



First Ever Auction of Beacon Hill Homes a Success

Properties at 20 Brimmer Street and 25 Lime Street Sold Through Great Rock Auctions



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BOSTON--(BUSINESS WIRE)--Great Rock Auctions, specialists in premium real estate auctions, announced today the success of the first ever auction of two Beacon Hill homes. The newly constructed properties, located at 20 Brimmer Street and 25 Lime Street, Boston, have successfully sold.

The property at 25 Lime Street was sold pre-auction, and the 20 Brimmer Street property was sold in a deal with significant collateral components and other consideration.

"We are pleased to have successfully sold both Beacon Hill properties," said Jeremy Freid, Principal of Great Rock Auctions. "Great Rock Auctions was retained by both clients to sell their properties in an accelerated and definitive timeline and we have effectively accomplished that goal."

"Prior to retaining Great Rock Auctions, my property was listed conventionally for just under a year," said Greg Cohen of Coda Development, seller of 25 Lime Street. "Through Great Rock Auctions, I just closed with a fair market price within 60 days."

With the current conditions in the real estate market, many properties remain on the market for extended periods of time. Great Rock Auctions provides motivated sellers and buyers with a platform to consummate sales of premium real estate through a transparent, accelerated sales process. In the case of 25 Lime Street, as a result of Great Rock's strategic marketing efforts, a buyer made a pre-auction offer that was acceptable to the seller, making the actual auction unnecessary. Great Rock's auction marketing process coupled with the collaborative brokerage effort of Campion and Company, Sprogis and Neale, and Luxury Residential Group resulted in a post auction sale of 20 Brimmer Street.

About Great Rock Auctions

Great Rock Auctions is a premium real estate auction firm exclusively selling high quality real estate. Specializing in selling choice assets, Great Rock's proprietary auction process is unmatched and consistently facilitates successful sales within an accelerated time frame. Headquartered in New England, Great Rock's team is led by Principal Jeremy Freid and Principal Auctioneer Bruce Sayre, both of whom leverage their extensive experience from Chicago-based Sheldon Good & Company. Visit the website at http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.greatrock.com&esheet=6232810&lan=en_US&anchor=www.greatrock.com&index=1&md5=373aa052fc6ebb4b0c64ad91b9d2bb4b.

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