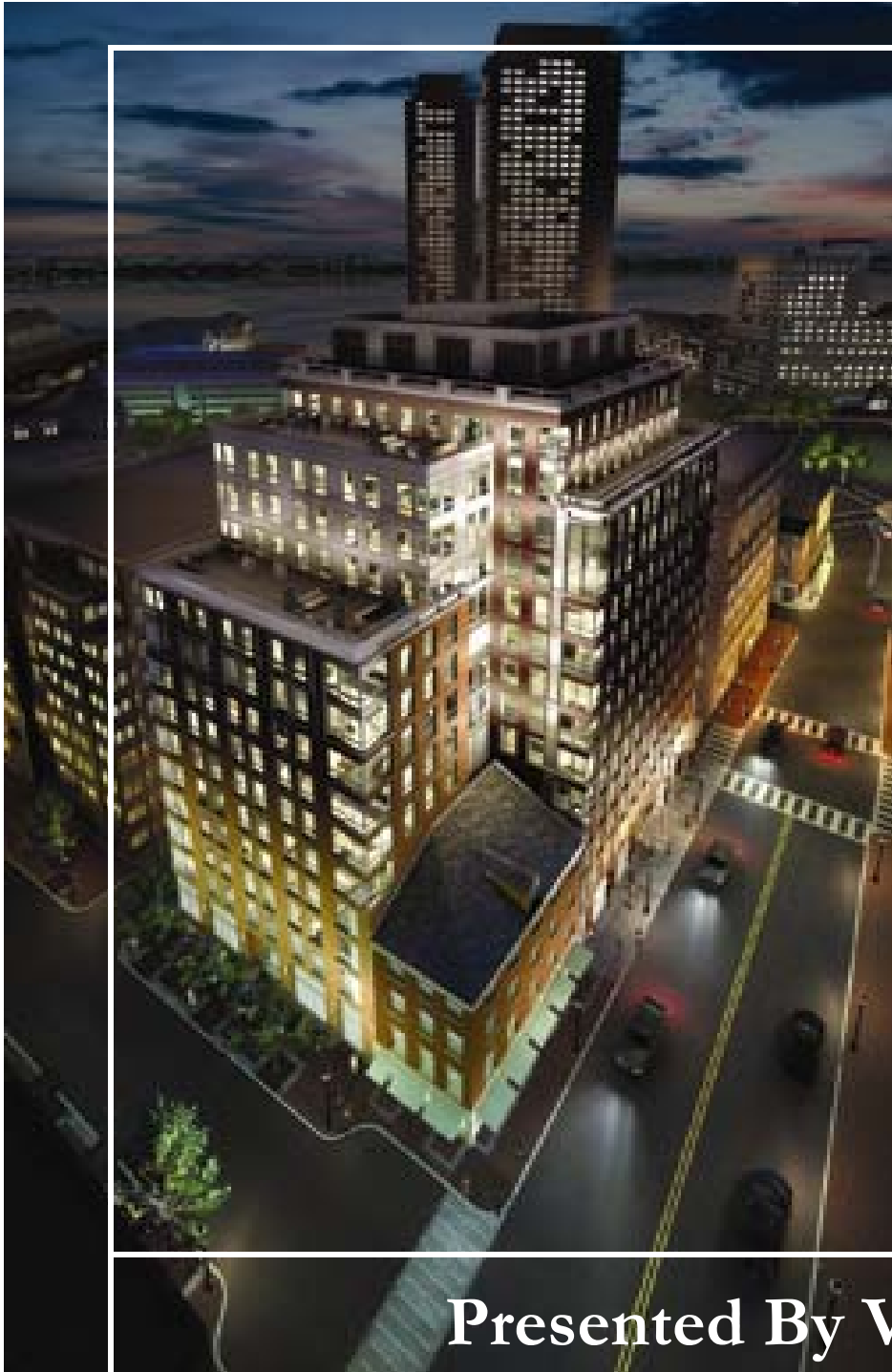




VELOCITY

ACCELERATED REAL ESTATE SALES



“The Anatomy of an Auction”

Presented By Velocity Marketing

Why use Velocity Marketing?

- We are real estate marketing professionals using “event strategies” to drive people to buy real estate in a condensed time period.
- We create a unique selling environment that adds *excitement* and *urgency* to the sales process.
- We have managed sales in excess of \$200 billion of product throughout the country via auctions.



VELOCITY

When should you use Velocity Marketing?

- Uncertain market conditions
- Excess available inventory in the marketplace
- For a condensed method of liquidating property



VELOCITY

Auctions

Why Use Them?

- Market is in a stalemate between sellers and buyers over unit price.
- Flight to quality
- Buyers will purchase at the right value



VELOCITY

Marketing Conclusion

Create an “event”... do not just hold an auction!



