



Boland of Halstead launches One212 app

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Julia Boland of The Boland Team at Halstead Property has debuted One212, one of the first iPad apps developed by a broker. As a senior VP, she created One212 to offer an insider's peek into N.Y.C. real estate from a top broker's point of view. One212 is an interactive magazine that explores the city properties on the rise, provides insights into extensive home renovations, and answers questions from Boland and her team on the real estate market.

Boland takes readers on a step-by-step renovation of her Harlem brownstone and offers helpful tips and useful information to others seeking home renovations. The easy-to-use, interactive interface allows users to scroll through the magazine and select listings to view their layouts. Updated on a quarterly basis, the app can be downloaded for free from the iPad newsstand. To date, no other residential broker in NY has created a personal real estate app.

"We are so excited to introduce One 212, the first app created by a real estate team," said Julia Boland. "Each member of The Boland Team adds their own unique perspective to the residential real estate market and brings something special to the magazine. We are devoted to sharing information to help buyers and sellers understand the intricacies of Manhattan real estate."

Julia is a Senior Vice President at Halstead Property and leads The Boland Team, a top-producing team. She has worked in real estate for over a decade, selling everything from townhouses to luxury condominiums. Julia attributes some of her success and insight to having gained worldly experience living everywhere from Paris to Hong Kong. Originally from Connecticut, Julia currently resides in the Mount Morris Park area of Harlem with her family.

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