

FROM LEFT: Michael Carucci, Carmela Laurella, Steven Cohen, Tracy Campion, and Beth Dickerson.



High 5

Laptops, BlackBerrys, cell phones, and personal coaches are power tools for Boston's top five real estate brokers, whose combined sales totaled nearly half a billion dollars last year. And it's looking even better for 2008!

BY TERRI STANLEY ■ PHOTOGRAPHED BY FURNALD/GRAY AT THE CAPITAL GRILLE

1. TRACY CAMPION

Campion & Company Fine Homes Real Estate
Total 2007 sales: \$110,141,025

Hot properties: Anything downtown—Back Bay, Beacon Hill, and the South End. Everyone is moving toward the city and away from the suburbs; it's the hot place to live.

The future: Real estate in Boston is one of the best investments you can make.

2. CARMELA LAURELLA

Otis & Ahearn
Total 2007 sales: \$63,214,900

Hot properties: The Waterfront! You can't buy anything there for less than \$500,000.

The future: The Waterfront is a great investment, especially now that the Rose Kennedy Greenway has opened up the area, which is going to lead the industry [in sales] in the next couple of years.

3. STEVEN COHEN

Keller Williams Realty Boston-Metro
Total 2007 sales: \$49,489,010

Hot properties: I specialize in the South End, and my clients find it enormously appealing—it's an English model, with squares and plazas.

The future: We're entering a stage now where people of great means know what they want and are willing to pay for it. I also foresee significant rent increases in the next five years.

4. BETH DICKERSON

Gibson Sotheby's International Realty
Total 2007 sales: \$46,030,250

Hot properties: The fringes—Fort Point Channel and the South Boston area give good value in the city. And high-end luxury residences are still on fire.

The future: People are going to see the tremendous value in the city of Boston, and at some point in the next few years, you're going to see Manhattan prices.

5. MICHAEL CARUCCI

ERA Boston Real Estate Group
Total 2007 sales: \$40,553,988

Hot properties: The full-service buildings: People want amenities like a concierge and on-site garage parking. Look at the success of the Mandarin and the new Ritz-Carlton.

The future: I believe in the three watchwords: location, location, location. Back Bay and Beacon Hill are great investments.

Source for sales figures: MLS PIN, excluding Pappas Properties

hair by Marc Harris, makeup by Claudia Acevedo for Marc Harris