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Featured Women-Owned Businesses: Sullivan & Sullivan Auctioneer

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What inspired you to start your firm, and how has your vision evolved over the years? The opportunity to seize the moment, go out on my own and lead my own company. All I really knew in the beginning is that I wanted to do something different from what I had seen in my own experience of the industry up to that point. I wanted to build a different kind of auction firm, one that was focused on the client's needs from the beginning and throughout the process. I saw value in

providing highly professional services in a truly personal way. Over the course of time while growing my company, I have become more convinced that adhering to client-first principles and being able to adapt to surprises is why my organization thrives regardless of commercial real estate market conditions.

What has been the most rewarding project or deal in your career, and what made it stand out? My most rewarding project was for Berkshire Bank, involving the foreclosure of a nearly complete 70-unit apartment complex. This project stood out because of its scale, complexity, and outcome. Preparation alone spanned almost three months. It was especially rewarding for three reasons:

1. Client Success – We exceeded the bank's expectations by successfully selling the property to a third party.
2. Team Performance – I was proud to see my team excel under pressure and demonstrate the full potential of our company.
3. Future Growth – Showcasing our ability to handle such a high-value, complex project strengthened our reputation and positioned us for more opportunities of this caliber.

Overall, this project highlighted the importance of diligence, teamwork, and execution, and it reinforced why I'm passionate about this business.

What advice would you offer to women who aspire to lead and succeed in your field? My advice to any woman considering a career in commercial real estate is to embrace it as a rewarding and dynamic field. It's fast-paced and highly competitive, so preparation is key. Seek out mentors who can guide you, and immerse yourself in gaining as much knowledge and hands-on experience as possible before diving in. I strongly believe this is the best advice for any woman considering a career in this field. It's extremely important to surround yourself with the right people, stay curious, and never stop learning. Those foundations will give you the confidence and resilience to thrive and stand out in this industry.

What has been one of the biggest challenges running your firm, and how did you overcome it? One of the biggest challenges I faced early in my career was working in a male-dominated industry. At the start, it wasn't always easy to be taken seriously or viewed as a leader in the auction business. The way I overcame it was through consistent results and persistence. By staying focused on delivering value for clients, proving our expertise, and building a reputation for professionalism and performance, we gradually eliminated that barrier. Today, being recognized as a top auctioneer both regionally and nationally, that challenge has transformed into one of our greatest strengths. We've earned our stripes, and I'm proud that our success also helps pave the way for other women in the industry.