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Types of Auctions

- Absolute
- Sealed Bid
- Non-published reserved
- Published reserved (minimum bid)



Auctions

The Inverted Purchase Process

- The buyers do their due diligence prior to signing their P&S.
- Research the marketplace to determine value.
- Tour the property
 - Open Houses
- Review the documents
 - Via CD
- Receive financing approval
 - On-Site mortgage representative



VELOCITY

Marketing Campaign

- **Meet with existing homeowners prior to starting the marketing campaign.**
- Web Site
- Brochure
- Advertising
 - On-Line
 - Print Ads
 - Radio/TV (optional)
- E-mail Blasts
(in lieu of direct mail)
- Public Relations
- Open House Tours
- On-site signage



VELOCITY

Website – 7,631 Visits in 30 Days

Follo Boston - New Luxury Condominiums in Downtown Boston, MA - Mozilla Firefox


File Edit View Go Bookmarks Tools Help

http://folloboston.com/

Auction Information Center: 80 Broad Street Mon-Sun 12-5pm, Thurs 12-7pm (617) 695-1600 [Directions](#)

Return visitors may use the password to enter:

Visit Follo Boston Today
The Auction Is This Saturday!



Follo
B O S T O N

Auction
CLOSE OUT SALE
Saturday, October 7 2006
34 Luxury Residences

Join us for this once in a lifetime opportunity.
Register to bid at our onsite Auction Information Center.
80 Broad Street, Mon-Sun 12-5pm, Thurs 12-7pm

For a preview click below or contact us via email or phone:
Auction@FolloBoston.com
(617) 695-1600

[CLICK HERE TO ENTER](#)

Auction Information Center: 80 Broad Street Mon-Sun 12-5pm, Thurs 12-7pm (617) 695-1600
If you cannot view this page correctly, [click here for the TEXT ONLY version](#) of FolloBoston.com.
If you have javascript disabled, and want to use the flash site [click here](#).
©2006 Follo Boston

Done



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Website – Collect Visitor Information

- Visitor information is required to view entire website

