

Semi-Annual Market Report
**Franklin County
Massachusetts**

For the period ending June 30th, 2025

Wanda Mooney
GUIDING YOU HOME

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Market Overview - June 30th, 2025



*Chart reflects Single Family Homes sold in Franklin County, MA.

The real estate market in Franklin County continues to show steady activity and resilience, even as the national housing market adjusts to rising interest rates and broader economic shifts. While the rapid price increases of recent years have started to level off, demand remains strong, especially for well-maintained single-family homes in desirable locations.

That said, we are seeing a more balanced market overall. Buyers are still out there, but they're more selective and price-conscious, which means that accurate pricing, staged homes and marketing are more important than ever. Inventory has been slowly increasing, offering more options for buyers, but supply remains tight in certain price ranges.

In the hill-towns, the pace is a bit slower. Properties there are generally taking longer to sell, showings have tapered off, and in many cases, price reductions are needed to generate renewed interest. It's a noticeable shift from the fast-paced market of the past few years, but it also reflects a return to more typical selling conditions.

Sellers are still in a good position, especially when homes are priced competitively and marketed effectively. Franklin County continues to attract interest thanks to its rural charm, welcoming communities, and access to outdoor recreation, qualities that appeal to both full-time residents and second-home buyers.

Kind regards,

A handwritten signature in black ink that reads "Wanda". The script is cursive and fluid, with the first letter 'W' being particularly large and stylized.

2025 vs. 2024 Franklin County Housing Market Snapshot:

- **Pending Sales:** Pending sales grew by 6.5% in the first half of 2025 compared to the same period last year and closed sales grew by 10.9%
- **Inventory Shifts:** In the first half of 2025, inventory was up by 14.2% over the previous year with sales up by 10.9%
- **Rising Prices:** The average list price increased by 7.7%, with 18.8% more price reductions in 2025 compared to the first half of 2024.
- **Closed Transactions & Days on Market:** There were 223 single family homes closed in the first half of this year in Franklin County with an average of 58.8 days on the market up 28.5% over the same period in 2024.

*Information gathered for Single Family Homes from MLS Property Information Network and its subscribers disclaim any and all representations or warranties as to the accuracy of this information. Content © MLS Property Information Network, Inc.

Semi-Annual Market Review of Franklin County by Town

ASHFIELD						
		2024		2025	% Change	
Single Family Homes Sold		6		3		
Average Days on Market		92		100		
Average List Price		\$554,300		\$487,000	↓ 12.1%	
Average Sale Price		\$554,667		\$461,667	↓ 16.7%	
BERNARDSTON						
Single Family Homes Sold		4		11		
Average Days on Market		62		51		
Average List Price		\$430,975		\$410,400	↓ 4.7%	
Average Sale Price		\$416,231		\$412,164	↓ 0.9%	
BUCKLAND						
Single Family Homes Sold		5		5		
Average Days on Market		79		128		
Average List Price		\$530,480		\$427,560	↓ 19.4%	
Average Sale Price		\$501,500		\$420,600	↓ 16.1%	
CHARLEMONT						
Single Family Homes Sold		1		7		
Average Days on Market		6		65		
Average List Price		\$515,000		\$461,843	↓ 10.3%	
Average Sale Price		\$525,000		\$425,571	↓ 18.9%	
COLRAIN						
Single Family Homes Sold		6		3		
Days on Market		166		43		
Average List Price		\$221,265		\$474,633	↑ 114.5%	
Average Sale Price		\$225,250		\$441,333	↑ 95.9%	
CONWAY						
Single Family Homes Sold		2		3		
Average Days on Market		20		26		
Average List Price		\$499,000		\$465,633	↓ 6.6%	
Average Sale Price		\$480,000		\$446,682	↓ 6.9%	

DEERFIELD						
		2024		2025		% Change
Single Family Homes Sold		13		7		
Average Days on Market		53		100		
Average List Price		\$460,731		\$449,671		↓ 2.4%
Average Sale Price		\$472,972		\$436,343		↓ 7.7%
ERVING						
Single Family Homes Sold		8		6		
Average Days on Market		29		44		
Average List Price		\$304,925		\$353,000		↑ 15.7%
Average Sale Price		\$319,000		\$352,500		↑ 10.5%
GILL						
Single Family Homes Sold		1		5		
Average Days on Market		28		86		
Average List Price		\$789,000		\$349,680		↓ 55.6%
Average Sale Price		\$794,450		\$363,500		↓ 54.2%
GREENFIELD						
Single Family Homes Sold		42		44		
Average Days on Market		47		31		
Average List Price		\$329,819		\$334,070		↑ 1.2%
Average Sale Price		\$323,767		\$339,555		↑ 4.8%
HAWLEY						
Single Family Homes Sold		2		2		
Days on Market		14		32		
Average List Price		\$339,950		\$319,950		↓ 5.8%
Average Sale Price		\$346,250		\$305,000		↓ 11.9%
HEATH						
Single Family Homes Sold		1		3		
Average Days on Market		33		44		
Average List Price		\$325,000		\$287,967		↓ 11.3%
Average Sale Price		\$360,000		\$291,333		↓ 19%

