

REAL ESTATE

Re/Max Collection makes Cape Cod debut for high-end listings

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Image courtesy of Cape Cod Life, photo by Courtney Bassett

By STAFF REPORTS

Real estate brokerage Re/Max Integra is upping its presence in Cape Cod, MA with the opening of its first luxury-exclusive office in the area.

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Re/Max Integra, New England announced that broker Gregg Russo would open the Re/Max Long Point office on Cape Cod at 139 Commercial Street in Provincetown, MA. Part of the Re/Max Collection, the Cape Cod office is part of the real estate brokerage's rapid expansion to serve affluent clients with more than 6,000 officers currently operating in 98 countries.

Selling at the Cape

The Re/Max Long Point office will work with clients looking to purchase properties in the Outer Cape Cod region, including Provincetown, Truro and Wellfleet.

Led by Mr. Russo, the Cape Cod regional office is Re/Max Collection's first and marks a significant milestone in the company's growth in Massachusetts as a whole. With more than 35 years of experience, Mr. Russo brings to the brokerage a passion for luxury real estate and an understanding of the unique Cape Cod lifestyle.

"Gregg's expertise in luxury properties, paired with his impressive management background, makes him a key player in our growth across southern Massachusetts," said Dan Breault, executive vice president and regional director at Re/Max Integra, New England, in a brand statement.

"We look forward to the positive impact he and his team will have on our success in the high-end market," he said.



Re/Max Collection logo

Real estate agents working out of Re/Max Long Point are given exclusive advertising incentives, specialized training and marketing tools, such as syndicated online listings in key outlets to ensure they are able to show suitable properties for clients in a seamless matter.

In New England, the Re/Max Collection has grown by 56 percent over the last three years, a trend expected to continue well into 2017 and beyond.

"The Re/Max Collection's reputable brand, combined with its access to innovative technology and tools, will allow my agents to provide exceptional service," Mr. Russo said in a statement. "Opening Re/Max Long Point is a significant step in my career, and I am looking forward to expanding my practice throughout the area."

Commercial investment and first-time buyers are propelling the New England real estate market, according to Re/Max Integra report from July 2016.

The second quarter of 2016 saw the coastal New England housing market grow significantly, showing that waterfront views, beaches and mild weather never go out of style. That omnipresent allure, along with an increase in job opportunities and investors and decrease in interest rates, are fueling the market.

In Cape Cod investors and home flippers are driving prices and demand up. In the past calendar year, the median price for a luxury single-family home has increased nearly 50 percent, from \$1.25 million to \$1.85 million ([see story](#)).