



Tamela Roche, Realtor®
Representing You. Always.

Market Pulse
May 2011

Loose Lips might Sink Ships...

Who has your back? Who can you entrust with your best interests? What information can you rely upon to make an educated decision? Too many buyers and sellers tell me horror stories of working with unethical agents. When even the media reports distorted housing market statistics, who is your Trusted Advisor?

Take the time to find out. Don't hire anyone until you find a highly ethical and reputable Agent providing comprehensive market statistics; especially for decisions about the largest financial asset you may ever buy or sell - your home. Interview several agents, be sure your best interests will be represented, not the other party. Protect your negotiating position and be aware the smallest detail you reveal can be extremely valuable.

Being a huge fan of Johnny Depp I'm looking forward to his new "Pirates of the Caribbean"; thank goodness *those* pirates are fictional! Wishing you a very smooth purchase and sail through to a bountiful closing!

Tamela

How's The Market?

By Tamela Roche, Realtor®

Inventory:

Ask a Cambridge or Somerville home buyer and they will agree we need more properties available for sale. Condo, Single and Multi-Family inventory is not meeting current buyer demand.

Average & Median Sale Prices:

Cambridge Condo and Multi-Family Average Sale Prices increased 109-153% and Median Sale prices followed with increases of 105-135%.

Cambridge Single Family Average Sale price is down 9%; lowering the Median Sale price 22%; not surprising given Single Family properties made up just 7% of all Cambridge homes sold in 2010.

Somerville Average Sale prices increased 104-108% with Condo and Single Family Median Sale prices increasing 101-116%; only price drop in Somerville was the Multi-Family Median Sale Price (down 2%).

Days On Market:

Somerville Single Family properties sold 49 days faster than last year while Cambridge Single Family properties required 33 days longer to sell.

Welcome Home!

Exclusive Listings by Tamela Roche, Realtor®



15
Park Avenue, Somerville
Davis Square Oasis

Enjoy the gentle breeze of bamboo trees in the amazing Secret Garden!

Italianate Victorian c.1880
Period Details, Modern Updates
1,785 Sq Ft, 4 BR, 2 BA, Study

Sold! Multiple offers within 4 days on market

Details: www.CambridgeAgents.com

We need more inventory to meet buyer demand.
Call me 617.245.4072 if you are **ready to sell.**

Cambridge YTD 2010 - 2011

	Total #		Average	Median	Days On
Condominium	List	Sold	Sale Price	Sale Price	Market
1.1.10 - 4.30.10	501	165	\$ 475,895	\$ 416,000	105 days
1.1.11 - 4.30.11	465	135	\$ 517,153	\$ 435,000	105 days
	- 7%	- 8%	109%	105%	Same
Single Family					
1.1.10 - 4.30.10	87	28	\$1,207,502	\$ 925,000	79 days
1.1.11 - 4.30.11	85	26	\$1,098,096	\$ 723,750	112 days
	- 2%	- 7%	- 9%	-22%	33 days
Multi-Family					
1.1.10 - 4.30.10	56	14	\$ 573,286	\$ 573,000	89 days
1.1.11 - 4.30.11	38	11	\$ 878,000	\$ 775,000	100 days
	-32%	-21%	153%	135%	11 days

Somerville YTD 2010 - 2011

	Total #		Average	Median	Days On
Condominium	List	Sold	Sale Price	Sale Price	Market
1.1.10 - 4.30.10	294	104	\$ 362,169	\$ 341,450	97 days
1.1.11 - 4.30.11	221	75	\$ 377,982	\$ 345,500	115 days
	-25%	-28%	104%	101%	18 days
Single Family					
1.1.10 - 4.30.10	52	21	\$ 409,876	\$ 365,000	107 days
1.1.11 - 4.30.11	41	14	\$ 444,714	\$ 425,000	58 days
	-21%	-33%	108%	116%	49 days
Multi-Family					
1.1.10 - 4.30.10	106	33	\$ 475,791	\$ 480,500	72 days
1.1.11 - 4.30.11	80	40	\$ 494,819	\$ 470,000	74 days
	-25%	121%	104%	-2%	2 days

Source: MLSPin® 5.13.2011



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Kudos! Somerville High Culinary Arts Students for their fabulous catered lunch!

David Ginivisian, Culinary Arts Instructor

617.625.6600 x 6230

dginivisian@k12.somerville.ma.us

Protect Your Negotiating Position

by Tamela Roche, Realtor®

Recently while hosting and visiting Open Houses, I overheard confidential details disclosed by home buyers and sellers that could significantly impact their negotiating position.

“Loose lips sink ships” ... until you hire a Buyer Agent or Listing Agent; bear in mind everything you share with any Agent is fair game. If you share details with an Agent representing the other party; even a small detail can have a large dollar value impact.

Do not discuss the following with anyone but those you hire to represent you:

- Specific reasons for buying or selling
- The address of new home purchased (sellers)
- Willingness to accept specific terms or prices
- Revealing a company relocation package
- Financing terms or options acceptable
- Specific date or time frame desired
- Details about employment or financial changes

Most buyers and sellers hire the first agent they meet without performing due diligence. Avoid this common mistake by seeking recommendations from industry professionals who work with agents every day; interview several agents and request past Client references.

“Dual Agency” is the practice of one Agent or an Agent’s team representing both a home buyer and seller of the same property. Avoid it! If an Agent refuses to represent only you; understand what Dual Agency means and how it could impact your best interests. Questions? Call me 617.245.4072

For a list of interview questions and helpful tips, visit: www.CambridgeAgents.com

2010 Single Family Median Sale Price

Home Facts	\$500k	Arlington	2009: \$ 487,438
	\$703k	Belmont	2009: \$ 648,500
	\$861k	Cambridge	2009: \$ 761,250
	\$350k	Medford	2009: \$ 340,000
	\$403k	Somerville	2009: \$ 379,750

Source: MLSPin® 2.1.2011

Raise the Roof!



Congratulations Dan Lionetta 4:00:49 in his first Boston Marathon!

Race For Rehab

To Support Spaulding Hospital

Not too late to donate! Dan’s Website:
www.firstgiving.com/fundraiser/dan-lionetta/boston-marathon-race-for-rehab



Breakthrough Cambridge

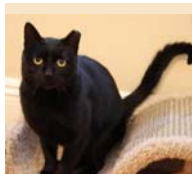
Congratulations \$100,000 raised SpringFest 2011

www.BreakthroughCambridge.org



Congratulations Heather & Dee! 2:21:25 Flying Pig Half Marathon Cincinnati, Ohio May 1st

www.SusansGirls.com



A Home For Ebenezer

Hi! I’m Ebenezer, 15-month Male ready to love you! My Foster Mom Julia hopes you can give me a forever home...

Contact: JuliaElmer@hotmail.com

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” Maya Angelou