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## **Sullivan & Sullivan launches new division: The Homes Connection - Sullivan & Sullivan Advantage**

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Full-service auctioneering firm Sullivan & Sullivan Auctioneers, LLC has taken their company to the next level by launching a new real estate division: The Homes Connection - Sullivan & Sullivan Advantage.

As a prominent leader in the real estate auction industry, Sullivan & Sullivan has insider access to an exclusive list of buyers and investors throughout Mass. These key individuals are already considering alternative options to traditional buying and selling, and view the Sullivan & Sullivan Auctioneers website daily to stay updated on current property offerings.

Capitalizing on this loyal following, Sullivan & Sullivan seizes their unique advantage in the real estate market by pairing The Homes Connection's marketing services with exposure to hundreds of their investor clients in promoting sellers' listings far outside their local reach.

This double exposure to both Sullivan & Sullivan auction buyers, as well as buyers searching the Boston & South Shore or Cape Cod & Islands MLS, gives each listing extra coverage.

"Our advantage in the industry is crystal clear! We can double the marketing exposure by tapping into our auction market," said managing agent Marianne Sullivan.

As a boutique firm, The Homes Connection - Sullivan & Sullivan Advantage evaluates all clients (sellers and buyers) on their individual merit, tailoring their services to provide customized assistance for clients ranging from first-time home buyers to investment property sellers.

Armed with over 25 years' experience in the business, their powerful team of trained and licensed real estate/auction professionals frequently partners with banks.

For over five years, Sullivan & Sullivan Auctioneers has specialized in marketing and auctioning residential, commercial, and industrial real estate in Mass., R.I., and N.H. During that time they've seen a growing niche develop as they observe how their foreclosure/auction services can help meet needs of traditional buyers and sellers.

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