

# News Release

**REALTOR® ASSOCIATION OF PIONEER VALLEY, INC.**  
 The Western New England Center for Real Estate Services  
 221 Industry Avenue Springfield, MA 01104  
 413-785-1328 phone 877-854-6978 toll-free 413-731-7125 fax  
 www.rapv.com

Ben Scranton, e-PRO  
 Executive Vice President, ben@rapv.com



## 2nd Quarter 2010 Single Family Sales Report Pioneer Valley sales up 28.2% • Median price down 1.1%

Pioneer Valley			Franklin County		
Sales up 28.2% · Median Price Down 1.1%			Sales up 68% · Median Price—No Change		
	<u>2nd Qtr 2009</u>	<u>2nd Qtr 2010</u>		<u>2nd Qtr 2009</u>	<u>2nd Qtr 2010</u>
Closed Sales (units)	1086	1392	Closed Sales (units)	97	163
Closed Sales (\$Vol)	229,347,183	292,549,052	Closed Sales (\$Vol)	20,172,425	32,334,597
Average Sales Price	211,185	210,165	Average Sales Price	207,963	198,372
Median Sales price	187,000	185,000	Median Sales Price	185,000	185,000

  

Hampden County			Hampshire County		
Sales up 23.2% · Median Price up 1.4%			Sales up 27.7% · Median price up .6%		
	<u>2nd Qtr 2009</u>	<u>2nd Qtr 2010</u>		<u>2nd Qtr 2009</u>	<u>2nd Qtr 2010</u>
Closed Sales (units)	754	929	Closed Sales (units)	235	300
Closed Sales (\$Vol)	145,847,875	179,061,042	Closed Sales (\$Vol)	63,326,883	81,153,413
Average Sales Price	193,432	192,746	Average Sales Price	269,476	270,511
Median Sales price	172,500	174,900	Median Sales Price	249,900	251,500

For editorial comment contact:

Kathleen M. Witalisz, 2010 President • 413-568-0005  
 Vincent Walsh, 2010 President-Elect • 413-748-6155  
 Mark Abramson, Immediate Past-President • 413-774-1200  
 Hampshire County: Linda Rotti • 413-549-3700  
 Franklin County: Corinne Fitzgerald • 413-774-6371  
 Kevin Sears, President, Massachusetts Association of REALTORS® • 413-348-8631

**Mission**

To be the business and public policy advocate for REALTORS®.

Proper use of the trademark term REALTOR® as stated in the Associated Press Stylebook is to capitalize the first letter 'R' in the word with the trademark ® at the end of the word, such as Realtor®. All caps is also acceptable, such as REALTOR®. REALTOR® is a registered trademark which identifies a professional in the real estate industry who subscribes to a strict Code of Ethics as a member of the NATIONAL ASSOCIATION OF REALTORS®.

# News Release

**REALTOR® ASSOCIATION OF PIONEER VALLEY, INC.**  
The Western New England Center for Real Estate Services  
221 Industry Avenue Springfield, MA 01104  
413-785-1328 phone 877-854-6978 toll-free 413-731-7125 fax  
www.rapv.com



---

## **2nd Quarter 2010 TALKING POINTS**

### **Pioneer Valley Single-Family Homes — Key Points**

- Sales – Single family home sales rose 28.2% from 1086 in the 2nd Quarter 2009 to 1392 in the 2nd Quarter 2010.
- Prices – Median single family home price dropped 1.1% from \$187,000 in 2nd Quarter 2009 to \$185,000 in 2nd Quarter 2010
- Long-term property values remain strong in the Pioneer Valley —

Six-year snapshot: 4.5% increase in median price: from \$177,000 in 2004 to \$185,000 in 2010