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RESIS sells condominium at 45 PROVINCE for \$4.1 million

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RESIS the exclusive sales and marketing agent for 45 PROVINCE condominiums, completed the sale of a three bedroom unit at 45 Province St. for a closing price of \$4.1 million, selling at \$1,560 per s/f. The sale of unit 2001 marks this year's second sale of \$4 million and over at 45 PROVINCE, following a closing at \$4.01 million in March and creating a year of record sales for the luxury building.

Not only have sales from 45 PROVINCE captured over 11% of the entire Boston condominium sales market for units \$3 million and over, but the significant sales illustrate the increasing interest in Midtown Boston as a premier neighborhood.

RESIS was brought onto the 45 PROVINCE project in 2010 to redevelop and redirect the marketing and sales strategies for the luxury condominium units. RESIS principals, Wayne Lopez and Tina Bacci, designed a comprehensive sales and marketing strategy that has produced record gross and price per s/f sales, exceeding previous values for 45 PROVINCE and aiding in the establishment of Midtown as a luxury residential location. With over \$159 million in sales and 90% of the building sold out to date, RESIS' efforts to market the luxury lifestyle of 45 PROVINCE have proven beyond effective.

"Successfully executing our strategic plan has dramatically increased the pace of sales and has exceeded previous expectations regarding the value of luxury condominiums in Midtown," said Lopez. "We've already achieved record sales volume and market share capture by closing five homes with sales \$3 million and higher this year, and we just signed the purchase and sale contract for our highest sale ever, scheduled to close later this week."

RESIS provides and implements successful sales and marketing strategies from conception to completion for new construction rental and for-sale developments. The principals of RESIS have over 23 years of collective experience in residential real estate and have managed the marketing, sales, and leasing of 1,500+ units totaling over \$1 billion in the last ten years alone.

Bacci and Lopez developed their unique high-tech, high-touch approach for RESIS after many years on high profile projects in Boston. The RESIS approach creates research-driven marketing and sales strategies that have proven success by adding value to a range of residential developments in Boston, New England, and Canada.

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