

## **Lofts.com Makes Urban Living More Accessible in Boston**

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Think of urban living, and lofts are likely the first homes that come to mind. There's a reason for this: Lofts are one of the fastest-growing real estate trends, thanks to their versatility, their central location and the live-work movement. Now, thanks to the new Lofts.com, Boston loft renters, buyers and sellers are more connected to the loft lifestyle than ever.

Launching first in Boston with plans to move into New York next, Lofts.com aims to be the hub of the city's booming loft market.

"Our philosophy is simple: We'll use our passion for and knowledge of lofts to help our clients find their dream lofts," explained Lofts.com president Shuki Haiminis. "We live and breathe lofts. So now we're asking Boston to let our obsession translate to buyers and renters finding their ideal lofts."

One of only a handful of real estate sites that celebrate loft living, Lofts.com agents list hundreds of lofts of various architectural styles and price points in the greater Boston area — from a \$49,000 garage loft in Worcester to multimillion-dollar lofts on the Financial District waterfront. Those not in the market to buy just yet will also find plenty of loft rentals, from an \$832-a-month Haverhill loft to a brand-new, thoroughly modern \$3,500- a-month loft in Cambridge's Central Square.

"Boston's loft market is very active," stated Yoni Haiminis, vice president of Lofts.com. "Lofts.com gives loft owners a highly visible place to list their lofts and find buyers or renters who are exclusively interested in lofts."

Loft owners can list their Boston-area lofts for sale or rent at Lofts.com. The process is quick and free, and the Lofts.com team encourages Boston loft sellers and landlords to take advantage of the new resource.

"The Lofts.com team is excited to bring our loft listings and resources to our hometown of Boston," concluded Shuki Haiminis. "We invite anyone interested in Boston lofts and loft living to come check out Lofts.com."

### **About Lofts.com**

Backed by a full-service, high-energy sales and marketing team, Lofts.com specializes in sales and rentals of loft properties in Boston and throughout Massachusetts. The company's agents use Lofts.com as part of a comprehensive strategy to help loft sellers, buyers and renters reach their goals. In the future, Lofts.com plans to expand into other large metro areas, including New York City.

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