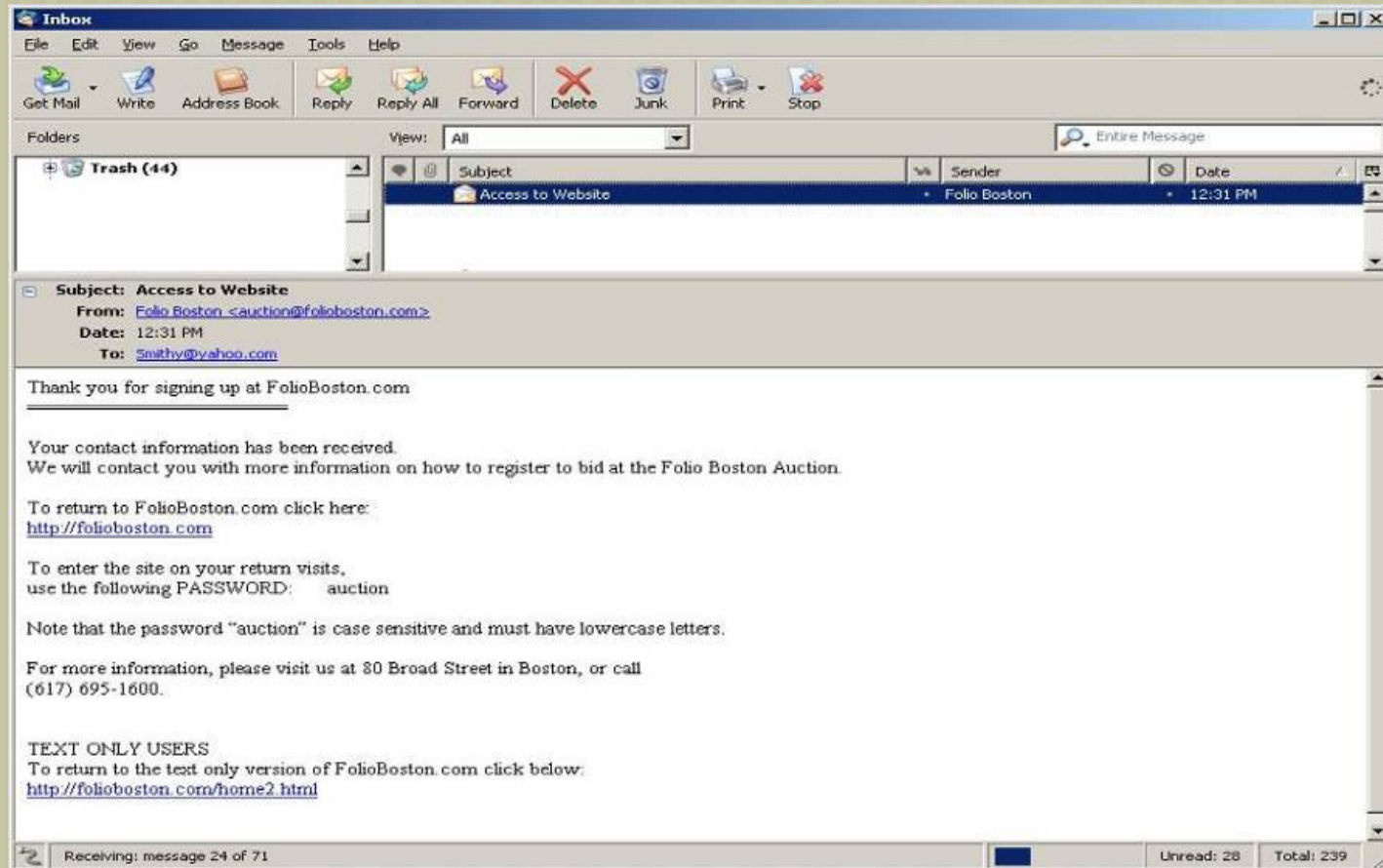
A screenshot of a Mozilla Firefox browser window displaying the website for Follo Boston. The browser's address bar shows the URL <http://foloboston.com/>. The website header includes the text "Auction Information Center: 80 Broad Street Mon-Sun 12-5pm, Thurs 12-7pm (617) 695-1600" and navigation links for "HOME" and "CONTACT". The main content area features the Follo Boston logo and a heading: "~ SUBMIT YOUR CONTACT INFORMATION ~". Below this heading is a sub-heading: "Please tell us about yourself before viewing the rest of the website." The contact form consists of several input fields: "First Name:" with the value "Joe", "Last Name:" with "Smith", "Email Address:" with "Smithy@yahoo.com", "Confirm Email:" with "Smithy@yahoo.com", and "Daytime Phone:" with "555-798-3246". There is also a dropdown menu for "How did you hear about the auction?" with "Internet Search" selected. A small "enter" button is located below the phone number field. To the right of the form, there is a section titled "Auction Information Center is located at:" followed by the address "Follo Boston, 80 Broad Street, Boston, MA 02110" and a "Directions" button. Below this, it states "Opening Saturday, Sept. 9th" and "Mon-Sun 12-5pm, Thurs 12-7pm". Further down, it says "Send comments or questions to: Auction@FolloBoston.com" and "Or call: (617) 695-1600". Another "Directions" button is provided for "The Seaport Hotel, 200 Seaport Blvd., Boston, MA". At the bottom of the page, there is a footer with the text: "Auction Information Center: 80 Broad Street Mon-Sun 12-5pm, Thurs 12-7pm (617) 695-1600. If you cannot view this page correctly, click here for the TEXT ONLY version of FolloBoston.com. If have javascript disabled, and want to use the Flash site click here. ©2006 Follo Boston". The browser's status bar at the bottom shows "Transferring data from ss95.shared.server-system.net...".



