

# 2011 BROADLUXE SALES REPORT

99 – 105 BROAD STREET BOSTON, MA 02110

Broadluxe condominium sales analysis compiled by Stuart St James, a Boston-based residential real estate brokerage serving Boston and beyond.



**STUART ST JAMES**  
RESIDENTIAL REAL ESTATE BROKERAGE

## 2011 INAUGURATES CONDO RESALE ACTIVITY AT FINANCIAL DISTRICT'S BROADLUXE

2011 was the first year of true resale activity at the Broadluxe loft-style condominium development in the heart of Boston's Financial District.

Following auction and post-auction sales of 2008, the development underwent resale activity largely comprised of investors trying to "flip" and quickly profit off of auction pricing discounts.

2010 was a quiet year, but as we moved into 2011, four condos in the building sold (details of each to the right). The **average sales price per square foot was \$564** and the average number of days it took to sell a condo at the Broadluxe was 59 days.

## EXPIRED, CANCELED, AND UNDER AGREEMENT LISTINGS

There were three additional properties listed for sale in Broadluxe during 2011 - units 7A and 5G (listed for sale twice). Each of these listings underwent listing agreement expirations or were canceled and removed from the market.

The average listing price per square foot for expired and canceled listings was \$655 (16% higher than those units that sold) and were on the market for an average of 149 days (1.5 times longer than those units that sold).

Currently unit 6A at Broadluxe is Under Agreement.

Unit 5F
Square Feet: 539
Bedrooms: N/A (Studio)
Baths: 1
Original List Price: \$309,000
Sale Price: \$310,000
<b>Price per Square Foot: \$575</b>
<b>Days on Market: 23</b>
Sold Date: March 23, 2011
Broker: <a href="#">Stuart St James</a>

Unit 3G
Square Feet: 550
Bedrooms: N/A (Studio)
Baths: 1
Original List Price: \$349,000
Sale Price: \$315,000
Price per Square Foot: \$573
Days on Market: 51
Sold Date: April 1, 2011
Broker: Otis & Ahearn

Unit 8D
Square Feet: 694
Bedrooms: 1
Baths: 1
Original List Price: \$399,000
Sale Price: \$389,000
Price per Square Foot: \$561
Days on Market: 44
Sold Date: July 1, 2011
Broker: Prime Realty

Unit 4F
Square Feet: 566
Bedrooms: N/A (Studio)
Baths: 1
Original List Price: \$335,000
Sale Price: \$320,000
Price per Square Foot: \$565
Days on Market: 83
Sold Date: August 19, 2011
Broker: Prime Realty

*To discuss the sale of your Broadluxe condo with the brokerage who commanded the highest price per square foot and the shortest number of days on market of any sold Broadluxe listing in 2011, contact Stuart St James at 617-819-5850 or by email at [info@stuartstjames.com](mailto:info@stuartstjames.com).*