



Tamela Roche, Realtor®
Representing You. Always.

Market Pulse August 2010

How's The Market?

By Tamela Roche, Realtor®

Comparing year-to-date results with 2009, the Total Volume increased 28% in Cambridge and 32% in Somerville. Cambridge homes are selling 5 days faster; Somerville homes are selling 2 weeks faster. Sale prices decreased slightly by 1% in Somerville and increased 8% - 13% in Cambridge.

Cambridge 2010 Year-To-Date:

- Average Sale Price increased 13 %
- Median Sale Price increased 8 %
- Total Volume increased 28 %

CAMBRIDGE	Jan 1-July 31	Jan 1-July 31
	2010	2009
Condo, Single & Multi-Family:		
Total # On Market	1057	912
Total # Sold	507 (48%)	448 (49%)
Ave. Days on Market	77 days	82 days
Ave. Sale Price	\$ 609,120	\$ 538,444
Median Sale Price	\$ 460,000	\$ 425,000
Total Volume	\$308,823,788	\$241,223,012
Condominium Only:		
Total # On Market	825	723
Total # Sold	401 (49%)	360 (50%)
Ave. Days on Market	80 days	82 days
Ave. Sale Price	\$ 493,520	\$ 442,661
Median Sale Price	\$ 428,000	\$ 402,750
Total Volume	\$197,901,340	\$159,357,790

Source: MLS Pin 8/9/2010

Somerville 2010 Year-To-Date:

- Average Sale Price decreased less than 1 %
- Median Sale Price decreased 1 %
- Total Volume increased 32 %

SOMERVILLE	Jan 1-July 31	Jan 1-July 31
	2010	2009
Condo, Single & Multi-Family:		
Total # On Market	722	608
Total # Sold	378 (52%)	288 (47%)
Ave. Days on Market	76 days	89 days
Ave. Sale Price	\$ 415,254	\$ 413,828
Median Sale Price	\$ 379,950	\$ 385,000
Total Volume	\$156,965,932	\$119,182,416
Condominium Only:		
Total # On Market	466	395
Total # Sold	239 (51%)	171 (43%)
Ave. Days on Market	77 days	93 days
Ave. Sale Price	\$ 372,512	\$ 385,230
Median Sale Price	\$ 345,200	\$ 375,000
Total Volume	\$89,030,260	\$65,874,366

Source: MLS Pin 8/9/2010

Welcome Home!

Exclusive Listings
 by Tamela Roche, Realtor®

Just Listed!

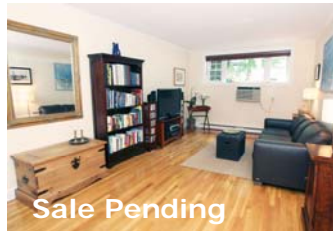


16 Saint James Avenue Somerville
Captivating period details, exceptional gut renovation.

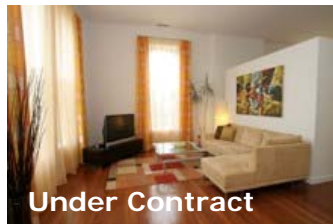
Offered for \$ 949,000
 2,343 SF, 3 BR, 2.5 BA
 Plus Study, Den & Music Studio
 Roof Deck, Fenced Yard, 3 Parking
 One Block to Davis Square!



17 Otis Street #511 Cambridge
Now Offered for \$849,000
 1,638 SF, 3 BR, 2.5 BA, Study
 Garage Pkg, C/Air, Elevator Access
 Rare corner residence at One First
 Full Service Concierge



22 Laurel Street #12 Somerville
Offered for \$269,000
 878 SF, 2 BR, 1 BA, Parking
 Modern Kitchen & Bath
 Top-Quality Finishes
 Walk to Porter Square



50 Bow Street #9 Somerville
Offered for \$349,000
 954 SF Loft-Style, 1 BR, 1 BA
 Parking, C/Air, Elevator Access
 Oversized Windows-Great Light
 In the heart of Union Square



50 Bow Street Penthouse C Somerville
Offered for \$549,900
 1,448 SF, 2 BR, 2 BA, 2 levels
 Parking, C/Air, Elevator Access
 Amazing Private Roof Deck
 In the heart of Union Square

For More Details: www.CambridgeAgents.com



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15 Seconds: To Make A Selling Impression

By Tamela Roche, Realtor®

The next time you watch any of the great home renovation shows on TV, pay close attention to the "big reveal" at the end when homeowners see their new or transformed home for the first time.

This is the "WOW" moment; and every homebuyer is hoping to find THE home that gives them a "WOW" moment when they walk through the front door.

I've read somewhere that most **homebuyers know in just 15 seconds** upon entering a property whether or not they like it, love it and want to buy it.

If you only have 15 seconds to make an impression... how is your front door, porch and foyer looking? What do Buyers see in those precious few seconds when they enter your home?

If you are working with a real estate agent to sell your home, do they get it? Have they advised you on what to do inside and outside to help create the "WOW" moment?

Even without spending a dime, there are very simple things you can do to **present** your home in the best light possible:

- De-clutter everywhere—all surfaces, in closets and on bookshelves.
- Clean as a whistle—dirt, stains, blemishes will all add up to lower sale price or no sale at all.
- Show as much floor and wall space as possible—remove big rugs and expose hardwood floors.
- Remove all distractions—"less is more" means putting away knick-knacks, family pictures and art that is too distracting.

The goal is for buyers to **picture themselves** living in your space, instead of looking at pictures of you!

15 seconds to make a selling impression....start by presenting the very best your home can be!



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HOME FACTS

13% of Homebuyers who purchased in 2009 sold previous home in 2007 (or earlier)

33% of Homebuyers who purchased in 2009 sold previous home in 2008

25% of Homebuyers who purchased in 2009 sold previous home in 2009

Source: NAR® 2009 Profile of Home Buyers & Sellers

Realtor® Magazine's TOP 100 COMPANIES

As published in July/August 2010 Realtor® Magazine, here are just the Top 5 companies...very proud to be affiliated with Coldwell Banker R.B. & NRT LLC!

Ranked by

2009 Transaction Sides

	# Sides
#1 NRT LLC Parsippany, NJ	274,179
#2 HomeServices of America Minneapolis	123,817
#3 Long & Foster Real Estate Chantilly, VA	69,925
#4 Howard Hanna Co. Pittsburgh, PA	31,765
#5 ZipRealty, Inc. Emeryville, CA	23,100

Ranked by

2009 Sales Volume

	\$ Sales
#1 NRT LLC Parsippany, NJ	107,096.3m
#2 HomeServices of America Minneapolis	33,843.0m
#3 Long & Foster Real Estate Chantilly, VA	22,929.6m
#4 Prudential Douglas Elliman S. Huntington, NY	8,593.2m
#5 Prudential Fox & Roach Devon, PA	6,835.7m

Source: www.Realtor.org/realtormag

WHAT TO ASK before hiring an Attorney:

1. Ask if their services are billed hourly or flat fee, and what kind of transactions are most time consuming.
2. Obtain clear understanding of what services are and are not included in hourly billing / flat fees.
3. Find out the Attorney's schedule—are they available during deadlines set forth in your offer? If not, who will provide legal counsel during their absence?
4. Speak to industry professionals, especially your Agent, who may know or worked with the Attorney directly or know someone else who has.

Your Attorney is a vital member of your real estate team. Check references and get referrals from those who work with Attorneys every day....including me!