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1313 Washington Street #115A
Boston, MA 02118

607 Boylston Street #500
Boston, MA 02116

617-861-3636

[www.stevencohenteam.com](http://www.stevencohenteam.com)

info@stevencohenteam.com

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REAL ESTATE MARKETS TO WATCH IN 2020

BOSTON RANKED AS ONE OF TOP 10 MARKETS

A joint undertaking by PricewaterhouseCoopers (PwC) and the Urban Land Institute, “Emerging Trends in Real Estate” survey is a highly regarded and widely read forecast report that provides a real estate outlook for key markets throughout the United States and Canada. The top 10 markets profiled in its 2019 issue are a mix of large and mid-sized metro areas in what the report refers to as Smile States — East and West Coast, linked by a few Sun Belt locations. Boston ranked at an impressive #5. The city’s increasing population, vibrancy, and critical mass generate considerable energy in the local real estate market.

Overall Real Estate Prospects*

The top 10 markets have also shown to consistently attract investor capital. Collectively, they account for 25.8% of the total property transaction volume between 2016 and 2018, and during the first half of 2019, they kept pace, with 26% of aggregate investment.
Boston, a comparatively small metro market with a population of 4.9 million, punches above its weight in terms of economic performance and real estate vitality. The survey ranked Boston at a solid sixth place in real gross domestic product (GDP) per capita. Investors have taken notice and their investment has helped Boston account for 2.9% of all U.S. transaction volume over the past three years, and 3.1% in 2019.

Boston also enjoys a number of strong structural advantages, including its outstanding educational institutions which act as a talent magnet, and a powerful tech industry which accounts for 10% of the city’s job base. Boston may be expensive and weighed down by congestion issues, but none of that is expected to slow down future investment, the report concluded. The city earned the second-highest score for investor demand expectations.

Source: “Emerging Trends in Real Estate 2020” Survey by PricewaterhouseCoopers (PwC) and the Urban Land Institute
A DECADE OF INTERIOR DECOR

AND WHERE TO FROM HERE

Instagram, Pinterest, Warby Parker, and We Work all launched in 2010, and Airbnb and Wayfair took off around that time. HGTV and Fixer Upper happened. Over the past decade, people have had access to more readily available information on what’s trendy than ever before. It’s no surprise then, that in the past ten years we’ve managed to swing from one extreme of the interior design spectrum, to the other.

The early 2010s were heavily influenced by post-recession belt-tightening. People developed a more-with-less sensibility evident in off-the-shelf finishes and fixtures, safe colors and shapes, minimalist silhouettes, Ikea hacks, simple DIY projects, and vintage shopping trips. The mid-2010s saw a softening of design. Trends became bigger and more viral as Instagram and Pinterest grew and further popularized the picture-perfect interior. “It” colors (millennial pink) and plants (fiddle-leaf fig, the monstera) flooded social media. The late 2010s saw bolder colors, dazzling patterns, tactile materials, and adventurous silhouettes for an overall warmer, more soulful design. Below we’ve pulled a few of the most notable trends from the past decade, as well as several we can look forward to in the upcoming Roaring Twenties:

A DECADE IN REVIEW: 2010–2020

MINIMALIST AESTHETIC AND SCANDINAVIAN DESIGN. This style featured aspirational spartan interiors with clean lines, natural wood, black, white, and gray color schemes, comfortable, practical forms, and cozy, warm sheepskin and knits. Bold, graphic patterns like chevron on curtains, pillows, and rugs made a statement and amped up interiors for the budget-conscious shopper. Modern minimalism was all about purging the excess and living simply, and modern homes were sparse, clutter-free, and pared down.

COOL COLORS AND WARM ACCENTS. This decade was painted in predominantly cool shades of gray and blue. White-on-white kitchens with pale cabinets, stainless steel appliances, and light stone countertops and backsplashes were all the rage. Brass, bronze, and other warm metallics — utilitarian but luxe-looking materials — made for a subtle pop of color to help warm up and balance the otherwise cool tones.

MID-CENTURY MODERN CALLBACKS. Mad Men and The Marvelous Mrs. Maisel brought tapered legs, acorn finishes, and the
Eero Saarinen’s Tulip style dining table front and center, and Ray and Charles Eames were reborn as a household name. Layered with clean, contemporary pieces and updated with beautiful, luxe fabrics, mid century furniture integrated easily into modern design.

