



CELEBRATING
55 YEARS

nerej

Samuels & Associates, in partnership with Landsea Homes, has sold out Pierce Boston

June 14, 2019 - Front Section

Boston, MA According to Samuels & Associates, in partnership with Landsea Homes, Pierce Boston has achieved sold-out status in 14 months since opening.

Located at the intersection of Brookline Ave. and Boylston St., the 30-story tower opened its doors on March 1, 2018. As of May 11, 2019, all of Pierce Boston's 109 condo units, 23 storage spaces, and 12 sky cabanas have been purchased.

"Since we started working in the Fenway, Samuels & Associates has created over 1,200 new residential units of all market types, but we've never seen a sellout happen so quickly like it did with Pierce," said Leslie Cohen, principal and COO at Samuels & Associates. "Pierce itself is unique, with amazing views and outstanding finishes, but the success of the building is as much about the neighborhood as it is about the specs. Nowhere else in the city do you have such easy access to great restaurants and shopping, local entertainment, world-class art, and open green space. It's clear that the dynamic and diverse community was a major draw for buyers. Today's luxury condo owners want to feel the value of their home reflected in the experience of their neighborhood."

"We are extremely proud of the unprecedented sales success with Pierce Boston. It's the proof point we were hoping for as we continue to establish Landsea Homes in the Northeast region," said Thomas Graham, president, New York Metro division of Landsea Homes. "When we set out on this project, our goal was to create a lifestyle-focused development that enhanced the lives of people in this highly-desirable community. By partnering with Samuels & Associates, we were able to create a one-of-a-kind luxury living experience that blends perfectly into the unique fabric of The Fenway."

Pierce Boston's amenities include concierge services, a rooftop swimming pool, a fitness center and yoga studio, a pet spa, an underground parking garage, a library, a private dining room, and private sky cabanas that were available for purchase by condo owners. The building's ground-floor retail tenants include:

nathailie, an intimate wine bar from Haley Fortier

The Wine Press, a specialty wine store focusing on curated wines, spirits, and craft beers

Orfano, a new Italian dining concept from Tiffani Faison (set to open this summer)

CB2, Crate & Barrel's sister store concept with modern furniture and home décor (set to open this summer)

Pierce Boston residents and retail shoppers will also enjoy the new Timeout Market food hall and 1.1-acres of open green space at the redeveloped 401 Park complex, set to open in June 2019.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540