

MIDDLESEX COUNTY • READING • NORTH READING

Annual Report



LEADINGEDGE



TERNULLO TEAM

A Look Back at the 2025 Real Estate Market...

If there was one word that defined the 2025 real estate market, it was adjustment. Buyers and sellers spent much of the year recalibrating expectations after several years of dramatic change. The pace felt calmer, but there was a lot happening behind the scenes, and success often depended on understanding what was really happening versus what was being heard.

Inventory did increase compared to the year before, which led some people to believe the market was much stronger, while others felt it was weaker than it actually was. In reality, while there were more homes to choose from, overall supply remained limited, especially in desirable neighborhoods and price ranges. The added inventory created breathing room, but it did not fundamentally shift the balance between supply and demand.

Seller experiences varied widely. Some were genuinely nervous about selling, influenced by headlines and uncertainty. Others were overly confident and assumed their home would sell itself. In practice, the best results came from homes that were priced realistically and thoughtfully prepared. Properties that missed the mark on price, condition, or presentation often lingered and required adjustments that could have been avoided.

Buyers saw a similarly mixed market. I worked with buyers who secured great opportunities and felt they finally caught a break, as well as buyers who still lost out in competitive situations with multiple offers on the most desirable homes. By mid-year, many buyers and sellers shared the same feeling. They were tired of waiting and ready to move forward, even if conditions were not perfect.

2025 was also the first full year of meaningful changes in how real estate transactions are handled. New commission rules, updates to Massachusetts home inspection laws, and additional requirements for higher-priced home sales added complexity to an already detailed process. None of these changes stopped the market, but they did make it more important to understand the details and plan carefully.

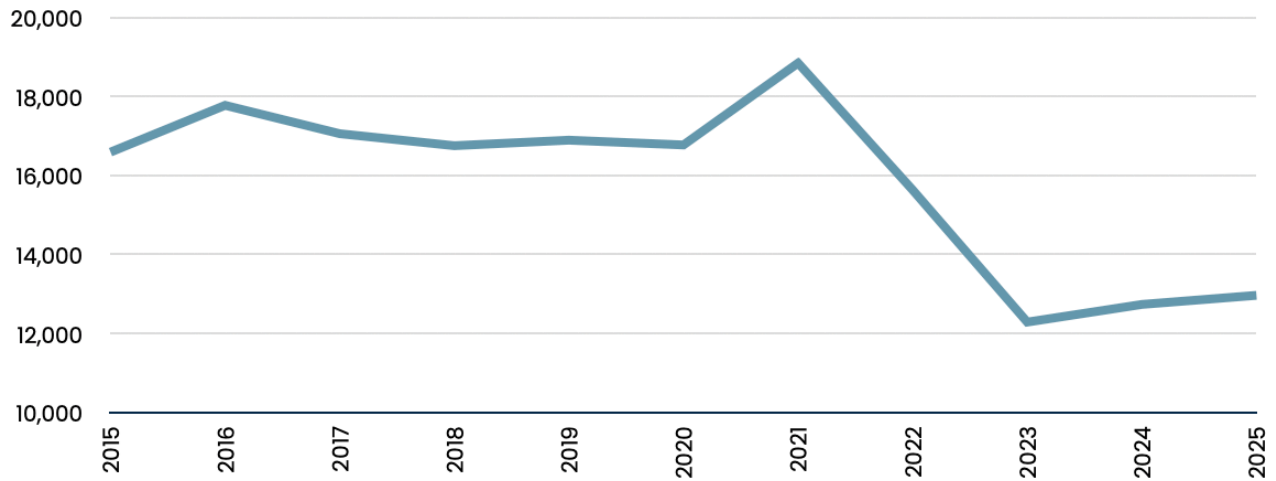
Despite the mixed experiences, the market continued to favor sellers overall, even when it did not always feel that way in the moment. What stood out most this year was how often outcomes came down to preparation and expectations. When those were aligned, the process felt far more manageable and the results far more satisfying.