VELOCITY

Website:

- After visiting the website, a confirmation E-Mail is sent with a security password.



VELOCITY

Brochure

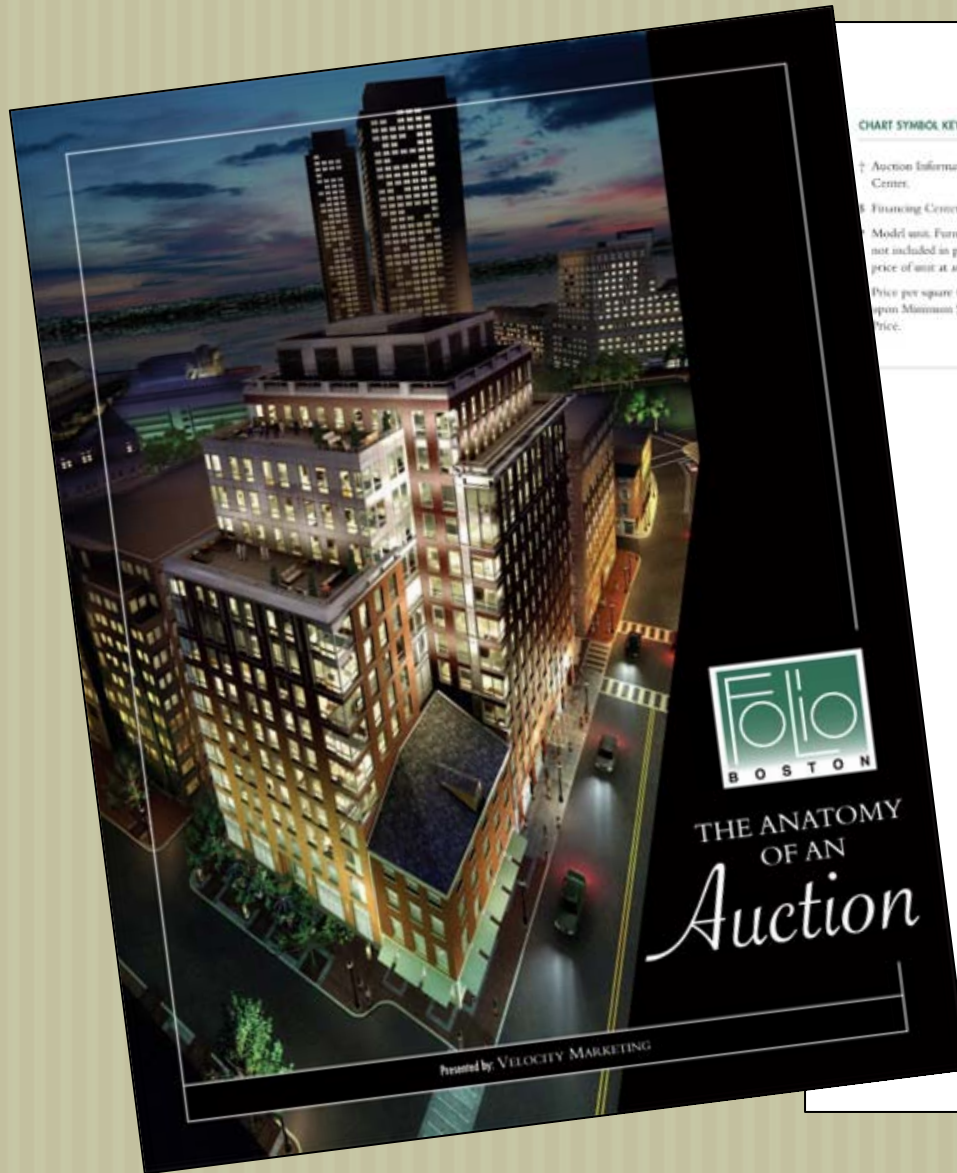


CHART SYMBOL KEY

† Auction Information Center.

‡ Financing Center.

Model unit. Furnishings not included in purchase price of unit at auction.

Price per square foot based upon Minimum Selling Price.

TABLE OF RESIDENCES

UNIT NO.	TYPE	APPROX. SQ. FT.	LAST ASKING PRICE	MINIMUM SELLING PRICE	PRICE PER SQ. FT.
207	2 BR, 2.0 BA	1410	\$815,000	\$560,000	\$397
502	2 BR, 2.0 BA	1216	\$810,000	\$550,000	\$452
602	2 BR, 2.0 BA	1216	\$825,000	\$550,000	\$452
604	2 BR, 2.0 BA	1282	\$845,000	\$575,000	\$449
702	2 BR, 2.0 BA	1216	\$855,000	\$550,000	\$452
704	2 BR, 2.0 BA	1282	\$915,000	\$575,000	\$449
707	2 BR, 2.0 BA	1156	\$910,000	\$580,000	\$502
708	2 BR, 2.0 BA	1168	\$850,000	\$545,000	\$467
801	2 BR, 2.0 BA	1105	\$785,000	\$540,000	\$489
802	2 BR, 2.0 BA	1216	\$870,000	\$550,000	\$452
804	2 BR, 2.0 BA	1282	\$935,000	\$575,000	\$449
808	2 BR, 2.0 BA	1168	\$855,000	\$545,000	\$467
901	2 BR, 2.0 BA	1105	\$795,000	\$540,000	\$489
902	2 BR, 2.0 BA	1216	\$885,000	\$550,000	\$452
904*	2 BR, 2.0 BA	1282	\$950,000	\$575,000	\$449
908	2 BR, 2.0 BA	1168	\$865,000	\$545,000	\$467
909	1 BR, 1.0 BA	596	\$480,000	\$325,000	\$545
1001	2 BR, 2.0 BA	1105	\$805,000	\$540,000	\$489
1002	2 BR, 2.0 BA	1216	\$900,000	\$550,000	\$452
1004	2 BR, 2.0 BA	1282	\$975,000	\$575,000	\$449
PENTHOUSES					
PH 1102*	2 BR, 2.5 BA	1664	\$1,385,000	\$790,000	\$475
PH 1103	2 BR, 2.5 BA	1815	\$1,610,000	\$950,000	\$523
PH 1104	2 BR, 2.5 BA, TERRACE	1573	\$1,610,000	\$1,025,000	\$652
PH 1201	2 BR, 2.0 BA	1410	\$1,175,000	\$725,000	\$514
PH 1202	2 BR, 2.5 BA	1664	\$1,410,000	\$790,000	\$475
PH 1203	2 BR, 2.5 BA	1815	\$1,695,000	\$950,000	\$523
PH 1204	2 BR, 2.5 BA	1573	\$1,460,000	\$850,000	\$540
PH 1401*	2 BR, 2.0 BA, TERRACE	1553	\$1,600,000	\$1,025,000	\$660
PH 1402†	2 BR, 2.5 BA, TERRACE	1582	\$1,760,000	\$1,025,000	\$648
PH 1403	2 BR, 2.5 BA, TERRACE	1541	\$1,620,000	\$1,025,000	\$665
PH 1404‡	1 BR, 1.5 BA	1070	\$925,000	\$560,000	\$525
BULFINCH 3-BEDROOMS					
201	3 BR, 2.5 BA	1910	\$1,160,000	\$795,000	\$416
301	3 BR, 2.5 BA	1910	\$1,200,000	\$825,000	\$432
401	3 BR, 2.5 BA	1910	\$1,245,000	\$835,000	\$437

Brochure: Terms & Conditions



A Folio Boston view toward the Northeast.

