and commercial brokerage. Over the next week, the firm will announce its "200-in-24" plan to recruit 200 new sales people in 24 months. For more information on Boston Realty Advisors, visit [www.bradvisors.com](http://www.bradvisors.com).

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