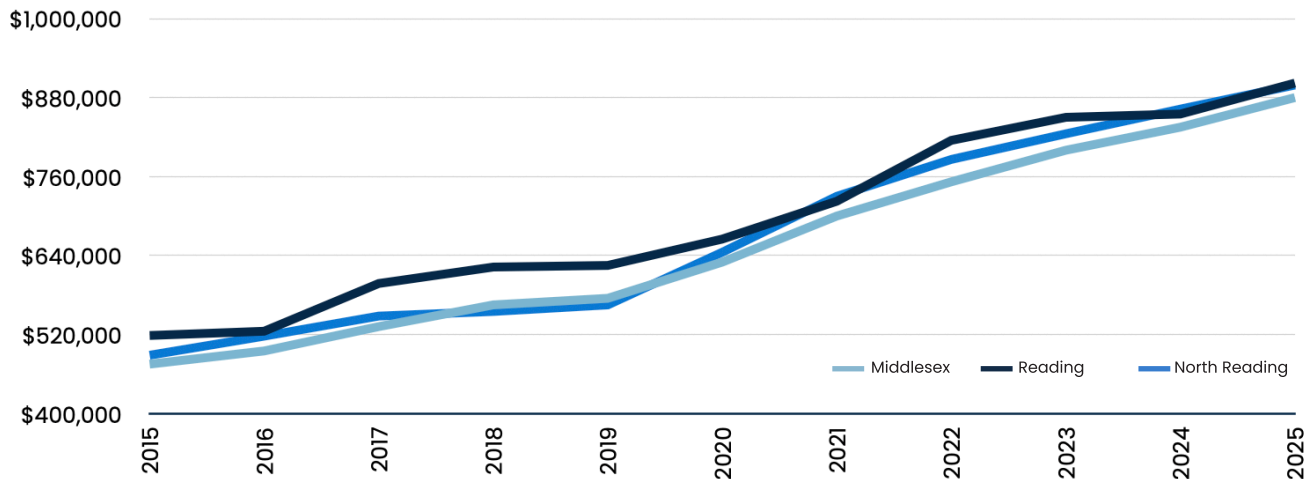
John

Middlesex County 10 Year Overview

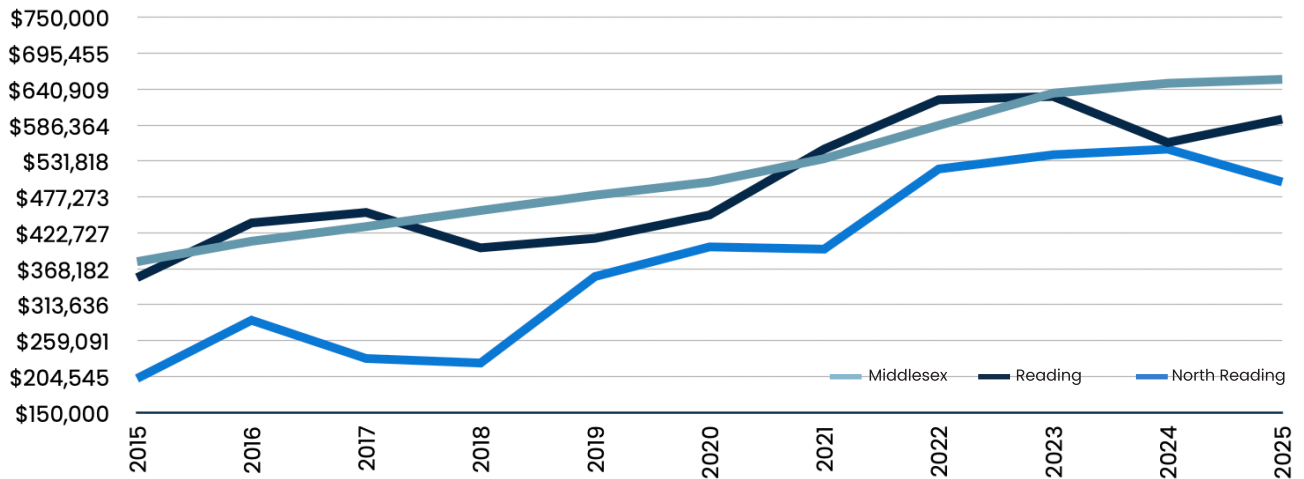
Total Condo and Single Family Homes Sold



Single Family Median Sale Price



Condo Median Sale Price



Reading Single-Family

Market Snapshot (2025)

The **average single-family home** in Reading sold for **\$1,007,005**.

