

NEW ENGLAND LIVING

— THE ONGOING ALLURE OF
HIGH-END NEW BUILDS —



The melding of new construction and luxury living is the sweet spot for experienced Realtor Ricardo Rodriguez.

by Lisa Cavanaugh

After decades of successfully navigating the high-end real estate market in Boston, Provincetown, and locations up and down the New England coast, award-winning Realtor Ricardo Rodriguez is excited to see an ongoing surge in new construction in the luxury realm.

“The intersection between those two areas – new construction and luxury properties – continues to dominate the market,” says Rodriguez, who works primarily out of his office on Boylston Street in Boston’s Back Bay. His team at Ricardo Rodriguez and Associates (RR&A) has earned Coldwell Banker’s #1 Team in New England spot and garnered more than 4 billion in career sales.

He says that all types of inventory in that sphere – single-family homes, condominiums, townhomes – are seeing this growth. “When we look at data locally, nationally, and internationally, the luxury market segment continues to outperform other market segments,” says Rodriguez, who has been honored as both a Coldwell Banker Global Luxury Ambassador and an International Luxury Alliance Member.



Rodriguez explains that the prominence of high price point new construction makes for a winning combination for his clientele. "We have several projects right now on the market that exemplify that synergy," he says. He references a property in Boston's South End at 595 Albany Street. "It has ten units, the majority of which enjoy direct elevator entrance and private outdoor space," says Rodriguez, "Over the past few months, we have already placed 40% under agreement, so it is moving fast."



The Residences on Robeson

Other more boutique projects from his team include a townhome-style property called The Residences on Robeson. A one-of-a-kind residential development featuring three expansive side-by-side homes inspired by the lifestyle, privacy, and space of single-family living, these ground-up new construction homes are nestled idyllically in the heart of Jamaica Plain. “They are in the upper two-to-three-million-dollar price point, which is the top of the range for that specific neighborhood in Boston,” he says. “We have had tremendous activity on those.”



Looking forward to 2025, RR&A is launching a 44-unit building in Boston, for which they already have a waitlist of people eager for additional information. They are also working on an up-and-coming project in Provincetown, Cape Cod.

“Those market segments are super active,” says Rodriguez. “We have moved a lot of inventory over the past year or two, and I anticipate the same level next year.” He credits this success to the excellent team at RR&A. “I think sometimes what gets overlooked is the level of expertise that allows us to navigate market conditions and position projects in a way in which people can see the value.”

He acknowledges that clients trust him because they know this is an area he has worked in for quite a while. “I’ve been doing this for 20 years,” says Rodriguez, “and since year one, I’ve been doing new construction. We’re doing that at every tier, from entry-level projects, luxury developments, brand new single-family homes to sizeable 100-plus unit buildings. So, our expertise is in a wide span of inventory. We’ve done it all!”

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