



nerej

O'Neill of Grossman Companies brokers 1,000 s/f lease to Twig

November 24, 2010 - Retail

Twig, a floral shop, has opened its third location at 14 Austin St., according to Frank O'Neill, broker for The Grossman Companies, Inc. of Quincy, who represented the tenant and the landlord, Austin Street Realty Trust, in the transaction.

Owner Lou Whitney, who refers to his shops as 'Café@s for the Senses,' said he chose the location because it had been home to a flower shop for the previous eight years, and "I saw there were limited options for my target customers in the area." He commended O'Neill and Grossman Cos.' president Louis Grossman for their "willingness to help me succeed." Whitney's other two shops are in Boston, at the corner of Tremont St. and Mass. Ave. and on Charles St.

Whitney receives shipments direct from Holland several times a week, meaning the flowers are fresh and without a middleman, his prices are about 20% lower than comparable flowers. Twig was chosen three times as 'Best of Boston' in the annual Boston Magazine poll. In addition to special occasion, business and event arrangements, and gift baskets, Twig offers floral design classes.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540