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Boston Realty Advisors Names Rob Cohen President and Managing Director, Residential Brokerage

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BOSTON, April 21 /PRNewswire/ -- Boston Realty Advisors, a premier real estate advisory firm, announced today the addition of Rob Cohen as the Company's president and managing director of its residential brokerage division. Mr. Cohen joins the team as the number one broker for volume of condo unit sales in the Back Bay neighborhood as reported by the Multiple Listing Service (MLS) for 2007.

Prior to joining Boston Realty Advisors, Rob Cohen previously headed Century 21 Cityside International's Fine Homes & Estates Division in Boston's Back Bay for six years as the executive vice president and associate broker. Mr. Cohen is now responsible for Boston Realty Advisors residential brokerage division's sales, marketing and operations including the loft, luxury home and condo sales teams. Mr. Cohen will also augment Boston Realty Advisors' powerful property website

resource, www.bradvisors.com, one of the most comprehensive residential and commercial property search sites for the Greater Boston market.

"Boston Realty Advisors is seeing increased buyer activity, throughout Greater Boston, specifically in the Back Bay, South End, Beacon Hill and Weston markets," said Jason Weissman, founder and president of Boston Realty Advisors. "Rob Cohen's background and experience make him the right person to handle this activity as the head of our residential brokerage division." Weissman went on to say, "As all of Boston Realty Advisors divisions continue to grow, such as the office, retail and investment sales divisions, it was imperative that the Company appoint a dedicated and focused leader like Rob Cohen for the residential real estate division."

"Boston Realty Advisors has set a high bar in terms of residential sales and service and I'm excited to be part of a team that will continue to push that bar higher," said Rob Cohen, president and managing director of Boston Realty Advisors, residential brokerage division. "From 2006 to 2007 condo sales for Back Bay, South End and Beacon Hill markets combined, saw a 13 percent increase by volume of unit sales; I anticipate this trend will continue in 2008 and Boston Realty Advisors' residential division will be well positioned to handle this growth."

About Boston Realty Advisors

Boston Realty Advisors, located in Boston, Weston and New York City, is a premier residential and commercial real estate brokerage and advisory firm. The Company, which is active in both commercial and residential tenant and landlord representation, is known for having an aggressive approach to online marketing and online lead acquisition. Boston Realty Advisors is a strong player in the residential real estate industry, serving the Eastern Massachusetts market. The firm is licensed in Massachusetts, New York, Connecticut, and Rhode Island.

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