

A scenic view of a coastal town with colorful houses and a boat on the water. The houses are built on a slight rise, with a sandy beach in front of them. The water is calm, reflecting the sky and the buildings. A small boat is anchored in the water, and a few buoys are visible. The sky is clear and blue.

2016 New England Luxury Coastal Report





MARKET OVERVIEW

The luxury, coastal New England housing market has experienced solid growth over the second quarter of 2016 and promises strong market sales for the coming months. Waterfront views, mild weather, pristine shorelines, boutique shopping and growth in commercial and retail continue to drive a variety of homebuyers to the waterfront regions of New England.

First-time and move-up buyers are fueling the overall market. The New England luxury, coastal market attracts those looking to start a family, purchase a vacation home or settle into retirement close to the water. In some specific regions, such as Cape Cod, investors and home “flippers” are dominating a share of the market, making competition fierce and demand high. Specifically along the north and south shores of Boston, a rise in job opportunities and numerous transportation options have caused an upswing in real estate demand. Coastal Maine and New Hampshire, along with the Lake Winnepesaukee region, continue to show strong signs of growth, as demand for waterfront homes continues to grow.

Data indicates a general decrease in the average number of days on market in coastal regions across the board. This trend, coupled with a heightened number of units sold and a rise in median price, signifies an increase in market demand and consumer confidence following the lasting effects of the housing downturn in the late 2000s. There are many indicators to explain these trends, including low gas prices, low interest rates, high quality of life and abundant opportunities for first-time homebuyers and retirees alike.

The coastal regions of New England continue to be among the best places to live in the country. Quality education opportunities, streamlined transportation, urban, coastal and mountain accessibility, mild, seasonal weather and subsequent inventory all contribute to the upswing of demand in these regions. Positive trends are expected to continue as we dive further into the coming months, making for one hot summer in coastal New England real estate.

FEATURED MARKETS

Coastal Maine

Positioned along Maine's southeastern border extending into Casco Bay, this region is recognized for its iconic shoreline and warm summer weather. Though best known for its ocean access, towns like Portland and York are only a short distance from some of the most stunning lakes and mountain trails in the state. This region offers access to quality dining, shopping and other recreational activities such as boating and fishing. In recent years the region has become increasingly popular to both domestic and international buyers due to its accessibility, affordability and coastal culture. These qualities, combined with low interest rates and strong demand, have made for a seller's market across southern Maine. In the past two years the overall region has become a prominent option for first-time and move-up buyers, in addition to luxury homeowners interested in locating to New England's coastline.

Lake Winnepesaukee, NH

Located in the Lakes Region of New Hampshire, Lake Winnepesaukee is an oasis surrounded by breathtaking natural lakes, ponds, rivers and streams. The region's accessibility to a wide range of both winter sports and water activities makes it a perfect location for all seasons. Not only is the region ideal for vacation homes, but many families locate to the area to settle down, as Lake Winnepesaukee is a rural area outside the city with great school systems and quaint downtown streets. Furthermore, it is in close proximity to major cities including Boston, MA, Portland, ME, Burlington, VT and more. Residential home values in the area are on the rise, with particular strength in the waterfront and second home market. With an uptick in commercial investment, the Lake Winnepesaukee area will continue to thrive.

FEATURED MARKETS

Coastal New Hampshire

In addition to its beautiful scenery, Coastal New Hampshire is known for its prime location, situated between Boston, MA and Portland, ME, with close proximity to popular beach towns like Portsmouth, NH, Hampton, NH and Rye, NH. The area is desirable for owning a vacation home, particularly for those who live in major nearby cities in search of a relaxing and serene location for the summer months. Residents in the area enjoy spending time on the golf course, exercising on the many walking and bike paths, or relaxing by the countless marinas and beaches, some of which have been rated the cleanest in the country. In this region, the demand for waterfront property is particularly high among move-up and second-time buyers. Oceanfront property along New Hampshire's coast continues to be sought after, and the market does not show signs of slowing down as the year progresses.

North Shore, MA

Extending north from the city of Boston, this coastal region is known for its boating harbors, quality dining destinations, rich history and picture-perfect shorelines. Though best known for its proximity to the ocean, this region also offers easy access to the White Mountains of New Hampshire and the Green Mountains of Vermont. Some of the best colleges and schools in the country are located in this region, drawing in homebuyers who seek access to high-quality education, either for themselves or their family. Activities such as museum visits, boating, fishing, hiking, dining and shopping are among the most popular for homeowners in this region. In recent years a combination of abundant job opportunities and low interest rates has attracted both first-time and move-up buyers to the greater region. These trends are expected to continue throughout the summer months.

