

# Joe Fallon Deal Launches Parsons on New Path



John R. Parsons Jr.



Joseph Fallon



Matthew J. Morgan

BY JOE CLEMENTS  
**B**OSTON — Given the parties involved—termed “real estate royalty” by one astute observer—the \$1.28 million sale of 24 Joy St. on Beacon Hill might seem less noteworthy than their other endeavors, but the transaction brokered by **Boston Realty Advisors** is significant in other ways. The purchase of developer Joseph Fallon’s seven-unit apartment/retail building by Parsons Commercial Group is expanding founder John R. Parsons Jr. from his Framingham firm’s traditional focus on suburban industrial and office product to aggressively



24 Joy St., Boston MA

pursue multifamily opportunities inside Interstate 495 up to \$15 million.

“It is on the smaller side of what we will

be focusing on, but the property is a good chance to show what we can do,” Parsons continued on page 21

## Maximize YOUR Leverage

WORK WITH A REAL ESTATE ADVISOR  
WHO ONLY REPRESENTS THE TENANT

Does your broker represent your landlord as well as you? If so, that presents a potential conflict of interest. At CresaPartners, we work only for the tenant. Not the landlord.

We’re the nation’s largest tenant-only real estate advisory firm—and we always put you first. We ensure accountability and reduce your costs, seizing every opportunity in this tenant’s market.

**THAT IS THE TENANT’S ADVANTAGE.**

**CresaPartners**  
THE TENANT’S ADVANTAGE



CresaPartners Corporate Real Estate Service Advisors

200 State Street, Boston, MA 02109 | tel 617.758.6000 | fax 617.742.0643 | MORE THAN 125 OFFICES WORLDWIDE | [www.cresapartners.com](http://www.cresapartners.com)

# Normandy Leasing

continued from page 1

more than 83,000 sf since last spring when Colliers International was brought on as exclusive leasing agent for the assets.

“There has been good activity there, and more importantly, the deals have been encouraging from an economic standpoint,” relays Colliers International broker Caleb Hudak, part of the leasing team that also includes James L. Elcock and David B. Goodhue. While not providing specifics on terms, Hudak says Dedham Place has been commanding rates in the mid- to high-\$20’s per sf, well above the market norm that has been in the \$22- to \$24- range per sf since the recession depressed rent levels for many landlords.

Hudak credits a combination of amenities, location and “strong sponsorship” for helping Normandy buck the schizo-



James L. Elcock

phrenic climate and perform at the top of the submarket for its high-end Dedham Place, a four-story, 159,000-sf building at 3 Allied Dr. The three-story, 47,500-sf Norfolk Place at 333 Elm St. is a value option that has also generated robust leasing this year, whereas certain tenants have been willing to pay for the added level of quality available at Dedham Place.



David B. Goodhue

Among the firms matriculating to that property is INX Inc., a leading telecommunications provider that is leasing 8,000 sf at Dedham Place, with the firm slated to move into its new quarters next month from nearby 780 Dedham St. “They were looking to upgrade their image, and felt this was a good opportunity to do so,” explains Hudak. Goodhue joined RBJ broker Patrick Buckley as advisors to INX Inc.



Caleb Hudak

Meanwhile, NewAlliance Bank is making the move this month from another first-class asset in the area, 690 Canton



Norfolk Place, Dedham MA

St. in Westwood, with Normandy’s offering able to accommodate a tripling in size to 12,130 sf. Nathanael Kessler of CBRE/New England guided NewAlliance on that pact. “We’re excited to be welcoming them,” says Hudak.

Normandy is also making way for toy-maker icon Hasbro Inc., which has inked a 14,700 lease in the property after a search of the area conducted by FHO Partners broker Michael Dalton. The renewal is similarly sized, as Reflexis executed an extension of its headquarters operations, a 13,900-sf pact in which the tenant was counseled by Neil Schneider of McCall & Almy.

# Joy Street Deal

continued from page 4

broker Matthew J. Morgan relays this week. PCG will employ its hands-on expertise to upgrade and manage the asset. Morgan concurs the building is supremely located, with potential tenants ranging from denizens of the famed Beacon Hill itself to employees of nearby Massachusetts General Hospital and Suffolk University. “There is a great tenant pool up there,” says Morgan.

Befitting a plan to consider opportunities on “a deal-by-deal basis,” PCG took BRA principal Christopher D. Sower up on his proposal to review 24 Joy St. when approached with the off-market listing. A multifamily specialist who cut his teeth as a member of the prolific Cushman & Wakefield Apartment Brokerage Group, Sower says he felt PCG had the acumen to improve the building, and sensed Parsons would be attracted by the Beacon Hill address. “It seemed like a perfect fit for what he is trying to do,” Sower relays,

The vibrant pace of leasing has brought vacancies at Dedham Place down to a tight 8 percent, whereas Norfolk Place has plunged dramatically to 10 percent. That compares to 21 and 25 percent figures respectively when Colliers International was initially engaged. According to market research from the full service real estate services firm, the Route 128 South office market is averaging 16 percent vacancy at present. According to Hudak, “we’re seeing good traffic on the remaining space,” with prospects for near-term deals looking positive as the mid-year mark approaches.

even in acknowledging the buyer has a larger appetite in the long run. “I thought it would be a good chance for them to get started,” he relays. Morgan says the firm appreciates the suggestion. “Chris did a great job putting it together,” he says. “We’re really happy about it.”

In need of a capital improvements effort, 24 Joy St. has the basic elements to increase income with PCG’s touch, according to Sower. Morgan says the firm is hitting the ground running with its strategy for the building, a four-story structure which has six apartments and a small convenience store on the ground floor. PCG secured \$1.02 million from Avidia Bank to finance the deal.

As for Fallon, one of the hottest real estate developers in New England at present, the industry veteran has plenty going on at his burgeoning Fan Pier mixed-use complex in Boston’s Seaport District. The project has garnered widespread attention this year following an agreement by life sciences giant Vertex Pharmaceuticals to relocate its headquarters to the property.