**ECLECTICISM AND FARMHOUSE CHIC.** As design became more and more expressive toward the end of the decade, modern minimalism gave way to a range of eclectic, custom-made elements. There was a rise in handmade and bespoke goods around the world, most readily evident in the success of digital marketplaces such as Etsy. Word art, mason jars, Edison bulbs, and subway tiles were everywhere. Real estate and renovation shows like Fixer Upper popularized the modern farmhouse aesthetic featuring shiplap walls, industrial fixtures, rustic, antique furniture, and lots of gray, white, and black.

**WHAT TO LOOK FOR: 2020 AND BEYOND.**

**ENVIRONMENTALISM.** While trends will come and go over the following decade, environmentalism as a movement is likely to influence a number of them. We paid witness to the fires in the Amazon in 2019, and we began the new decade with Australia burning. The Midwest flooded, and the United Nations warned about unprecedented declines in biodiversity. The design world has been and will keep responding by working with bio materials, finding alternatives to plastic, designing for longevity, and creating products from waste.

**WARMING UP THE COLOR PALETTE.** After years of cool shades and warm accents, we’re finally seeing a flip. More and more people are looking for anything-but-white in the kitchen, and while white cabinets are still popular with remodelers, alternatives such as soft, light grays and blues, dark greens, and tasteful wood tones are gaining ground. Black stone or colored marble will add interest to countertops and backsplashes throughout the home. We can expect to see burnt orange paired with tonal shades of terracotta and earthy pinks. Neutrals overall will warm up into borderline warm taupe and gray-brown. Silver accents will battle the familiar bronze and brass to contrast with the warmer-toned colors coming back.

**THE ’80S ARE BACK.** The past decade went from minimalism to maximalism, pulling from postmodernism, historicism, and plurality all represented through hand-worn finishes, natural and artificial materials, and global references. Shapes will keep getting rounder and more exaggerated, bringing to mind ’80s silhouettes with chunky, curved, geometric furniture designs, and colors will keep getting bolder, very much in line with the Memphis design aesthetic.

**EMPHASIS ON THE BATHROOM.** You may see additional seating in the most unexpected room in the home. As bathrooms become more spa-like, benches, stools, and window seats are becoming more common, as well. They can be a spot to perch during your nighttime skincare routine, or a catch-all by the bath for towels, candles, books, and face masks. In line with the spa-like aesthetic, double floating vanities will free up floor space, creating an illusion of size in a room with otherwise minimal square footage.

*Sources: Lonny, MyDomaine, Elle Decor, Curbed, Insider, Kaitlin Madden*
MEET A SOUTH END COUPLE

STEPHANIE AND ERIC

Stephanie and Eric met at Brandeis University as co-captains of the swimming team, and although they spent some years in Chicago — he was finishing up his medical training, and she was working on her graduate degree — it wasn’t long before they came to call Boston home. Stephanie was determined to be close to New York, where the vast majority of her family lives, so when Massachusetts General Hospital offered Eric a fellowship, they wasted no time. The couple moved to the South End in 2005, close to her East Coast relatives and his place of work.

Today, you’d be hard pressed to find a couple more entrenched in the fabric of its community than Stephanie and Eric. While she commutes for work as a lecturer of public health at the University of Illinois at Chicago, the South End community keeps her, Eric, and their children tethered to Boston. “Chicago is just for work,” she said. “But my life is fully here and I don’t like missing things with my kids.” The family is always out and about, and most of their activities circle around the children’s. At 13 and 10 years old, they are heavily involved with South End sports, including baseball, soccer, and basketball. In fact, Stephanie coached her children’s soccer and baseball teams for years, and the family Weimaraner dog, Pastelito, is named after a Dominican delicacy sold at South End baseball games.

“I’m also extremely active with advocacy,” Stephanie said. While working on her masters degree in Chicago, she spent five years working at Cease Fire, a violence-prevention program that uses violence interrupters to prevent gun violence. Now, she’s a member of the Massachusetts Coalition to Prevent Gun Violence. “I’m on the strategy team and we work on sensible gun laws in Massachusetts,” she said. “Because we have what is arguably the tightest bill, Massachusetts has some of the lowest gun death rates in the country.” Stephanie has passed on her passion for social justice and volunteer work to her family, as well. Her 13-year-old, a 7th-grader at Boston Latin School, volunteers at the Casa Nueva Vida family shelter.

