

INCREASED INVENTORY BRINGS BUYERS BACK INTO MARKET,

BOSTON AREA HOMES SALES BOOSTED IN JANUARY

Boston, MA. — Sales of single-family homes and condominiums rose in January on a year-over-year basis, amid a rise supply of homes for sale and increase buyer activity ahead of the spring market. Paired with stronger sales activity, the median single-family home sales price also rose on an annual and monthly basis as declining mortgage rates and a sharp increase in residential listings drew more buyers into the market last month, a new report from the Greater Boston Association of Realtors® (GBAR) shows.

Last month, sales of single-family homes improved 8.6 percent, from 520 homes sold in January 2024 to 573 homes sold this January, making for the seventeenth most active January in Greater Boston. On a month-to-month basis, sales did slow however, sliding 32.4 percent from 848 homes sold in December 2024, which is not uncommon as fewer buyers tend to shop for homes during the holiday season and colder winter months. In the condominium market, sales rose 19.6 percent, increasing from 423 units sold last January to 506 units sold in January 2025, and dropped 23.0 percent from 657 condominiums sold in December 2024. This sales total made for the sixteenth most active condominium market in January in Greater Boston.

“Buyers have been slowly returning to the market and demand has grown increasingly stronger in the last six weeks now that the holiday season is over,” said GBAR President Mark Triglione, Broker/Owner of Premier Realty Group in Reading. “Inventory is still tight, limiting sales volume, but listings are up about in both markets allowing for more potential buyers to re-enter the market while prospective home sellers can take advantage of the steady increase in sales prices,” he observed.

With buyer interest on the rise and the number of homes and condominiums for sale still lagging what’s typical in a balanced market, median selling prices have shown little sign of weakening. In fact, the median single-family home sales price set a new January record last month, climbing 7.6 percent from a median price of \$820,000 in January 2024 to

\$882,000 this January. The median selling price for single-family homes also increased on a month-to-month basis in January, appreciating 2.6 percent from December when the median price stood at \$860,000.

Meanwhile, in the condominium market, the median selling price rose a modest 1.6 percent from \$685,000 in January 2024 to \$696,250 this year, and decreasing 4.0 percent on a month-to-month basis from \$725,000 in December 2024.

“Buyers are more confident and better positioned to make a full price offer. In addition, listings remain limited, which keeps upward pressure on prices and allows for more competitive bids for properties,” Triglione noted.

Indeed, most properties sold in January went for near full asking price, with the typical single-family home selling for 98.3 percent of its original list price, and the typical condominium also garnering 97.1 percent of its initial sales price.

While market conditions remain favorable for those looking to sell this spring, prospective sellers should still enter the market with caution when it comes to pricing their home. “With today’s inventory constraints, it can be tempting to ask for top dollar, but often those who overprice their property can run the risk of making it harder to sell,” asserted Triglione. “Depending on the pool of buyers, sellers may have to make one or more price adjustments along the way, and with many homes dropping their average days on market, it’s important to get the listing price as accurate as possible when entering the market,” he added.

Notably, pricing will become even more critical over the next few months as new listings are already up sharply since the end of last year, and inventory levels are anticipated to improve steadily between now and conclusion of the spring market. As of the end of January, active listings for single-family homes rose 9.9 percent, from 812 homes for sale in January 2024 to 892 this January, which also reflects a 29.8 percent increase from the 687 homes on market in December. Additionally, new listing of single-family homes from on an annual basis by 8.6 percent from 675 in January 2024 to 733 this January and saw a significant increase of 133.4 percent from December 2024 when there were 314 single-family homes on market. Similarly, among condominiums, active listings improved 16.6 percent, from 1,266 units for sale in December 2024 to 1,476 in January, while new listings surged 164.9 percent from 382 this past December to 1,012 in January 2025.

“The level of buyer interest is the strong again, and many entering the market are more serious and intent on buying than those who were shopping last fall. As ever, what we need now is to see the inventory rise to meet the demand,” said Triglione.