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Boston Realty Advisors and Metro Realty Corp. lease 100% of the units at the 100-unit The Element apartment building

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The city's red hot market reached new levels when the 100-unit new development, The Element apartment building in Allston's Green District preleased 100% of its units prior to completion.

This level of leasing activity has never been seen in the city apartment rental market, and according to Kristy Ganong, director of residential leasing at Boston Realty Advisors, "this reflects a combination of the strong rental market in Boston and a very well designed and fairly priced project." The project has been so successful; there is actually a long waiting list for the units that may become available on September 1st, 2013.

To satisfy the demand, The Mount Vernon Company is starting a second project directly across the street from The Element which is scheduled for completion in August 2013.

The strategic partnership between Boston Realty Advisors and Metro Realty Corp (BRA/Metro), handled the on-site leasing assignment for the Mount Vernon Co. The same team will assist the Mount Vernon Co., the developer in the leasing of The Edge.

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