A Folio Boston view toward the Southeast.

terms & conditions

FOLIO BOSTON AUCTION

Minimum Selling Price

This sale includes 34 condominium residences for minimum selling prices as low as \$325,000.

A published minimum selling price has been established for all the residences. This means that the Seller has agreed to accept from registered bidders all bids equal to or greater than the published minimum selling price for each of these residences. No bid below these minimums will be recognized.

Homeowners Associations

Purchasers become members of the Folio Boston Condominium Trust and are assessed a monthly fee. The Trust maintains the common areas, portions of the utilities, building insurance, the parking facility and concierge and building security. For details contact the Auction Information Center.

1. REGISTRATION

Registration is required to attend the auction and be eligible to bid. Complete and return the Auction Registration Form prior to auction day.

If you are planning to purchase more than one residence, your Auction Registration Form must be received no later than **October 2, 2006**. Registrants will be notified of the number of homes they have been approved to purchase.

On auction day, all approved registered bidders must present a separate Cashier's Check, Traveler's Check, Certified Check or Money Order ("Cash Equivalent") or cash in the amount of \$10,000 for each unit that they have been approved to purchase. Your Cash Equivalent will be used as a portion of the required 10% deposit for each home. Cash Equivalent(s) should be made payable to yourself. The balance of your deposit may be in the form of a personal check. (See DEPOSIT).

Those who register on auction day will be required to complete the Auction Registration Form and proof of a Cash Equivalent. Auction day registrants will be limited to the purchase of one residence only.

2. ON-SITE INSPECTION AND SALE DOCUMENTS

You should personally inspect all units you are interested in purchasing including a physical inspection of the premises.

The following documents are available for viewing at the Auction Information Center and should be thoroughly reviewed for details of the offering: (a) Purchase and Sale Agreement; (b) specimen Title Insurance Policy; (c) Master Deed; (d) Declaration of Trust, including bylaws, rules and regulations; (e) Condominium Operating Budget; (f) specimen Unit Deed. Electronic copies of these documents will be made available to Registrants upon request.

3. DEPOSIT

As a successful bidder you will be required to deposit 10% of your bid price and sign a Bid Confirmation Sheet immediately upon acceptance of your bid. An auction escort will then escort you to the contact area where you will complete the

Purchase and Sale Agreement. All parties intending to be listed as a Buyer under the Purchase and Sale Agreement must be present at the auction (or represented via power of attorney, Buyer's approved representative) multiple units will be allowed to remain in the auction hall until the end of the auction and will complete the Purchase and Sale Agreement(s) immediately following the auction.

4. FINANCING

Excellent financing is available for qualified buyers. In the event a buyer wants a financing contingency in the Purchase and Sale Agreement, buyer must use financing arranged by the Seller and obtain pre-approval through the Lender provided by the Seller prior to auction day.

In order to assist a buyer applying for financing arranged by the Seller, a mortgage broker from the Lender will be present on site on open house dates to meet with buyers by appointment.

In the event a Buyer is pre-approved for financing arranged by the Seller for a specific dollar amount prior to auction day and the buyer fails to fund that amount, the buyer may elect to terminate the Purchase and Sale Agreement and Seller, in each event, shall refund deposit to Buyer in full. No other financing contingency will be provided.

5. CLOSING

All sales must close on or before **November 21, 2006** (45 days after the auction).

6. EXTENSIONS

In certain cases, the Seller may grant a fifteen-day extension of the closing date for a non-refundable extension fee of one percent of the purchase price. This fee will not be credited to the purchase price. Requests for extensions must be made at least five days prior to the scheduled closing date.

All extension requests are evaluated by the Seller in a case-by-case basis and are solely at the Seller's discretion. Extensions are granted only to buyers who have demonstrated good faith in attempting to close by the scheduled date. No sale will be contingent upon receiving an extension from the Seller.

7. ADDITIONAL CONDITIONS

(A) No claim will be considered for allowance, adjustment or rescission based upon failure of the condominium to correspond to any particular expectation or standard (except the specimen Title Insurance Policy).

(B) No bidder shall offer an advance upon the previous bid of less than such amount as the Auctioneer in his sole discretion directs. In the event of a dispute between bidders, the Auctioneer shall make the sale and final decision to either accept the final bid or void and void the property to dispute. The auction will be awarded and if any dispute arises following the auction, the Auctioneer's record shall be conclusive in all respects.

(C) Title insurance is available for each condominium, insuring the title in the standard form of ALTA Insurance Policy. A copy of the specimen Title Insurance Policy may be inspected prior to the auction.

