

# 2020 | ANNUAL MARKET REPORT

## ROCHESTER, MA



BERNADETTE KELLY  
REALTY GROUP

**kw** COLONIAL PARTNERS  
KELLERWILLIAMS REALTY

KELLERWILLIAMS  
*Luxury*  
INTERNATIONAL

2020 was a remarkable year in many areas of our lives, including the real estate market. Reports of high sale prices, low inventory, and record-low mortgage rates dominated the national news. *But what is actually happening here in Rochester?* Our Annual Market report compares 2019 sales to 2020 sales (year over year) to provide the numbers that tell the real story! **Rochester is a seller's market, with strong buyer demand for homes at all prices and in all areas.** Buyers, enjoying the increased purchasing power that comes with low interest rates, can afford to spend more. In short, this is the **ideal time to buy or sell!**

**Bottom line - this is a great time to sell or buy!**  
**Are you ready? Let's talk!**

### Under \$500,000



**+\$8,876**  
Average  
Increase in  
Sale Price  
(Single Family)

Property Sold for Under \$500,000 in Rochester						
Property Type	# Units Sold		Average Sold Price		Average Days on Market	
	2019	2020	2019	2020	2019	2020
Single Family	36	31	\$393,156	\$402,032	67	63



**-4 Days**  
Average Days  
on Market  
(Single Family)

### Over \$500,000



**+\$9,176**  
Average  
Increase in Sale  
Price  
(Single Family, \$500K+)

Property Sold for Over \$500,000 in Rochester						
Property Type	# Units Sold		Average Sold Price		Average Days on Market	
	2019	2020	2019	2020	2019	2020
Single Family	19	33	\$583,674	\$592,850	110	94



**-16 Days**  
Average Days  
on Market  
(Single Family, \$500K+)

Interested in a full report? Email us!