FEATURED MARKETS

South Shore, MA







Stretching from the south shore of Boston to the northern tip of Cape Cod, this region is ideal for luxury homebuyers looking for a taste of both the coastal and urban landscape. From Plymouth to Hingham, the South Shore is home to stunning oceanfront landscapes, charming coastal towns and a vibrant schedule of annual community events at both the local and regional level. The South Shore is best known for its easy access to the historic city of Boston, making it a popular option for commuters who seek frequent travel from Cape Cod to the city. The historic, coastal town of Plymouth, home to the Mayflower, Plymouth Rock and Plymouth Plantation, attracts luxury homebuyers who seek high-end boutique shopping, waterfront dining, walking trails, coastal views and easy access to the city. A combination of first-time and move-up homebuyers are key drivers to the overall market, lending itself to a seller's market.

Cape Cod, MA

Located up and down the flexing arm of southern Massachusetts, Cape Cod is one of the most iconic luxury markets along New England's coastline. From Buzzard's Bay to Provincetown, this region is known for its white sandy beaches, picturesque New England landscape, and tight-knit communities. A robust schedule of both local and regional events, fairs, seafood festivals and annual markets attract homebuyers seeking a strong sense of community. Cape Cod also delivers an array of popular activities such as boating, fishing, hiking, shopping and dining, and the ferry provides easy access to the island destinations of Nantucket and Martha's Vineyard. Each of Cape Cod's small, coastal towns offers something unique to homebuyers. Currently, this seller's market, overall, is comprised of a combination of first-time homebuyers, move-up buyers, investors and "flippers."

DATA TABLE








COASTAL MAINE

Town	Date	Count of Sold	Average Days on Market	Median Price	
Portland	2016	14	28	\$1,234,250.00	 3.20%
	2015	10	170	\$1,275,000.00	
Falmouth	2016	13	114	\$1,070,000.00	 1.50%
	2015	16	141	\$1,054,190.00	
Ogunquit	2016	8	59	\$1,145,000.00	 4.09%
	2015	5	232	\$1,100,000.00	
Kennebunk	2016	7	208	\$1,200,000.00	 20.00%
	2015	9	191	\$1,000,000.00	
Kennebunkport	2016	22	113	\$1,307,500.00	 12.72%
	2015	19	161	\$1,160,000.00	
York	2016	21	147	\$1,445,500.00	 3.32%
	2015	17	159	\$1,399,000.00	
Cape Elizabeth	2016	15	252	\$1,250,000.00	 14.05%
	2015	17	121	\$1,096,000.00	

*Note: This data is for single-family luxury homes.

DATA TABLE

LAKE WINNIPESAUKEE, NH

Town	Date	Count of Sold	Average Days on Market	Median Price	
Alton	2016	19	218	\$1,650,000.00	 4.90%
	2015	8	317	\$1,735,000.00	
Gilford	2016	14	142	\$2,130,000.00	 52.14%
	2015	10	183	\$1,400,000.00	
Meredith	2016	12	144	\$1,197,500.00	 7.11%
	2015	13	152	\$1,118,000.00	
Laconia	2016	2	114	\$1,850,000.00	 48.00%
	2015	1	16	\$1,250,000.00	
Wolfeboro	2016	19	216	\$1,525,000.00	 1.67%
	2015	11	239	\$1,500,000.00	
Holderness	2016	6	94	\$1,609,000.00	 15.87%
	2015	2	346	\$1,912,500.00	
Moultonborough	2016	23	148	\$1,350,000.00	 11.67%
	2015	14	252	\$1,528,375.00	

*Note: This data is for single-family luxury homes.







DATA TABLE

COASTAL NEW HAMPSHIRE

Town	Date	Count of Sold	Average Days on Market	Median Price		
Portsmouth	2016	11	73	\$1,300,000.00	↑	22.99%
	2015	9	213	\$1,057,000.00		
Rye	2016	23	107	\$1,223,846.00	↓	3.63%
	2015	16	122	\$1,270,000.00		
New Castle	2016	10	62	\$1,320,000.00	↓	23.08%
	2015	5	89	\$1,716,000.00		
North Hampton	2016	12	225	\$1,063,850.00	↓	0.11%
	2015	3	246	\$1,065,000.00		

*Note: This data is for single-family luxury homes.

