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http://boston.bizjournals.com/boston/real_estate/2010/09/auction_slated_for_840-acre_parcel_in_tolland.html**Boston Business Journal****REAL ESTATE ROUNDUP**

Auction Slated For 840-Acre Tolland Parcel

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Great Rock Real Estate, a newly formed firm based in Boston, has made its presence known among competing property sellers by listing an undeveloped, 843-acre parcel bordering the Farmington River and a sizable man-made lake in Tolland, Mass.

Jeremy Freid, a co-founder at the firm, said the sellers, an LLC listing a trio of New York-based principals, including controversial plaintiffs attorney Melvin I. Weiss, are willing to sell the property in parcels or as a whole. The property's auction, slated for Oct. 20, will be a so-called "reserve auction," whereby the sellers have the right to turn down unattractive bids.

The ownership LLC, Twining Lake Properties, also lists Harold and Jerome Finkelstein of Long Island City, N.Y., as officers.

Freid demurred when asked about pricing, saying the property's scope and potential uses make it particularly difficult to value. He said parties involved with corporate retreats, hunting and gaming outfits as well as entities affiliated with religious groups are among the potential bidders for the property. He said one Tolland neighbor has reported an uptick in planes private planes flying over the undeveloped property.

"Where this property is so unique, it's hard to wrap your brain around a value," Freid said. "How many buyers are out there for an 840-acre piece of land?" He said next week Great Rock will host the first of three scheduled property inspections for potential bidders before the October auction.

Bids will be accepted for plots as small as four acres. He said all available lots will have water frontage to either the Farmington River or the property's 125-acre Twining Lake.

Freid and his partner, Bruce Sayre, launched Great Rock in January after both worked for Sheldon Good & Co. of Chicago.

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