(D) On auction day, the condominiums will not necessarily be auctioned in the order in which they appear in the catalogue. The order of the bidding will be announced prior to the auction.

(E) Taxes and square footage on both for the homes are approximate only based on the best information available, but actual sizes and square footage may be different.

(F) Seller reserves the right to refuse assistance to or expel anyone from the auction premises for interference with auction activities, nuisance, canvassing or other reasons.

(G) Seller has the right to postpone or cancel the auction in whole or in part, in its discretion, and to modify or add any terms and conditions of sale and to announce such modifications or additional terms and conditions either prior to or at the auction.

(H) No real estate broker participation will be honored.

~AUCTION DAY~

SATURDAY, OCTOBER 7TH AT THE SEAPORT HOTEL, 200 SEAPORT BLVD., BOSTON, MA

Bidders should arrive for check in at 10:00 a.m. The auction will begin promptly at 11:00 a.m. and will last approximately 1 1/2 hours.

DIRECTIONS TO THE SEAPORT HOTEL

Note: Directions to the hotel can also be obtained through www.seaportboston.com.

FROM POINTS WEST VIA I-90: Follow the Massachusetts Turnpike/I-90 East to Exit 24A/South Station. Proceed straight onto Atlantic Ave. Take the 3rd right onto the Moody's Bridge/Seaport Boulevard. Follow Seaport Boulevard for approximately .8 miles. The Seaport Boulevard entrance to the Seaport Garage will be on the right, after the Seaport Boulevard/B Street intersection.

FROM POINTS SOUTH VIA I-93: Heading northbound on I-93 towards Boston, take Exit 18/Frontage Road. At the second traffic signal take a right onto the South Boston

Bypass Road loop to All traffic to support the detour). Take a left at the second signal (a flashing yellow signal) on Bypass Road onto West Service Road. Take the next right onto Congress Street. Take the next left onto East Service Road. Take the next right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will be on the right, after the Seaport Boulevard/B Street intersection.

FROM LOGAN INTERNATIONAL AIRPORT AND ROUTE 1A SOUTH: Follow the signs towards 190 West / Ted Williams Tunnel. Take the Ted Williams Tunnel to Exit 25. At the top of the ramp proceed straight onto B Street. Follow B Street to the end and take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will be on your right.

FROM POINTS NORTH VIA I-93: Heading southbound on Interstate 93 Boston, take Exit

(I) Prospective Buyers should examine the residences and all supporting documentation carefully as each bidder is responsible for evaluating the condominiums and shall not rely on the seller or sales agents. All sales are "what is, is it" without warranty or guarantee of any kind, expressed or implied, except for the limited warranty attached to the Purchase and Sale Agreement. All units will be sold "as-is." Seller reserves the right to negotiate the sale of furnishings to an interested Buyer following Buyer's execution of the Purchase and Sale Agreement.

(J) Parking spaces will be made available for purchase via Rider to the Purchase and Sale Agreement. Parking spaces are not included in the purchase price at auction.

(K) Other uses where prohibited. Brochure will not be mailed to residents of any state in which this offering is not in compliance with the real estate laws or other laws of that state.

23. Purchase Street. At the top of the ramp, go through (1) set of lights, take left U-turn (signed - "to Seaport Blvd.") Take first right onto Seaport Boulevard and follow Seaport Boulevard for approximately .8 miles. The Seaport Boulevard entrance to the Seaport Garage will be on the right, after the Seaport Boulevard/B Street intersection.


FROM POINTS WEST VIA SEABOARD DRIVE: Take Seaboard Drive East to Leveaux Circle and follow signs for Interstate 93 South/Logan Airport. Once on Interstate 93 South, follow directions from "Points North."

FROM PUBLIC TRANSPORTATION: From South Station, take the MBTA Silver Line (one level above the Red Line, one below the food court) to WTC Station. Take the stairs/elevators/elevators to the upper level and exit onto WTC Ave.



VELOCITY

Brochure: Registration Card



AUCTION REGISTRATION FORM

Complete and return this Registration Form immediately in order to be eligible to bid.

BIDDER NUMBER: _____
(To be filled in by Auctioneer)

Check one only:

I *plan* to purchase only 1 residence

I *plan* to purchase 2 or more residences

NAME: _____ HOME PHONE: _____

BUS. PHONE: _____ E-MAIL: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIP: _____

I am interested in the following properties, in order of preference (by property number)

(1st)# _____ (2nd)# _____ (3rd)# _____ (4th)# _____

I HAVE received, read and accepted the terms and conditions of sale for the Auction which are set forth in the Auction Brochure and incorporated herein by reference.


DATE: _____ SIGNATURE: _____

80 Broad Street | Boston, MA 02110 | (617) 695-1600 | www.FolioBoston.com



VELOCITY

Print Advertising



Visit Today!