When Stephanie isn’t splitting her time between lectures in Chicago and her family in Boston, and Eric isn’t putting 90% of his waking hours into his work as a Boston Red Sox team physician, they hike and travel. Outside New England, Stephanie loves Madrid, where she studied, and she and Eric just recently traveled to Cuba. “We always have about five things going at the same time,” she said. “We never say no to anything, we never want to miss a beat.”

Is there a South End resident you think should be featured next? Contact our Communications Specialist, Anastasia Yefremova, at anastasia@stevencohenteam.com.
## 20 MOST EXPENSIVE SOUTH END SALES IN 2019

<table>
<thead>
<tr>
<th>ADDRESS</th>
<th>SALE PRICE</th>
<th>PRICE/SF</th>
<th>TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Union Park</td>
<td>$5,700,000</td>
<td>$1,014</td>
<td>MULTI FAMILY</td>
</tr>
<tr>
<td>477-481 Harrison Avenue PHB</td>
<td>$5,600,000</td>
<td>$1,832</td>
<td>CONDOMINIUM</td>
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<tr>
<td>24 Rutland Square #2</td>
<td>$4,700,000</td>
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<td>CONDOMINIUM</td>
</tr>
<tr>
<td>165 West Canton Street</td>
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<td>$1,052</td>
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<tr>
<td>150 West Canton Street</td>
<td>$4,450,000</td>
<td>$1,342</td>
<td>SINGLE FAMILY</td>
</tr>
<tr>
<td>32 Concord Square</td>
<td>$4,400,000</td>
<td>$1,281</td>
<td>MULTI FAMILY</td>
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<tr>
<td>97 Warren Avenue</td>
<td>$4,250,000</td>
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<tr>
<td>118 Appleton Street</td>
<td>$4,175,000</td>
<td>$1,187</td>
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<tr>
<td>7 Claremont Park</td>
<td>$4,137,500</td>
<td>$907</td>
<td>MULTI FAMILY</td>
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<tr>
<td>161 West Newton Street</td>
<td>$4,060,000</td>
<td>$1,308</td>
<td>MULTI FAMILY</td>
</tr>
<tr>
<td>477-481 Harrison Avenue PHA</td>
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<td>$1,818</td>
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<tr>
<td>201 West Brookline street #201</td>
<td>$3,990,000</td>
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<td>CONDOMINIUM</td>
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<tr>
<td>160 West Canton Street</td>
<td>$3,895,000</td>
<td>$850</td>
<td>SINGLE FAMILY</td>
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<tr>
<td>27-29 Isabella Street #9</td>
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<tr>
<td>21 Rutland Square #2</td>
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<tr>
<td>22 Braddock Park</td>
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<td>8 Rutland Square #2</td>
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<tr>
<td>35 Concord Square #2</td>
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<tr>
<td>27-29 Isabella Street #7</td>
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<tr>
<td>48 Union Park Street #3</td>
<td>$3,499,000</td>
<td>$1,556</td>
<td>CONDOMINIUM</td>
</tr>
</tbody>
</table>

**Average price per square foot among the 20 most expensive South End Sales for 2019: $1,324**

*Source: LINK Boston Quarterly Report*
BOSTON’S TOP 10 NEIGHBORHOODS IN 2019

BY NUMBER OF SALES AND MEDIAN SALES PRICE

While the number of South End sales in 2019 decreased by 16% compared to 2019, its median sale price remained steady, and the average sale price increased by 2%. The neighborhood remains one of Boston’s top performing areas.

