



Joan O'Meara
The Key to Your Home.

REALTYCHECK



DOES MARKET SHARE REALLY MATTER TO THE HOME BUYER OR SELLER?

A CLOSER LOOK AT THE COMPANY BEHIND THE REAL ESTATE AGENT

It's a question that Joan O'Meara, associate broker for Houlihan Lawrence in Rye & Harrison, is asked frequently. "I see the statistics. I read the articles. But does Houlihan Lawrence having a greater percentage of market share in our communities really matter to me?" According to Stephen Meyers, CEO of Houlihan Lawrence, the answer in a nutshell is this: "Buyers want to go where the inventory is. And sellers want to go where the buyers are and we have both."

In other words, this is a tremendous benefit to Sellers and Buyers. And it reminds Joan why she feels grateful to have Houlihan Lawrence as her brokerage to back her energetic and tireless efforts in our local real estate market. 2010 exhibited a year in which Houlihan Lawrence experienced a remarkable market share growth to 38% of the single-family home market—a market share larger than the next three competitors combined.

Market share reflects the combined expertise and offerings of the company and the agents. It also shows flexibility and adept reaction to changing market conditions. By keeping on top of Buyer trends and behavior; the marketing strategies and services of Houlihan Lawrence are continually fine tuned and kept current for Buyers and Sellers.

Joan further explains, "Sellers and Buyers can have realistic expectations with us. Because Houlihan Lawrence

participates in **70%** of all local residential sales, they can be assured that their home transaction will be represented by an experienced, profitable, successful company that will uphold a strong presence in our local markets."

information on sales updates that could affect the value of their home. HLtv, a series of short videos, enables viewers to see and hear the stories of individual communities. HL understands that buyers are buying more than a home; they are gaining a new community in which to live. So by providing a sense of what it is like to actually live in a specific community, a glimpse into this greater context in which the home purchase is occurring is provided through these videos.

Luxury Market Specialist

Another strength of Houlihan Lawrence is their luxury market expertise—as revealed in their participation in an overwhelming majority of sales over \$2 million—in fact for 2010, this included three of the top four area sales. With a unique, dedicated team of luxury real estate specialists, this means luxury clients have access to professional perspective through expertise in areas such as period architecture and fine art. Premium services provided by the luxury team include marketing, public relations, advertising, and negotiating.

As an agent for Houlihan Lawrence, Joan explains that it adds confidence to have the power of a savvy firm behind her. And for her clients, it increases the depth of expertise and service that she can provide. Looking at the numbers, that strength is continuing in Harrison & Purchase.

THE KEYS TO HOULIHAN LAWRENCE:

QUALIFIED AGENTS
to partner with customers

ONLINE STRATEGIES
empowered by marketing
and technological talent

LOCAL AND NATIONAL PORTALS
to ensure that homes are given
the widest exposure

Internet Strength

Houlihan Lawrence's internet strength is advantageous as agents in today's real estate market partner with prepared and educated Buyers to interpret their research and guide them through informed choices and decisions. Having viewed on average 50 homes before they meet with an agent, Buyers can now get custom run analytics from Houlihan Lawrence agents, as well as receive routine

HONEST

INSIGHTFUL

SUCCESSFUL



A LOOK AT HOULIHAN LAWRENCE'S STRENGTH IN HARRISON: NUMBER OF TRANSACTIONS FROM 2006-2010

	10528 HARRISON SCHOOL DISTRICT					10577 HARRISON SCHOOL DISTRICT				
	2006	2007	2008	2009	2010	2006	2007	2008	2009	2010
HOULIHAN LAWRENCE	19	27	24	23	28	13	20	14	9	12
ALL OTHER COMPANIES COMBINED	30	29	15	16	32	10	20	9	11	11
TOTAL	49	56	39	39	60	23	40	23	20	23
HOULIHAN LAWRENCE %	39%	48%	62%	59%	47%	57%	50%	61%	45%	52%

Source: EAMLS; Single Family, 10528 & 10577, Harrison School District, 1/1-12/31 (Yrs 06-10), All HL Sold Transactions Listing/Selling.

FOR MORE INFORMATION AND STATS, CONTACT JOAN.

IS THERE A TOPIC OR QUESTION YOU'D LIKE TO SEE IN JOAN'S NEXT COLUMN? EMAIL: JOMEARA@HOULIHANLAWRENCE.COM



DEAR NEIGHBORS

We are all clearly ready to spring into spring! Crocuses are peaking up, the hint of warmer weather has everyone smiling and even the start of the busier spring real estate market has pleased Buyers and Sellers alike.