34 Luxury Residences in Boston's Waterfront District

Folio BOSTON

Auction close-out sale

SAT. OCT. 7 AT 11 A.M.

www.FolioBoston.com
80 Broad Street, Boston, MA | (617) 695-1600

Minimum Selling Prices From \$325,000
Open Daily 12-5 p.m., Thursdays 12-7 p.m.



FINANCING AVAILABLE THROUGH: **Countrywide** HOME LENDING
THE JOSEPH SMITH TEAM (617) 236-1555
AUCIONER: DEAN ASSOCIATES, INC. (800) 633-6100

AUCTION PRESENTED BY: VELOCITY MARKETING
SELLING AGENT: THE COLLABORATIVE COMPANIES

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Folio BOSTON AUCTION
34 LUXURY RESIDENCES IN BOSTON'S WATERFRONT DISTRICT

Close-out sale: Saturday, October 7, 2006 • 11 a.m.

Visit our website now!
www.FolioBoston.com

Minimum Selling Price From \$325,000
All homes will be sold to the highest bidder. Last opportunity to purchase these new Luxury Residences in Downtown Boston.

Uniquely sited in the Custom House Historic District, Folio is just steps away from the North End, Faneuil Hall, the Waterfront, the Rose Kennedy Greenway, and Boston's Financial District. Three subway stations are a short walk from Folio: Aquarium, State Street and South Station. Drivers will enjoy immediate access to the 93 Tunnel, the Mass Pike and Logan Airport.

Auction Information Center
80 Broad Street, Penthouse 1402
Boston, MA

Opens Saturday, September 9 at noon
Regular Hours, Open Daily: 12-5 p.m.
Thursdays 12-7 p.m.

For more information visit www.FolioBoston.com or call (617) 695-1600.

Auction to be held at the Seaport Hotel - Boston

SAMPLE OF RESIDENCES AVAILABLE

UNIT NO.	TYPE	APPROX. SQ. FT.	LAST ASKING PRICE	MINIMUM SELLING PRICE	PRICE PER SQ. FT.
207	2 BR, 2.0 BA	1410	\$815,000	\$560,000	\$397
1004	2 BR, 2.0 BA	1282	\$975,000	\$575,000	\$449
1203	2 BR, 2.5 BA	1815	\$1,695,000	\$950,000	\$523

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AVAILABLE THROUGH: **Countrywide** HOME LENDING
THE JOSEPH SMITH TEAM (617) 236-1555
DEAN ASSOCIATES, INC. (800) 633-6100

AUCTION PRESENTED BY: VELOCITY MARKETING
SELLING AGENT: THE COLLABORATIVE COMPANIES



VELOCITY

Using the Internet

Real estate - Boston.com - Mozilla Firefox
http://www.boston.com/realestate/?p1=GH_RE

Classic starter home styles

GMAC Real Estate

Real Estate
boston.com your connection to The Boston Globe

Home News A&E Business Sports Travel Your Life Cars Jobs Personals Real Estate Sign In Register Now

Buying Renting Luxury Communities New developments Active adults Recent Sales Mortgage News Place an ad

Sell over 45,000 listings!

Recent searches:
Boston (237 results)
Roslindale (158 results)
Waterfront (81 results)

Recent sales:
Boston | Cambridge | More

LET A HOME FIND YOU
SIGN UP FOR E-MAIL ALERTS

New Developments

Depot Square Condos: \$224,900-\$379,900
Depot Square is the location of the newest downtown condominium complex...

Boott Cotton Mills: \$395,630
Boott Cotton Mills is home to the Waterfront Lofts with spectacular views of the historic river...

Worcester Square: \$450,000 - \$1,200,000
Located in the SOWA district of Boston's South End, the new luxury residences...

Open Houses | Commercial | Moving quotes | Photo Galleries

HOME OF THE WEEK | LUXURY LIVING
Modern carriage house
Previous owners converted this 1770 home from a barn in 1976, and much original detail remains.
See photos of the home
Previous homes:
Worcester | Lynn | Concord | Milton
New England Dream House

Submit your home
If your home is on the market and has distinctive features, details, or history, share it with us.
Submit your information and photos here

Real Estate News

Century 21
McLennan & Company
(978) 373-2100

Fear and anxiety on the housing market
As homes linger on the block, owners find it harder to deal with declining prices and the uncertainty of when they will be able to move. (BostonGlobe)
Audio: Selling woes in a soft market

More Globe headlines:
HANDYMAN ON CALL: Weathered shingles will last for decades
OIL LOCATION: Patriots' move
Home sellers live with stress as days pass with no sale
Major projects changing neighborhood's landscape
Sold! Auction reflects downturn

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Folio
BOSTON

Only 2 Weeks left before the Auction!

REGISTER TO BID
at Folio Boston: 80 Broad St.
Auction Information Center:
Mon-Sun 12-5pm
Thurs 12-7pm

Saturday, October 7, 2006
at
The Seaport Hotel, Boston

Boston.com Advertising



VELOCITY

E-Mail Blast

Folio Boston Auction
CLOSE OUT SALE
Saturday, October 7, 2006
34 Luxury Residences
10 Days until Auction!