Source: LINK Boston
FOCUS ON THE SOUTH END IN 2019

South End Median Selling Price by Square Footage

<table>
<thead>
<tr>
<th>Square Footage</th>
<th>Median Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>700&lt;</td>
<td>$389,500</td>
</tr>
<tr>
<td>701-1,000</td>
<td>$849,000</td>
</tr>
<tr>
<td>1,001-1,500</td>
<td>$1,204,500</td>
</tr>
<tr>
<td>1,501-1,800</td>
<td>$1,786,000</td>
</tr>
<tr>
<td>1,801-2,400</td>
<td>2,357,500</td>
</tr>
<tr>
<td>2,400+</td>
<td>$3,256,633</td>
</tr>
</tbody>
</table>

South End Sales by Square Footage

- 700<: 50
- 701-1,000: 117
- 1,001-1,500: 144
- 1,501-1,800: 147
- 1,801-2,400: 24
- >2,400: 21

South End Median Selling Price by Number of Bedrooms

<table>
<thead>
<tr>
<th>Number of Bedrooms</th>
<th>Median Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>$520,750</td>
</tr>
<tr>
<td>1 Bed</td>
<td>$689,000</td>
</tr>
<tr>
<td>2 Bed</td>
<td>$1,100,000</td>
</tr>
<tr>
<td>3+ Bed</td>
<td>2,293,750</td>
</tr>
</tbody>
</table>

South End Number of Sales by Number of Bedrooms

- Studio: 72
- 1 BR: 133
- 2 BR: 261
- 3+ BR: 92

Source: LINK Boston
30-YEAR FIXED RATE MORTGAGE RATES

OVER THE PAST FOUR DECADES

The Federal Reserve left interest rates relatively unchanged in December, 2019 and noted its intention to keep them as-is throughout 2020. The average interest rate for a 30-year, fixed-rate mortgage was 3.72% on January 2, and economists predict it will stabilize at about 3.8% over the coming year. The housing market is expected to be increasingly healthy — meaning home prices will continue to rise, but at a moderate pace — homebuyers are less likely to face affordability issues, and there will be a better balance between supply and demand for housing than in previous years.

Sources: Freddie Mac, Yahoo Finance
THE PAST FIVE YEARS: SOUTH END V. CITYWIDE

Five Year Price Index: South End v. Citywide

Sales Over Asking Price for Past Five Years: South End v. Citywide

Source: LINK Boston
MEET THE SOUTH END REAL ESTATE SPECIALISTS

The Steven Cohen Team provides expert insight, guidance and representation for discerning residential property buyers and sellers in Boston’s South End and adjacent neighborhoods. Our unmatched experience in the local real estate market, long-term approach to customer service, and coordinated teamwork keep us #1 on MLS in South End transactions year after year.

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THE STEVEN COHEN TEAM IN 2019
A YEAR IN REVIEW

#1 among Keller Williams associates in the Boston-Metro market center

#2 among Keller Williams associates in the New England

#28 among 160,000+ Keller Williams Realty associates across the country

$175+ million in sales volume in 2019

#5 Team by Transaction Volume in Massachusetts, as advertised in the Wall Street Journal and America’s Best Real Estate Agents

#205 Team by Transaction Volume in the U.S. in The Thousand, as advertised in the Wall Street Journal and America’s Best Real Estate Agents

For additional Steven Cohen Team client testimonials, visit stevencohenteam.com/testimonials
NOTABLE
STEVEN COHEN TEAM
SOUTH END SALE

15 BRADDOCK PARK #1

Located on picturesque Braddock Park, this wonderful parlor triplex offers everything the sophisticated urban homeowner could ask for. Original double doors open to a classic bow front parlor with soaring ceilings, significant crown molding, custom built-ins, and a gas fireplace with the original marble surround. Pocket doors lead to a dining room with the original fireplace and a kitchen featuring Viking appliances and stone counters, including a convenient breakfast bar. A door leading out to an oversized deck, a pantry, and a powder room complete this level. Downstairs is a sumptuous master suite with a marble bath and double sinks, plus a guest bedroom and an extra space that could be another bedroom or home office. The ground level offers an additional bedroom and a marble bath with a shower, as well as a family room that leads out to a 20 x 23 landscaped patio and parking for two cars.

SALE PRICE: $2,565,000
BEDROOMS: 3
BATHROOMS: 2.5
SIZE: 2,370 sq. ft.
PARKING: 2 Off-Street, Deeded
BUILT: 1875
MEET A SOUTH END LANDMARK

THE SOUTH END BURIAL GROUNDS

Surrounded by Victorian era buildings on the corner of Washington and East Concord Street is the South End Burial Ground, originally called the Neck Burying Ground. Common in the South and rare in New England, multiple above ground burials contained within a continuous granite wall were usually built to protect cemeteries in low lying areas from flooding. And before extensive filling on either side of the Neck, Washington Street and its vicinity were prone to inundation from the waters of the South Cove and Back Bay. Set out over some of the marshiest terrain on the Neck, the South End Burial Ground is a rare New England example of a cemetery enclosed on three sides by a 10-foot tall granite wall containing burial vaults. It was organized in 1810 under the authorization of Boston’s Board of Selectmen. Its original configuration—a square bisected by two pathways with 20 freestanding tombs arranged in groups of five—reflected the French garden approach. The city began building the granite tombs around the perimeter of the burial ground in 1827.

