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## **Roche Realty Group sales up 66.4% in the first quarter of 2012**

April 19, 2012 - Front Section

Sales during the first quarter of 2012 were up 66.4% over the first three months of 2011, according to Frank Roche, president of Roche Realty Group, with offices in Meredith and Laconia.

"The results were very encouraging during this past winter, which ironically was a weak one in terms of snow accumulation and the number of people in the area. - possibly it gave some of the buyers out there better weather conditions and more time to seek out some of the great values out there in the market place," said Roche.

During 2011 the company had gross sales of \$77 million, which represented an increase of 12.5% over the preceding year of 2010. As of April 11th 2012, the company has 48 pending sales ready for closing, another good indicator that the year 2012 is off to a great start.

The company has seen an increase this past year in the number of couples and individuals looking for semi-retirement housing and vacation properties. Communities such as Willow Pond at Long Bay and Natures View in Laconia have surged because of the semi-retirement and second home demographic flocking to NH's Lakes Region. "It's certainly an uptrend that's financially benefitting our beautiful lakes and mountain region.

"With 77 million Boomers out there nearing retirement and the Lakes Region being only a 7 hour drive, from in excess of 50 million people, our market is within close proximity to a large chunk of that Boomer pool," said Roy Sanborn of Roche Realty. Sanborn also indicated that waterfront sales on Lake Winnepesaukee were up approximately 50% during the first quarter of 2012 versus the same period of 2011. Sanborn noted that with the lowest interest rates in 40 years and attractive offering prices, the market is ripe for a comeback.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540