DATA TABLE

NORTH SHORE, MA						
Town	Date	Count of Sold	Average Days on Market	Median Price		
Newburyport	2016	20	84	\$1,130,000.00		9.60%
	2015	16	89	\$1,250,000.00		
Rockport	2016	9	198	\$1,475,000.00		43.90%
	2015	9	242	\$1,025,000.00		
Marblehead	2016	54	140	\$1,290,500.00		1.22%
	2015	45	188	\$1,275,000.00		
Manchester by the Sea	2016	32	222	\$1,350,000.00		6.09%
	2015	26	201	\$1,437,500.00		
Beverly	2016	21	209	\$1,521,720.00		44.56%
	2015	9	158	\$1,052,650.00		
Gloucester	2016	22	122	\$1,465,000.00		12.69%
	2015	22	106	\$1,300,000.00		

*Note: This data is for single-family luxury homes.

DATA TABLE

SOUTH SHORE, MA					
Town	Date	Count of Sold	Average Days on Market	Median Price	
Marshfield	2016	3	304	\$1,200,000.00	↓ 12.73%
	2015	4	123	\$1,375,000.00	
Plymouth	2016	15	134	\$1,057,000.00	↓ 7.38%
	2015	12	250	\$1,141,250.00	
Scituate	2016	21	100	\$1,100,000.00	↓ 6.38%
	2015	28	109	\$1,175,000.00	
Duxbury	2016	40	156	\$1,225,000.00	↓ 7.89%
	2015	33	76	\$1,330,000.00	
Hingham	2016	97	82	\$1,155,000.00	↓ 5.71%
	2015	77	94	\$1,225,000.00	
Cohasset	2016	58	125	\$1,225,750.00	↑ 1.93%
	2015	52	118	\$1,202,500.00	

*Note: This data is for single-family luxury homes.

DATA TABLE



CAPE COD, MA

Town	Date	Count of Sold	Average Days on Market	Median Price	
Bourne	2016	13	140	\$1,376,000.00	 28.00%
	2015	10	149	\$1,075,000.00	
Dennis	2016	28	235	\$1,212,500.00	 26.52%
	2015	21	171	\$1,650,000.00	
Sandwich	2016	17	183	\$1,150,000.00	0.00%
	2015	13	148	\$1,150,000.00	
Provincetown	2016	37	223	\$1,200,000.00	 2.32%
	2015	25	268	\$1,228,500.00	
Mashpee	2016	50	246	\$1,391,424.00	 10.21%
	2015	42	300	\$1,262,500.00	
Barnstable	2016	134	246	\$1,485,000.00	 4.19%
	2015	87	200	\$1,550,000.00	
Wellfleet	2016	3	101	\$1,850,000.00	 48.00%
	2015	11	173	\$1,250,000.00	

*Note: This data is for single-family luxury homes.

DATA TABLE







CAPE COD, MA

Town	Date	Count of Sold	Average Days on Market	Median Price	
Orleans	2016	37	173	\$1,300,000.00	 5.45%
	2015	30	181	\$1,375,000.00	
Falmouth	2016	91	207	\$1,300,000.00	 7.14%
	2015	104	208	\$1,400,000.00	
Truro	2016	18	255	\$1,450,000.00	 26.09%
	2015	13	167	\$1,150,000.00	
Chatham	2016	98	225	\$1,415,000.00	 6.19%
	2015	84	269	\$1,332,500.00	

*Note: This data is for single-family luxury homes.






DATA TABLE

MARTHA'S VINEYARD

Town	Date	Count of Sold	Median Price		
Aquinnah	2016	9	\$1,485,000.00		0.31%
	2015	9	\$2,137,500.00		
Chilmark	2016	22	\$1,682,500.00		0.15%
	2015	17	\$1,460,000.00		
Edgartown	2016	74	\$1,775,000.00		0.07%
	2015	63	\$1,900,000.00		
Oak Bluffs	2016	21	\$1,345,000.00		0.01%
	2015	12	\$1,355,000.00		
Vineyard Haven	2016	16	\$1,468,500.00		0.20%
	2015	22	\$1,845,000.00		
West Tisbury	2016	13	\$1,555,000.00		0.28%
	2015	9	\$2,162,500.00		







*Note: This data is for single-family luxury homes.
Days on market data is not available for this region.

