

## Case Study

NAI Hunneman completed the sale of a 96-unit apartment complex located in downtown Reading. As exclusive agents we contacted over 4,000 investors via e-mail, direct mail, and phone call solicitation and sent out over 150 offering memorandum packages. The Call for Offers marketing process resulted in 41 qualified tours and 23 offers. It was sold for \$16.4 million.



### High praise from the seller:

“I had the great pleasure of working with Carl recently to sell our 96-unit apartment complex located in downtown Reading, MA. Carl's tirelessly efforts to market the portfolio involved reaching out to over 4,000 potential investors through e-mail, direct mail, and phone call solicitations. After over 150 offering memorandums were sent out, the complex was sold for \$16.4 million in January 2016. His dedicated approach helped us to get the best possible price for the complex.

Carl's professionalism and in-depth knowledge of the Boston real estate market is unparalleled. I would not hesitate to work with him again on a future project..”

**JOE TOMEI**  
**TKV ASSOCIATES**

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