According to lore, pirates and criminals were buried here as early as c. 1700 after being cut down from the gallows located near the site of the present Cathedral of the Holy Cross. However, unsubstantiated rumors aside, the South End Burial Ground was really the city’s first working-class cemetery. It was geared toward a growing community of mechanics, merchants, and artisans who, following the Revolution, made their home and living along the South Cove side of the Neck. Etched on the few freestanding gravestones are early 19th-century names such as Andrews, Bennet, Brigham, Gardiner, Lovering, Lynch, Townsend, and Washburn. Buried here are members of the Aaron Willard family of clockmakers and the Stephen Minot family of the George Tavern. Records indicate that a tomb in 1820 cost $220-$250 for a corner, and the average salary for a male that same year was $325, which made a burial place expensive but attainable. The most well-known person buried in the South End Burial Ground is the former superintendent of
the city’s cemeteries, Samuel Hawes, who was such a believer in his newest cemetery that he decided to share his resting place with the masses.

The predominant headstone material was slate, and the most common incised image was the willow-and-urn motif widely utilized between the 1790s and the 1840s. This was indicative of a larger trend toward sentimentality in mourning art. The weeping willow tree was associated with grieving, while the urn was a reference to the Imperial Roman practice of interring the ashes of fallen Roman military heroes in urns and displaying them in places of honor. Fresh from their struggle for independence, the urn and its associations with bravery on the battlefield resonated with Americans. The language and tone of the epitaphs changed, as well. Instead of stark and foreboding messages about life and death, they began to reflect new ideas about resurrection and the afterlife. The underlying theme was the commemoration of the dead for the benefit of the living.

It’s almost impossible to say exactly how many graves there really are in the South End Burial Ground. Estimates range between 10,000 and 11,000, over 90% of those unmarked. Between periodic outbreaks of smallpox and other diseases resulting in the mass burials of hundreds of victims, and people who couldn’t afford a burial from various charitable organizations such as the Home for Indigent Women buried en masse, architectural historians believe there are seven successive layers of bodies beneath the uneven terrain. The marshy land within the burial ground was filled and graded several times over the years, which allowed for interments in successive layers but undoubtedly engulfed many grave markers. By 1835, below-ground burials were forbidden by law. The city performed a final filling and grading in 1837, and interments at the South End Burial Ground officially ceased in 1866.

That same year, M.M. Ballou, owner of the national periodical Ballou’s Pictorial, was granted 11,000 sq. ft. of the eastern quadrant to accommodate his St. James Hotel. Hundreds of bodies were dug up during the excavation process, to the horror and grief of onlookers witnessing the disinterred remains. The hotel failed rather quickly, and in 1882 the New England Conservatory bought the building and another 11,000 sq. ft. of the burial ground at the bargain basement price of 28 cents per square foot. While the Conservatory also built on the remains, they were required to move and rebury the bodies on Deer Island. This filled out the entire northern side of the ground — once square, now L-shaped — with buildings, which have been converted into apartments and condominiums.

The site fell into a state of decay and major disrepair in the 1960s and 1970s as graffiti, overgrown vegetation, and broken tombs gave it the appearance of a weed-choked vacant lot. It wasn’t until a restoration effort by the city in the 1980s that the South End Burial Ground was brought back around. Today, it’s one of sixteen historic Boston burial grounds managed by the city’s Historic Burying Grounds Initiative, open to visitors upon request with 24-hour advance notice to the Cemetery Division at Mount Hope Cemetery.

