

Inside Boston's Luxury Market

Coldwell Banker Boston's The Whaley / Ring Team shares insights into the city's market trends and up-and-coming neighborhoods.

By Lauren Stone



NEED TO KNOW

The Boston real estate market in three words:

Turnkey condition only!

The first question you ask buyers:

"Would you like brownstone charm or concierge convenience?"

Favorite spot for a night out:

Raffles Boston. "It offers four great places to eat and drink: La Padrona, Long Bar & Terrace, Amar and the Blind Duck. My clients always leave very satisfied," says Whaley.

Best place to get outside:

Ride a Blue Bike down the Emerald Necklace, or stroll through the Arnold Arboretum of Harvard University. "It's a treasure for walkers, families and nature enthusiasts."

Where to look for good deals:

"I think that Jamaica Plain has long been undervalued given its easy transportation access to Boston and the Longwood hospitals and its proximity to the higher end values in Brookline," says Ring.

The Whaley Ring Team ranking:

#1 Large Team for Coldwell Banker in Boston; Society of Excellence since 2008; #10 for leased properties nationally in 2024 (large teams)

The Whaley / Ring Team

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Few know Boston's luxury real estate market as intimately as The Whaley / Ring Team. Led by Paul Whaley and Charlie Ring and joined by five associate brokers, this top-tier team blends decades of experience with an unrivaled passion for helping clients navigate the city's exclusive neighborhoods.

"The high end of the market is as selective as it's ever been," says Ring. Buyers are poised to act quickly and decisively when they come across the right property. This is especially true in the historic downtown Boston neighborhoods, where inventory is low and competition can be fierce. "Certain buildings, locations, views and renovation qualities are trading at price ranges that reflect market highs," he says. Boston's luxury market is known for its

diversity of properties, and the decision for buyers "often comes down to whether you want the charm of a brownstone or the convenience of a luxury building," explains Ring. "Both styles offer distinct advantages, and we help clients navigate the choices based on their lifestyles."

While Back Bay continues to be a top neighborhood, the team also points to up-and-coming areas gaining traction with luxury buyers, like Bay Village: "Known for its central location and convenience, this quiet neighborhood is comprised of historic brownstones with some more modern buildings mixed in. Buyers looking for single-family homes and an easy walk to the Back Bay, South End or the Financial District should consider Bay Village."