The **average home consisted of 3–4 bedrooms, approximately 2–2.5 bathrooms, and about 1,854 square feet.**

An **entry-level 3-bedroom, 1.5-bathroom home** with approximately **1,410 square feet** sold for an average of **\$702,316**.

A **typical 3–4 bedroom, 2-bathroom home** with approximately **1,741 square feet** sold for an average of **\$918,127**.

An **upgraded 4-bedroom, 2.5–3 bathroom home** with approximately **2,623 square feet** sold for an average of **\$1,299,222**.

A **luxury 4+ bedroom, 3+ bathroom home** with approximately **3,341 square feet** sold for an average of **\$1,682,270**.

North Reading Single-Family

Market Snapshot (2025)

The **average single-family home** in North Reading sold for **\$1,013,226**.

The **average home consisted of 3–4 bedrooms, approximately 2–2.5 bathrooms, and about 2,057 square feet, typically with a two-car garage.**

An **entry-level 3-bedroom, 1.5–2-bathroom home** with approximately **1,415 square feet** sold for an average of **\$630,044**.

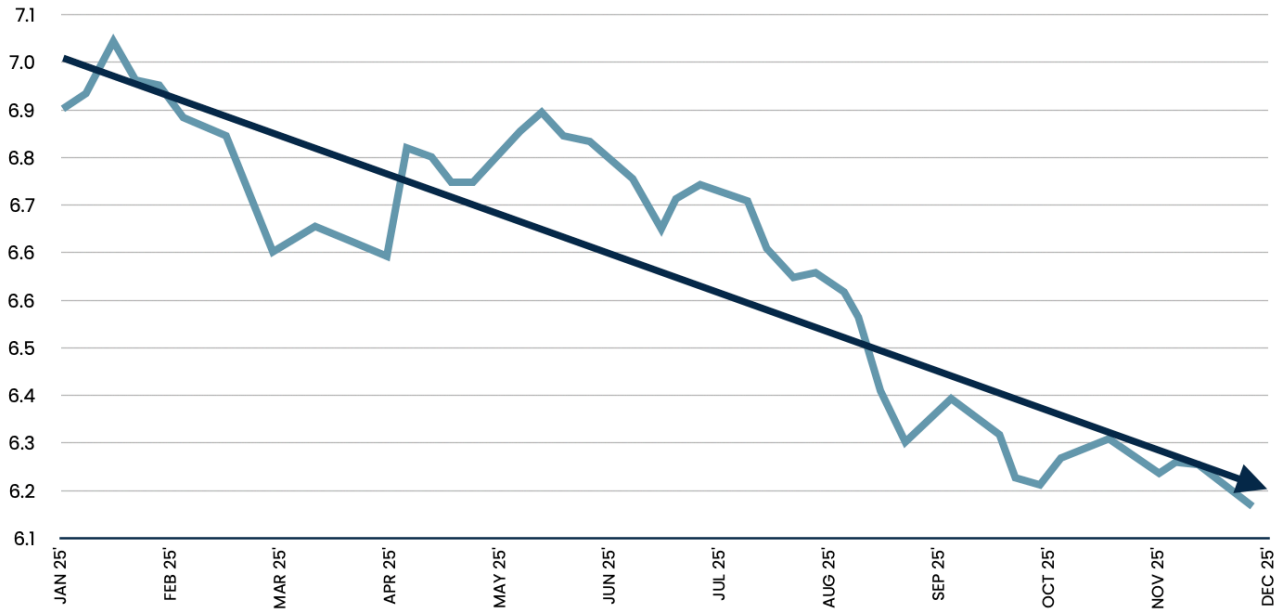
A **typical 3–4 bedroom, 2–2.5-bathroom home** with approximately **2,057 square feet** sold for an average of **\$922,975**.

An **upgraded 4-bedroom, 3-bathroom home** with approximately **3,120 square feet** sold for an average of **\$1,358,435**.