Sources: Massachusetts Cultural Resource Information System (MACRIS), City of Boston, The Boston Son, Boston Public Library

Photo courtesy of the Boston Parks and Recreation Department
A SOUTH END RENOVATION STORY

TOM AND ANGELA’S CONDOMINIUM

In many ways, Tom and Angela’s South End condominium is the culmination of a full circle, decades in the making. The couple first met a block away from their current home, at a mutual friend’s house party. At the time, Angela was a veterinarian at the South Bay Veterinary Group on Tremont Street, and Tom had started a company that made designer music systems on Bradford Street. They recall looking at their current home over a decade ago. It didn’t quite suit their needs then. They had small children and didn’t spend much time in the city in the first place. But 2017 was the year things fell just right. Their youngest was already in high school and with Tom’s office in Boston, they were spending plenty of time in the city. So the couple went on a hunt for outdoor space and a nice view.

“We were looking at places with rooftop decks,” Tom said. “I thought, rooftop deck, terrace, same thing, right? In those days I equated them. Except, you have to go up to a roof deck, and that’s just not something you’re going to do on a rainy March day. So you lose the joy and beauty of the view.” They must have looked at over 50 places all around Boston, Angela recalled, before coming back to the condominium they’d passed up ten years ago. This time around, the stunning, near 180-degree view was enough to convince them.

Initially, Tom and Angela weren’t looking for a renovation project, and despite the occasional inconvenient wall getting in the way of an uninterrupted sightline, they tried to work with what they had. “We even tried putting some mirrors on the wall to bring in a little more light,” Angela said. After half a year they realized that anything worth doing, is worth doing well. They began an eight-month renovation that saw the space taken down to the studs.

Enlisting the help of South End-based architect Jeremiah Eck from Eck|MacNeely Architects, and interior designer Lisa Hillson of Lisa Hillson Interiors, Tom and Angela customized their home to fit all their needs. They removed the wall that previously separated the master bedroom from a small office space, moving the living and dining area in their place. This opened up the view completely and allowed the expansive outdoor space to become a part of the living space. They raised the entire terrace by about six inches when they replaced the membrane between the tiles and the building roof, preventing moisture from collecting. Tom and Angela set up separate office spaces that double as guest bedrooms, added a third bathroom, and used Sawyer Mason pre-finished floors to complement the light, airy design. The contemporary style was influenced by the years the couple spent living in Italy, as well as the building’s overall aesthetic.

“The single most difficult part was to make the decision as to what to do,” Tom said. “Then it was just a lot of work.” As Angela gushed, at the end of the day it was all “absolutely worth it.”
Minni Space,
Maxi Inspiration

IN THE HEART OF SOWA’S ART COMMUNITY,
LITTLE ONES DISCOVER THEIR CREATIVITY

Nestled among the galleries, showrooms, studios, and businesses that make up the South End’s SoWa art and design district, is a space carved out for the littlest artists. Kelly Harris Smith opened Minni in May 2018 to create an opportunity for children to partake in the area’s highly creative environment. “I didn’t have this as a kid,” she said. “I actually mostly did sports.” Smith didn’t even realize industrial design was something she could study until she got to Northeastern University, where she trained as an architect. She eventually co-conceived and ran Knoll furniture’s FilzFelt brand, before focusing independently on product and design work. But she noticed the continued lack of art education and opportunities. “As a mom living in this neighborhood, I wasn’t really seeing a lot of child-oriented art and design programming,” she said. So she created her own.

Minni’s studio and lounge areas are airy and open, their welcoming design and comfortable seating meant to inspire art and creativity. Local teaching artists and designers host on-site programming, and curate the gallery and any special events. Minni offers a variety of weekly classes, one-off workshops, and more flexible drop-in options in its two studio spaces. Participants vary in ages from 18-month-old toddlers, to ten-year-olds. In general, classes follow an environmentally conscious design, utilizing natural and recycled materials wherever possible.

