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Marianne F. Sullivan Leading Auctioneer Builds Company on Service and Experience

A single focus on the business of auctioneering has made Marianne F. Sullivan a top name in the industry. Sullivan & Sullivan Auctioneers (S&SA), LLC is a full-service firm specializing in foreclosures, bankruptcies, condominium lien foreclosures and asset liquidation. S&SA has a history of auctioning commercial, industrial, land and residential properties.

After 18 years with a larger firm, Sullivan launched S&SA in 2007, growing this start-up company by offering a stellar level of auction services for banks, mortgage companies, servicers, financial institutions, credit unions, condominium associations, attorneys and municipal government. S&SA is now a powerhouse firm conducting approximately 1,500 sales annually and nearly \$4M in third-party sales in Q1 2010.



But S&SA's rise is far from meteoric. It has been 23 years in the making, built on the strength of Sullivan's decades of experience and her carefully guarded reputation for impeccable ethics. S&SA allows her to give clients what they always want – professional, personalized, client-focused service (no “one size fits all” approach), the perfect balance of speed and efficiency, and the flexibility to adapt quickly to market changes. They also want someone without a hidden agenda or other priorities.

“Exclusivity in auctioneering makes me fairly uncommon,” explains Sullivan, the 2004-5 Vice President of the Massachusetts State Auctioneers Association (MSAA) and a former instructor for

the Yankee School of Auctioneering. “I don't dabble in it on the side. I'm not distracted by other business pursuits, such as purchasing, investing and flipping property, myself, which could result in a conflict of interest.”

A woman in a male-dominated field, Sullivan didn't consider her gender to be an obstacle, but turned it into a successful marketing tool.

Her marketing and PR strategy, executed by Regan Communications Group, has placed her image and the company's name top-of-mind among attorneys, mortgage holders and servicers.

In the company's first three years, S&SA has had to move to larger offices twice. It will soon purchase its own building. The company is licensed and bonded to conduct sales in Massachusetts, Rhode Island and New Hampshire. Sullivan's team has grown to include an experienced Operations Manager, Betty Quinn, to coordinate and facilitate the daily dynamics of managing teams in the field, along with a staff of highly trained auctioneers who undergo extensive and continual training.

In Business and Real Estate – Timing Is Everything

“S&SA fills an important role in the current economy,” says Sullivan, who is certified with the Massachusetts State Office of Minority and Women Business Assistance. “The foreclosure market is red hot, and our clients look to us for fast-track foreclosure services with acute awareness of the very strict time constraints faced by our busy clients. Selling properties to third parties is our main goal.”

Marianne F. Sullivan serves on the Board for Home Options for Massachusetts Elders (HOME) and conducts several charity auctions each year.



Results achieved for Sovereign Bank demonstrate S&SA's ability to produce results; every property auctioned for the bank has sold at public auction to a third party, optimizing returns to stockholders.

Sovereign Bank's Sr. Counsel, Bertin C. Emmons, says, “If there is one attribute that distinguishes the S&SA team, it is their unflinching and contagious enthusiasm!”



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