Auction Registration Info: Please Read

Our conversations with several of you have revealed some confusion about the registration process.

The following items have not registered you to bid at auction:

- (Visitors) The card you filled out before entering the building
- (Web viewers) The contact information you entered through our website

Please expect a follow-up phone call from one of our auction staff to clarify the registration process and answer any questions you may have about the auction.

To Register to bid at the Folio Boston Auction:

- 1) Visit the Folio Auction Information Center to pick up a brochure and Registration Card, or call to request that a brochure be mailed to you.
- 2) Review the Terms & Conditions of the Auction, as listed in the brochure and posted on the FolioBoston.com website.
- 3) Complete the Registration Card (located in the brochure) accepting the Terms & Conditions of the Folio Boston Auction, and return the signed card to our Auction Information Center. You may mail in your Registration card, or Hand it to one of our staff in the Auction Information Center during your visit! Your Registration Card must be received before Auction Day.

Auction Information Center
Folio Boston, 80 Broad Street
(617) 695-1600
Open daily from 12 - 5pm, Thursdays 12 - 7pm

Please call us with any questions about the auction!

Making Multiple Purchases
Those interested in making multiple purchases on auction day must:

- 1) Register by Monday, Oct. 2
- 2) Get Loan Pre-approval (required) by Thursday, Oct. 4 from our Lender Joseph Smith, (617) 236-1555

Countryside Home Loans



VELOCITY

Public Relations: Newspaper



The Boston Globe WEDNESDAY, SEPTEMBER 6, 2006

Going once . . . In echo of '90s bust, auction set for 34 unsold luxury condos in Hub

By Kimberly Blanton
GLOBE STAFF

The developer of a new luxury condominium project in Boston's financial district is resorting to a tactic last seen in the real estate bust of the 1990s: It's holding an auction for the 34 remaining, unsold condominiums.

The units on Broad Street — 11 of them penthouses — will be sold in a live auction at the Seaport Hotel in South Boston on Oct. 7. The developer of the 14-story Folio Boston project hoped to capitalize on completion of the Big Dig tunnel and construction of the Rose Kennedy Greenway, which has been delayed but would clear the way to the waterfront for pedestrians.

A minimum bid will be required for each unit. A one-bedroom currently offered for sale at \$480,000 will be sold at or above its \$325,000 minimum price. The most expensive unit to be auctioned, a \$1.76 million, two-bedroom with a wrap-around

terrace on the 14th floor with a waterfront view, has a \$1,025 million minimum price.

"There's been a stalemate between the buyers and sellers," said Jon Gollinger, whose firm, Collaborative Cos., was the sales agent for Folio's condos, and who will handle the auction through his other firm, Velocity Marketing.

"We want the market to determine the value," he said. "We're starting at a price that's laughably low."

Auction set for 34 unsold luxury condos in Hub

Auctions often heighten interest among potential buyers who think they can get bargains. Homeowners and developers often resort to such one-day sales in a declining market to quickly dispose of properties, cut their losses, or repay lenders.

While more individual properties, such as single-family, vacation and retirement houses, have been auctioned recently, this is the first auction of multiple units in a single project in Boston. And it is one of the first high-rise condo auctions in the country.

The Folio auction, which is scheduled to be disclosed today, is

sure to rattle competing downtown developers forced to deal with what could be low prices that would bring down sales prices for comparable condos in their projects.

Downtown condo sales, which had remained strong even after the suburban market began to slow, slumped 7.9 percent between January and the end of July, according to real estate research firm Listing Information Network. The median condo price in downtown Boston, \$573,761, is 5.9 percent lower than a year earlier.

The last time auctions were popular around Boston, the real estate market was in crisis. "I was around in the late '90s and early '00s when all that went on, and I kind of cringe. Are we doing this all over again?" said Diane Maloney, president of Marketing Group of New England who markets the 44-unit loft building on Broad Street, near Folio.

But Maloney predicted Folio's prospective bidders are "not going to walk away with" condos at bargain-basement prices. Even in the current market downturn, she said, "the good product in a good location is going to hold value."

Under auction rules, the development firm, 80 Broad Street LLC, headed by Michael Rausso, must accept all bids that exceed each unit's minimum price. Bidders are required to inspect the units they plan to bid on prior to auction. Winning bidders must

MARKET WATCH
Read previous coverage of the softening real estate market, plus view a photo gallery of the Folio Boston development, at boston.com/business



VELOCITY

Tracking Potential Bidders

- **Auction success is driven by numbers**
- **The Auction Ratio and Regression Analysis**
- **Tracking consists of:**
 - **Contact leads driven by website**
 - **Contact and follow up with all onsite visitors**
 - **Contact and follow up with all “be-back” visitors**
 - **File and follow up on contact information for all registered bidders**



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