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## **Municipal Auction Strategies, a division of The Zekos Group, conducts two auctions - \$638,000**

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Municipal Auction Strategies, a division of the Zekos Group, conducted two very successful auctions for the towns of Salisbury and Ipswich. Bidding was fiercely competitive in Ipswich where the Zekos Group offered a single family home on a prime 2.5 acre parcel. More than 25 qualified bidders crowded into the living room to engage in spirited bidding. The property was sold for \$346,500 to a North Shore investor.

The Salisbury auction featured several properties including a one acre commercial parcel on Main St. that generated \$181,500 after an enthusiastic round of bidding. A developable building lot close to Salisbury beach fetched \$110,000. The auction included several other properties and was held at Town Hall where prospective bidders packed the selectmen's meeting room.

The Salisbury town manager declared the auction "very successful" and town treasurer and tax title custodian, Christine Caron credited the success of the auction with the professionalism and effective marketing strategy of the Zekos Group.

The Zekos Group is the industry leader in municipal auctions and engaged in an accelerated marketing strategy that provided much needed revenue to both communities. The outcome proved once again that the auction method of marketing is alive and well

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