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RealMassive goes live in Boston

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RealMassive, the first data provider to deliver open access to the commercial real estate marketplace, has launched in the Boston marketplace.

The addition of these new markets brings the current coverage on RealMassive's platform to over 1 billion s/f. The company is on track to exceed 2 billion s/f of commercial property coverage by the end of the year.

"At Cassidy Turley it's vital to provide our clients with exceptional service, strategic insight and timely market information. RealMassive's potential to provide real-time, thorough and accurate market data will be hugely beneficial to our team as we help our clients realize successful real estate strategies," said William Foley, executive managing director at Cassidy Turley in Boston.

In addition, the company plans to launch Los Angeles and Orange County on November 17. The rapid series of market launches is enabled through strong partnerships with leading commercial real estate (CRE) firms augmented by hundreds of researchers spread all over the country, logistically coordinated through a cloud-based framework. The framework was built and tested in the company's test market of Austin, Texas.

"We are thrilled to provide CRE professionals and tenants seeking commercial space in Boston with access to RealMassive. We're now firmly planted in key markets on both the East and West Coasts as we continue to execute our mission to give the industry control over their data. Our ability to launch multiple markets in this fashion is a testament to the capability of our launch teams," said RealMassive's CEO Joshua McClure.

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