A **luxury 4+ bedroom, 3.5+ bathroom home** with approximately **4,215 square feet** sold for an average of **\$1,862,125**.

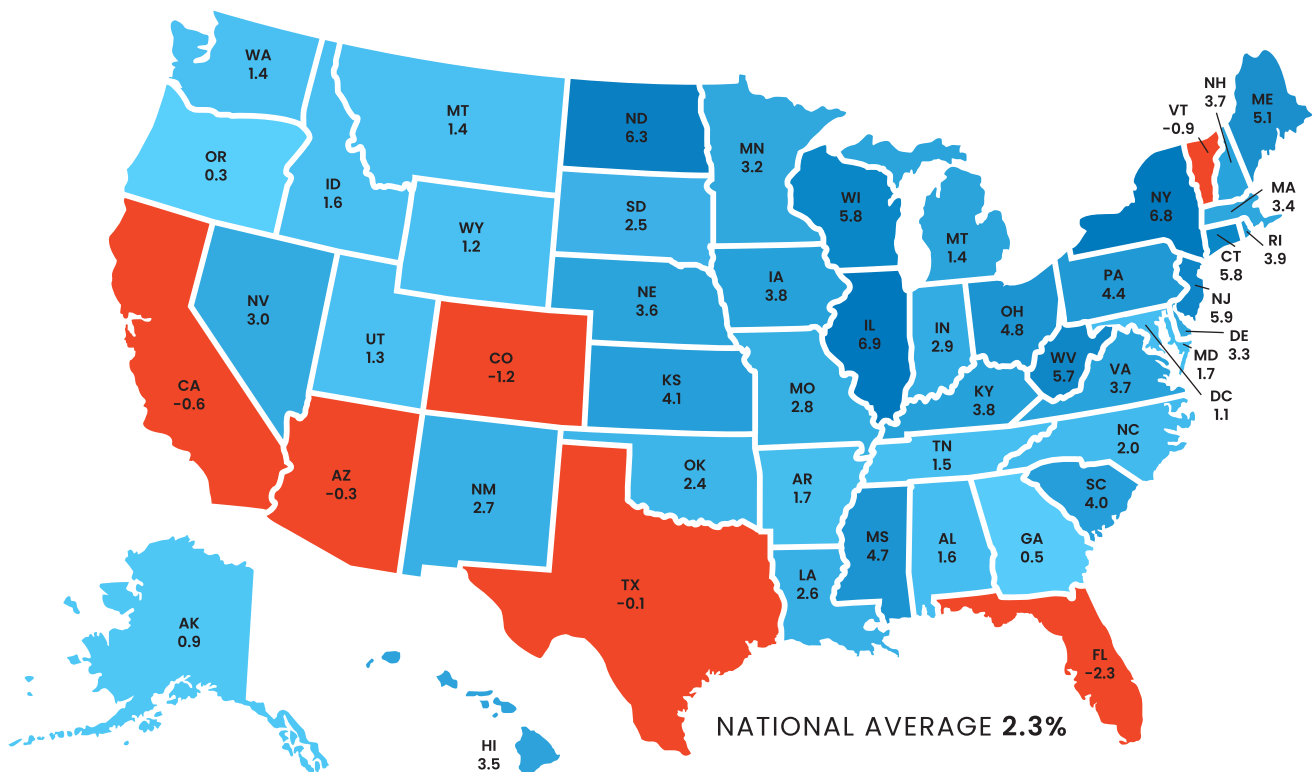
Mortgage Rates Trended Lower in 2025

30-YEAR FIXED MORTGAGE RATE



Cooling Price Growth Looked Different Across the Country

PERCENT CHANGE IN HOME PRICES, YEAR-OVER-YEAR Q3 2025



Home & Design Trends in 2026

INSIGHTS FROM MICHELLE TERNULLO

Outdoor Living: Practical and Purposeful

Outdoor living continued to matter in 2025, but buyers became more selective. Instead of oversized or high-maintenance setups, they gravitated toward defined, usable outdoor spaces that felt like natural extensions of the home. For 2026, I feel like it will continue. Simple patios, seating areas, pergolas, and fire pits will remain relevant. You will see fully equipped outdoor kitchens with pizza ovens, refrigeration and shaded cooking areas. You will see a focus on wellness, such as meditation gardens, and outdoor saunas. Pools are still in demand, and buyers are looking for a multi-use lifestyle featuring sun shelves, hydrotherapy jets and include features for lounging and socializing.

