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## **Evans, Blue and Davis of NAI Hunneman represent InCrowd in 10,501 s/f sublease**

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Watertown, MA NAI Hunneman completed a 10,501 s/f sublease transaction with InCrowd. The pioneer of real-time market intelligence to the life sciences and healthcare industries is moving from the Back Bay to a new headquarters space at Riverworks, located at 480 Pleasant St.

NAI Hunneman Urban Advisory Group members Peter Evans, Brooke Blue and Matthew Davis represented InCrowd in the transaction, while Ryan Romano and Brian Hines of Cushman & Wakefield represented the sub-landlord.

Peter Evans, NAI Hunneman

Brooke Blue, NAI Hunneman

Matthew Davis, NAI Hunneman

“The opportunity for great plug & play space at Riverworks materialized quickly and an agreement was reached on the same day. Both broker teams worked seamlessly and structured an agreement that met the timing and demands of the tenant and sub-landlord,” said Evans.

“NAI Hunneman’s Urban Advisory Group did a phenomenal job of showing us multiple options and reacted quickly to secure a fantastic move-in ready space that offers a full suite of amenities, solid access to public transportation and free on-site parking,” said InCrowd CEO Janet Kosloff. “Both management and our staff could not be happier with our new location.”

InCrowd provides a mobile microsurvey methodology and analytics engine that enables clients to reach targeted specialists and stakeholders easily among our extensive and diverse “Crowd” of healthcare professionals. These experts are available on-demand throughout the United States and around the globe, through the InCrowd platform, which is offered in 20 different languages. The brevity, speed, and simplicity of InCrowd’s approach has fundamentally changed the industry by providing quality data in situations where it was previously impossible to get timely market information. Nineteen of the top 20 pharmaceutical firms have relied upon InCrowd’s robust quality processes and verified experts to make fast, validated business decisions. For more information, visit [www.incrowdnow.com](http://www.incrowdnow.com).

NAI Hunneman’s Urban Advisory Group is focused on providing landlords and tenants with the highest level of innovative real estate solutions focused on Boston’s core urban markets as well as its immediate inner suburban ring. The Urban Advisory Group consists of Peter Evans, Colin Gordon, Matthew Davis, Jason Roth & Maxwell Pawk.

Headquartered in Boston, NAI Hunneman is a leading provider of commercial real estate services to corporations, institutions and the private market. NAI Hunneman is a member of NAI Global, the premier network of independent commercial real estate firms and one of the largest commercial real estate service providers worldwide. NAI Global manages a network of 7,000 professionals and 400 offices throughout the world. NAI professionals work together with its global management team to help clients strategically optimize their real estate assets.