LEVERETT						
		2024		2025		% Change
Single Family Homes Sold		6		5		
Average Days on Market		34		39		
Average List Price		\$520,750		\$540,980		↑ 3.8%
Average Sale Price		\$505,833		\$571,410		↑ 12.9%
LEYDEN						
Single Family Homes Sold		0		1		
Average Days on Market				8		
Average List Price				\$550,000		
Average Sale Price				\$582,000		
MONROE						
Single Family Homes Sold		2		0		
Average Days on Market		75				
Average List Price		\$314,950				
Average Sale Price		\$302,250				
MONTAGUE						
Single Family Homes Sold		21		27		
Average Days on Market		25		32		
Average List Price		\$308,114		\$350,696		↑ 13.8%
Average Sale Price		\$315,924		\$351,349		↑ 11.2%
NEW SALEM						
Single Family Homes Sold		3		8		
Days on Market		12		67		
Average List Price		\$281,600		\$453,975		↑ 61.2%
Average Sale Price		\$288,333		\$455,625		↑ 58%
NORTHFIELD						
Single Family Homes Sold		8		16		
Average Days on Market		15		92		
Average List Price		\$419,225		\$517,538		↑ 23.4%
Average Sale Price		\$423,638		\$507,175		↑ 19.7%

ORANGE						
		2024		2025		% Change
Single Family Homes Sold		43		43		
Average Days on Market		36		63		
Average List Price		\$293,114		\$353,526		↑ 20.6%
Average Sale Price		\$292,290		\$358,156		↑ 22.5%
ROWE						
Single Family Homes Sold		2		0		
Average Days on Market		58				
Average List Price		\$392,000				
Average Sale Price		\$360,000				
SHELBURNE						
Single Family Homes Sold		4		6		
Average Days on Market		64		71		
Average List Price		\$536,225		\$534,650		↓ 0.2%
Average Sale Price		\$531,250		\$501,167		↓ 5.6%
SHUTESBURY						
Single Family Homes Sold		7		6		
Average Days on Market		59		136		
Average List Price		\$491,514		\$330,650		↓ 32.7%
Average Sale Price		\$486,643		\$314,750		↓ 35.3%
SUNDERLAND						
Single Family Homes Sold		10		5		
Days on Market		34		54		
Average List Price		\$479,710		\$562,960		↑ 17.3%
Average Sale Price		\$481,025		\$583,630		↑ 21.3%
WARWICK						
Single Family Homes Sold		0		1		
Average Days on Market				31		
Average List Price				\$231,646		
Average Sale Price				\$229,646		

WENDELL							
		2024		2025		% Change	
Single Family Homes Sold		1		0			
Average Days on Market		41					
Average List Price		\$399,000					
Average Sale Price		\$375,000					
WHATELY							
Single Family Homes Sold		3		6			
Average Days on Market		45		87			
Average List Price		\$505,967		\$534,176		↑ 5.5%	
Average Sale Price		\$513,336		\$520,093		↑ 1.3%	

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KNOW THE DIFFERENCE

MARKETING | EXPERIENCE

Designations and Certifications:

- Graduate of Realtor Institute (GRI)
- Certified Residential Specialist (CRS)
- GREEN Designation
- ePro Certification-Digital Marketing
- Certified Luxury Home Marketing Specialist (CLHMS™)
- Coldwell Banker Luxury Home Specialist
- Senior Real Estate Specialist (SRES)
- Accredited Staging Professional (ASPRE)
- Pricing Strategy Advisor (PSA)

Accomplishments:

- #1 selling agent in Franklin County (MLS stats)
- #1 in sales Massachusetts Coldwell Banker Affiliates
- Voted Best Real Estate Agent in Franklin County
- Presidential Elite Premier Award Coldwell Banker (top 1%)
- Presidential Elite Award Coldwell Banker (top 3%)
- Platinum Award Winner - REALTOR® Association of Pioneer Valley
- REALTOR® of the Year for Coldwell Banker Community REALTORS®
- Platinum Award Winner - Coldwell Banker Community REALTORS®
- Prestigious Platinum Circle Award Winner

Wanda is a member of the National Association of REALTORS®, Massachusetts Association of REALTORS®, REALTOR® Association of Pioneer Valley, and Berkshire County Board of REALTORS®. She once served on the Board of Directors for the United Way of Franklin County and Greater Shelburne Falls Area Business Association.

Wanda also promotes local businesses and non-profits as part of her blog post series encouraging those to shop local and give to charities supporting our community.



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