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## Roche Realty reaches record annual sales

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Meredith, NH Frank Roche, president of Roche Realty Group, Inc., has reported sales for the 12 months ending December 31, 2022. The firm produced a sales volume of \$181 million involving 340 transaction sides. “This figure represents the highest achievement in our company’s 30-year history,” Roche said. “We surpassed our 2021 sales volume of \$170 million, which previously was our strongest year in history, and our sales volume increased 6.5% over the previous year. I attribute the strong sales to our dedicated real estate professionals and our hard-working administrative and marketing staff. Their commitment to superior service day in and day out certainly made things happen in a very difficult market. The company averaged \$3.5 million in sales volume per week during 2022. The average selling price amounted to \$530,656 a 35.5% increase over 2021.”

The company reaches a wide audience with its Matterport 3D technology, drone exterior photos and videos, and professional flash ambient photography.

This year the company invested heavily in the latest Matterport camera system Pro-3 (our second system), which in addition to many new features, captures outdoor 3D scans, the first of its kind in the Lakes Region. Our second high-definition drone and new cinema-grade video camera with advanced stabilization for our videos and property tours on YouTube, Instagram, Facebook, are huge improvements. One thing that separates us from our competition is we produce in house videos, Matterport Tours and drone & enhanced photography for all listing. All of this custom marketing is performed in-house for professional results and quick turnaround. We have also experienced great feedback from our clients regarding our website's informative blogs. They provide a wealth of information about the Lakes Region and the local real estate market.

“This past year, we invested significantly to improve our worldwide internet exposure, digital marketing, and social media. We have continually upgraded our website [www.rocherealty.com](http://www.rocherealty.com), internet optimization, SEO, and marketing presence on over 80 national & international websites. Our affiliation with [luxuryrealestate.com](http://luxuryrealestate.com) over the past 30 years has added immensely to our global exposure in addition to [luxuryhomes.com](http://luxuryhomes.com). [Rocherealty.com](http://Rocherealty.com) is one of the most visited websites in the Lakes Region.”

Since 1997 Roche Realty Group has sold more than \$2.81 billion of New Hampshire's properties involving 8,974 transaction sides and has ranked in the top 10 real estate firms in New Hampshire out of 2,400 firms statewide reporting sales during these 25 years when NEREN started reporting sales.

Roche, a 46-year veteran of Lakes Region real estate, said, “2021 and 2022 were two of the most unusual years I have experienced in my real estate career. The pandemic was a catalyst for Lakes Region real estate sales, and interest rates were extremely favorable. It increased interest and sales activity in our beautiful Lakes Region. Unfortunately, the negative effect of a very strong sellers' market has hugely impacted our available inventory levels. They are at all times lows. I'm optimistic that the spring market will bring on more inventory and continued demand with home price stabilization.”

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