



# Virtual Edge Helps Launch Luxury Boston Real Estate Firm

Virtual Edge Collaborative, May 20, 2008

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*Virtual Edge Collaborative has been hired to help launch new Boston-based luxury real estate firm, First Boston Realty International.*

PR9.NET May 20, 2008 - Pittsburgh, PA – Virtual Edge Collaborative has been hired to help launch new Boston-based luxury real estate firm, First Boston Realty International. Virtual Edge Collaborative's numerous responsibilities will include the creation of a new logo, tagline, identity system, website, direct mail campaign, print collateral and PowerPoint presentation. "Residential and commercial real estate development, construction and sales has always been a field we enjoy and have experience in. We are thrilled to have the opportunity to work on this project, says Virtual Edge President and CEO, Gregg Gantwarg.

Specializing in luxury residential sales, rentals, property management and commercial development in the Boston area. First Boston Realty International will provide concierge service to Boston home hunters from around the world for properties that range from \$500,000 to over \$1 million. The firm will be located on Tremont Street in Boston's historic Boston Common area. Clients will include everyone from students attending Boston's most prestigious universities, young professionals, diplomats, corporate executives, actors, professional athletes and property management companies.

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## About Virtual Edge Collaborative

Virtual Edge (The Ad Agency Alternative) helps market small to mid-sized businesses at a fraction of what ad agencies or expensive design studios charge, without sacrificing quality, on a project-by-project basis.

Our virtual flat and flexible business model allows us to offer provide big agency talent without the big agency price tag. You only pay for the people and services you need when you actually need them. No retainers. No contracts. No smoke and mirrors. No dog and pony shows.

We do everything from from print, web, and interactive work to broadcast and identity for businesses all over the country.

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