DATA TABLE

BOSTON PROPER					
Location	Date	Count of Sold	Average Days on Market	Median Price	
Boston (Back Bay)	2016	22	61	\$2,772,500.00	 17.75%
	2015	10	150	\$3,371,000.00	
Boston (Charlestown)	2016	34	34	\$1,264,500.00	 13.00%
	2015	29	44	\$1,119,000.00	
Boston (North End)	2016	0	0	\$0.00	N/A
	2015	0	0	\$0.00	
Boston (South End)	2016	17	50	\$2,170,000.00	 14.90%
	2015	11	34	\$2,550,000.00	
Boston (South Boston)	2016	3	49	\$980,000.00	 5.77%
	2015	3	35	\$1,040,000.00	
Boston (Waterfront)	2016	0	0	\$0.00	N/A
	2015	0	0	\$0.00	
Boston (West End)	2016	14	96	\$2,245,850.00	 16.04%
	2015	12	116	\$2,675,000.00	

*Note: This data is for single-family luxury homes.

DATA TABLE

BOSTON PROPER					
Location	Date	Count of Sold	Average Days on Market	Median Price	
Boston (Back Bay)	2016	268	60	\$1,729,500.00	 5.14%
	2015	213	53	\$1,645,000.00	
Boston (Charlestown)	2016	45	51	\$1,115,000.00	 14.23%
	2015	30	38	\$1,300,000.00	
Boston (North End)	2016	7	92	\$1,155,000.00	 0.43%
	2015	7	63	\$1,160,000.00	
Boston (South End)	2016	154	42	\$1,407,500.00	 0.90%
	2015	126	42	\$1,395,000.00	
Boston (South Boston)	2016	75	50	\$1,005,000.00	 2.90%
	2015	35	61	\$1,035,000.00	
Boston (Waterfront)	2016	0	0	\$0.00	N/A
	2015	0	0	\$0.00	
Boston (West End)	2016	27	42	\$1,250,000.00	 13.64%
	2015	15	40	\$1,100,000.00	

*Note: This data is for luxury condos.

OFFICE CONTACTS

COASTAL NH

RE/MAX On the Move
881 Lafayette Rd Ste D
Hampton, NH
603-964-3300

NORTH SHORE, MA

RE/MAX Advantage
100 Cummings Center Ste 104F
Beverly, MA
978-927-9100

LAKE WINNIPESAUKEE

RE/MAX Bayside
208 Daniel Webster Highway
Meredith, NH
603-279-0079

SOUTH SHORE, MA

RE/MAX Spectrum
115 Center St
Pembroke, MA
781-293-2900

COASTAL MAINE

RE/MAX By The Bay
281 Veranda St
Portland, ME
207-773-2345

CAPE COD, MA

RE/MAX Spectrum
115 Center St
Pembroke, MA
781-293-2900

RE/MAX Realty One
439 US-1
York, ME
207-363-2497



ABOUT THE RE/MAX NETWORK

RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. Over 100,000 agents provide RE/MAX a global reach of nearly 100 countries. RE/MAX, LLC, one of the world's leading franchisors of real estate brokerage services, is a wholly-owned subsidiary of RMCO, LLC, which is controlled and managed by RE/MAX Holdings, Inc. (NYSE:RMAX). With a passion for the communities in which its agents live and work, RE/MAX is proud to have raised more than \$150 million for Children's Miracle Network Hospitals® and other charities. For more information about RE/MAX, to search home listings or find an agent in your community, please visit www.remax.net.

ABOUT RE/MAX INTEGRA, NEW ENGLAND

Since its inception in 1985, RE/MAX INTEGRA, New England has grown to over 200 offices and nearly 2,700 Sales Associates throughout Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, providing franchised and commercial real estate services to its franchisees and their real estate professionals. RE/MAX INTEGRA, New England's parent company, RE/MAX INTEGRA, is a privately-held company headquartered in Toronto, Canada. RE/MAX INTEGRA, is the largest sub-franchisor of RE/MAX, LLC worldwide, and represents over 30,000 agents -- approximately a third of all RE/MAX Associates worldwide. For more information about RE/MAX INTEGRA, visit www.remaxintegra.com.

DEFINITIONS

Transactions are the total number of closed residential (single-family and condo) transactions during the given month. Median Sales Price is the median price of all specified properties sold during the specified time period. MLS data is provided by contracted data aggregators, RE/MAX brokerages and regional offices. While MLS data is believed to be accurate, it cannot be guaranteed. MLS data is constantly being updated, making any analysis a snapshot at a particular time. All raw data remains the intellectual property of each local MLS organization. The data contained in this report was compiled based on the definition of a luxury home, being those sold at a price point of over \$900,000. 2016 data is defined as the last twelve months, encompassing June 2015-May 2016. 2015 data is defined as the previous twelve months, encompassing June 2014-May 2015.