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## **Diamond launches IGNITION Residential**

December 15, 2011 - Front Section

Merrill Diamond, a principal of Diamond Sinacori, has launched a multi-family marketing company with the two principals of Charlesgate Realty Group, Michael DiMella and P.T. Vineburgh. The name of the new firm is IGNITION Residential. IGNITION Residential is focused on the branding, re-branding, marketing, sales and rentals for both new and existing multi-family projects. The firm intends to focus in both the city and in the suburbs to the north, west and south.

"We think that the timing is great for a marketing company that combines my three decades of marketing multi-family residences in conjunction with the brokerage, sales experience and innovative technological expertise of Charlesgate Realty. We are focusing our efforts on both multifamily apartment and condominium developments, since both are undergoing a sea-change in the way these types of residential projects are, and will be marketed in the future. With Charlesgate being generally recognized as a pioneer in the area of web-based marketing, we offer a truly holistic and comprehensive approach to residential marketing."

Diamond Sinacori has marketed its own developments since its founding in 1978, perhaps most notably, The Waterworks at Chestnut Hill. Its development projects will now be marketed by IGNITION Residential, inclusive of Charing Cross, a new 57 unit residential project in Boston. Charlesgate Realty Group, founded in 2003 and located in Boston's Back Bay, has grown into one of the most successful real estate brokerages in the Boston area. They will continue with their core business: condominium/home sales, leasing brokerage and property management throughout Greater Boston, with larger projects falling within the portfolio of the new firm.

"We are excited at the opportunity to team up with someone like Merrill who has a successful track record in the marketing of multi-family properties. His architectural, development and marketing background -- compounded with our own brokerage success which is predicated upon technology, lead generation and analytics-based principles -- will create the foundation for fresh, innovative ways to market new and existing multi-family properties," said P.T. Vineburgh.

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