“We have a class called Creative Chefs,” said Smith. “They’re not actually cooking, but some of the projects are either using food as a tool, or making a sculpture to resemble food.” Another class called Playful Potions teaches children how to experiment with materials and colors, and how they react together. It includes marbling, measuring, and mixing materials into child-friendly concoctions like slime and bath bombs. A summer program aimed at four to ten year-olds offers ten individually themed weeks of programming, along with field trips to a gallery or a working artist’s studio. There is also the recently introduced Book Club, a creative spin on storytime designed for the littlest crafters ages one-and-a-half to five, and their caregivers. Each club gathering aims to expand vocabulary, encourage empathy and ignite growing imaginations by focusing on uniquely themed book readings paired with process-oriented art activities led by a Minni instructor. All lessons come with vocabulary or concepts central to the development of young minds.
“The overall response has been really positive,” Smith said. “We’re definitely growing, as is the number of people coming through our space. We’re a relatively new business, so it’s taken a little while, but we’re always improving.” She noted people seem especially appreciative of the space Minni offers children to express their inner messy artiste, sparing their parents paint- and chalk-covered walls, and dirty floors. “Drop by for a visit if you happen to be in the neighborhood when the SoWa open market is on,” Smith said. “We always have the lounge open to visitors, and there is often a project or two we offer for free.” Not to mention the retail store where — regardless if you have little ones of your own or not — you’ll find designer items made from sustainable materials like colored pencils, soy candles, tote bags, sketchbooks, and more.

*For more information on Minni, visit minni.space*
SHARP DRESSED HOUSE

WHAT A STAGED-TO-SELL HOME CAN DO FOR YOU

One of the first things a good real estate agent will address with a potential seller has to do with the presentation of their home. Whether that includes a full-blown staging effort, or a simpler decluttering process, it’s important to consider that you’re not doing it for yourself, you’re doing it for the eyes of potential buyers. The 2019 “Profile of Home Staging” by the National Association of Realtors (NAR) explores in detail what staging can do for the home sale process. Below are a few takeouts from that report.

Impact of Buyers Viewing a Staged Home

<table>
<thead>
<tr>
<th>Impact</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easier to visualize property as future home</td>
<td>83%</td>
</tr>
<tr>
<td>More willing to walk through home they saw online</td>
<td>38%</td>
</tr>
<tr>
<td>Will positively impact home value if home decorated to buyer’s taste</td>
<td>37%</td>
</tr>
<tr>
<td>Overlook other property faults</td>
<td>23%</td>
</tr>
<tr>
<td>Will negatively impact home value if home decorated against buyer’s taste</td>
<td>7%</td>
</tr>
<tr>
<td>Are more suspect of home features</td>
<td>3%</td>
</tr>
</tbody>
</table>

92% of buyers’ agents said that home staging has an EFFECT ON BUYERS’ VIEW OF THE HOME.

53% of seller’s agents said that staging a home DECREASED ITS TIME ON THE MARKET.

Source: National Association of Realtors (NAR) 2019 Profile of Home Staging
42% of buyers’ agents said that staging a home DIRECTLY INCREASED THE DOLLAR VALUE OFFERED UP TO 20% compared to similar homes on the market that were not staged.

46% of sellers’ agents said that staging a home DIRECTLY INCREASED THE DOLLAR VALUE OFFERED BY BUYERS UP TO 20%, in comparison to similar homes.

Rooms Staged When Selling

<table>
<thead>
<tr>
<th>Room</th>
<th>Staged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living Room</td>
<td>93%</td>
</tr>
<tr>
<td>Master Bedroom</td>
<td>84%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>78%</td>
</tr>
<tr>
<td>Dining Room</td>
<td>72%</td>
</tr>
<tr>
<td>Yard/Outdoor Space</td>
<td>64%</td>
</tr>
<tr>
<td>Bathroom</td>
<td>38%</td>
</tr>
<tr>
<td>Children’s Bedroom</td>
<td>29%</td>
</tr>
<tr>
<td>Guest Bedroom</td>
<td>28%</td>
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</tbody>
</table>

Importance of Rooms Staged for Buyers

<table>
<thead>
<tr>
<th>Room</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Not Very Important</th>
<th>Not At All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living Room</td>
<td>47%</td>
<td>39%</td>
<td>10%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>42%</td>
<td>41%</td>
<td>12%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Master Bedroom</td>
<td>35%</td>
<td>27%</td>
<td>24%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Dining Room</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
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<td>Guest Bedroom</td>
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</tr>
</tbody>
</table>
When it comes to realizing the full value of your home in today’s market, you need our experience and systems working for you. The Steven Cohen Team’s exclusive Market Movement Index (MMI) provides unprecedented insight that enables you to set the right price for your home.

What’s your home worth?
Call on us to get to work for you.
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(617) 861-3636
info@stevencohenteam.com
www.stevencohenteam.com