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Doubleclick Rental Props. opens in Medford, Boston & Chelsea - specializing in residential real estate

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Doubleclick Rental Properties, an agency specializing in rental properties in the residential real estate space, has opened its doors with locations in Medford, Boston and Chelsea.

The new company is a spinoff of Industrial Concepts Brokerage's (ICB), Wolfson Cutler Real Estate rental division, and leverages the use of technology and proprietary databases to benefit both property owners and prospective tenants. Last year, parent company ICB acquired the 70-year old Medford residential real estate firm, Wolfson Cutler Real Estate. Fred Massa, principal at ICB and owner of Wolfson Cutler, said that the plan to develop the new business grew out of an evaluation of Wolfson Cutler's Rental Division.

"We saw an increasing demand for rental properties, and our research showed that there was need for a stand-alone rental agency," said Massa. Doubleclick Rental Properties will be led by Massa's son and colleague, David, as well as Alex May, who began as a rental manager at Wolfson Cutler.

In addition to their location at 366 Salem St., Medford, Doubleclick has opened offices at 50 Franklin St., Boston in Downtown Crossing, and at 75 Williams St. in Chelsea.

Doubleclick Rental Properties is distinctive in the market in its use of proprietary databases and technology to match prospective tenants with quality properties, all backed up by the experience of a 70-year old real estate firm.

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