Interior Living: Comfort Wins

Inside the home, buyers responded best to spaces that feel comfortable and inviting rather than overly styled. Bright natural light, warm finishes, and a sense of flow matters more than chasing trends. “Warm minimalism” remain popular, with natural materials like wood, stone, and linen, which help spaces feel calm and livable.

Texture is the new luxury. Natural materials, like linen, wool, natural stone and mix wood finishes will play a large role in 2026. Designers are breaking away from mass produced uniform décor and leaning toward curate décor – vintage pieces, heirlooms and meaningful objects. Mixing styles and eras.

Flexible Spaces with Clear Purpose

Flexibility remains important, but buyers want rooms to show a clear use. Homes that have intentional purpose; office, guest room, fitness space, or hobby area, will help buyers understand how the home could work for them. Overly flexible or cluttered rooms often create confusion rather than inspiration.

Kitchen Trends: Warm, Soft, and Livable

Kitchens will continue to drive buyer decisions. In 2026, there will be a shift away from stark whites and cool grays toward warmer tones and softer finishes. Buyers favor kitchens that feel welcoming and functional, not overly dramatic.

Common themes include warm or creamy white cabinetry, earthy wood tones, natural stone, practical island sizes, and mixed metal finishes such as brushed brass or soft gold. Thoughtful touches like, walk in pantries, beverage or coffee stations add appeal without feeling excessive.

Staging Prep Still Matters

Homes that feel move-in ready will consistently sell quicker and for more money. Buyers show less tolerance for unfinished projects or deferred maintenance. Even in a seller leaning market, preparation makes a measurable difference in both buyer confidence and final results.

Final Thoughts
from Michelle

“Design trends come and go, but what matters most is balance. Homes that feel warm, cared for, and thoughtfully prepared consistently resonate with buyers. When selling, the goal isn’t to...

Color Trends for 2026

THE YEAR OF AUTHENTICITY

Nature, warmth and updated neutrals are what is defining the color palette for 2026. Designers are leaning into hues that emphasize comfort, and connection to nature.



Popular Color Themes

Blue Green and Teal Tones, Earthy and Calming Greens, Warm Neutrals and Earth Tones & Moody Blues.

Reliable Staging Colors

Trim: *Benjamin Moore*: White Dove, Simply White, or Chantilly Lace

Cabinets: *Benjamin Moore*: Swiss Coffee, White Dove and Alabaster

Walls: *Benjamin Moore*: Balboa Mist, Pale Oak, Edgecomb Gray, Revere Pewter, Swiss Coffee and Classic Gray. *Sherwin Williams*: Universal Khaki, Alabaster, Accessible Beige, Egret White, Natural Linen and Balanced Beige.

Exterior Color Pairings (Benjamin Moore)

Main: Revere Pewter

Trim: White Dove

Door: Narragansett Green

Main: Copley Gray

Trim: Swiss Coffee

Door: Black

Main: Hale Navy

Trim: Chantilly Lace

Door: Silhouette

Main: Edgecomb Gray

Trim: White Dove

Door: Hale Navy

...showcase personal style—it's to help buyers imagine themselves living comfortably in the space That approach continues to make all the difference."





Michelle

617-275-3379 | HOMES@TERNULLOREALESTATE.COM | TERNULLOREALESTATE.COM



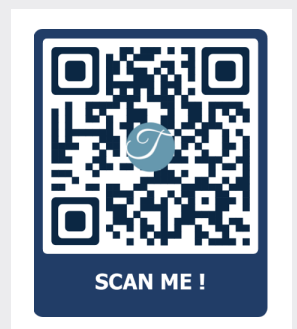
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If you're planning to buy or sell a home in 2026 or have any other real estate needs, count on us to be your professional real estate resource.

Snap a picture of the QR code to receive a personal message from John and Michelle Ternullo.



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