In Harrison 10528, the number of sales of single-family homes in the first quarter rose approximately 44% from one year ago from 9 to 13 homes. The avg Sold Price of these homes dropped from \$991,946 to \$873,333, while in 10577 the avg Sold Price significantly rose to \$2,669,975 from \$1,717,000. Days on Market decreased dramatically in 10577 (from 348 to 198) and in 10580 (from 325 to 199). That means instead of approximately 11 months in Q1 2010, it took about 6.4 months from date of listing to date of closing in Q1 2011.

Quite interesting to many in our market is the significant market share that Houlihan Lawrence has gained in our local area. See **Does Market Share Really Matter?** in this issue for more on this.

For all current Listing & Sold stats, visit www.joanomeara.com and click on the 1st Quarter Listing Stats link. As always, feel free to contact me with any real estate questions or for a complimentary market analysis of your home.

To an energizing and busy spring for us all,

UNDER/PENDING CONTRACT

- 1 Fairlawn Ct, Rye 10580 \$ 1,249,000
- 39 Lindbergh Ave, Rye 10580 \$ 1,450,000
- 45 Harbor Terrace Dr, Rye 10580 \$ 2,295,000
- 66 Milton Road B41, Rye 10580 \$ 299,000
- 3 Kervan Road, Rye 10580 \$ 4,195,000

JUST SOLD

- 8 Morehead Drive, Rye 10580 \$ 1,625,000
- 8 Eldredge Place, Rye 10580 \$ 1,895,000
- 9 Philips Lane, Rye 10580 \$ 2,195,000
- 11 Glendale Avenue, Rye 10580 \$ 2,100,000
- 70 Bradford Avenue, Rye 10580 \$ 2,950,000



JUST LISTED!



\$875,000

33 CRESCENT AVENUE, RYE 10580 4-bedroom Colonial. Living Room, Eat-In Kitchen, Dining Area & Family Room w/door to patio/backyard. Complete electrical update in 2009, new hot water heater/furnace & much more. Move right in!



\$815,000

720 MILTON ROAD, E4, RYE 10580 Spacious, bright end unit. Views of NYC skyline. Updated kitchen, den, lg dining area/LR with fireplace & sliding doors to deck. 2nd Floor offers 2 large BRs.



\$795,000

75 WATERS EDGE, RYE 10580 This meticulously maintained 2 bedroom townhouse has an oversized private patio – perfect to enjoy views of Long Island Sound. This unit in Waters Edge complex offer water views, pool and gatehouse security.



\$1,895,000

123 SOUNDVIEW AVENUE, RYE 10580 PRECONSTRUCTION: 5BR Classic Colonial by CAD Development. Dine-in-kitchen, custom cabinetry, stainless appliances, granite counters, FR w/fpl & golf course views. Hardwood floors, flagstone walks/patio & more.



\$2,695,000

446 PARK AVENUE, RYE 10580 PRE-CONSTRUCTION: 5BR Colonial designed by Rye Builder Susan Cappelli. Red oak wood flooring, top-of-the-line amenities. Fully landscaped, flagstone patio. Opportunity to be involved in selections.



\$2,450,000

14 HILLSIDE ROAD, RYE 10580 Carefully designed in-town new construction center hall Colonial; conveniently located. 5+ Bedrooms. Custom woodwork, built-ins and double staircases. Ample mud area. Fully finished walkout lower level.

FEATURED LISTINGS



\$1,095,000

20 SCOTT CIRCLE, PURCHASE 10577 Renovated 4BR, 3 Bath spacious home. Kitchen w/granite, stainless appliances, sliding doors to patio. Large family room w/ fireplace and Brazilian Cherry floors; 3 baths, 3-zoned CAC, California Closets. Level .74 acres; pool.



\$925,000

70 APAWAMIS AVE, RYE 10580 Charming Colonial. Walk to schools, town, beach. 2200sf. 5BR, 2B, LR w/ large fireplace, built-ins & glass paneled door to sun room, DR, EIK. Spacious master BR opens to outside sun deck. Desirable corner property... a must see!

RENTALS

2 YORK AVENUE, RYE 10580 \$3,750 Charming 1923 Colonial. Hardwood floors throughout; upgrades include new air conditioning unit on first floor; new rug in basement and new washer/dryer and dishwasher. Walk to elementary schools, Harrison train station.

75 WATERS EDGE, RYE 10580 \$4,950 Wonderful 2-bedroom unit in Waters Edge located on Long Island Sound. Oversized private patio and gate house security. Meticulously maintained townhouse; complex offers water views and a pool.

FUNFACTS!

LARGEST ACTIVE LISTING 13,700 sf

6 BR / 7.2 Baths • \$4,890,000 List Price

MOST EXPENSIVE SOLD PROPERTY \$3,395,000 List Price

6 BR / 5.1 Baths • 6,047 sf

OLDEST ACTIVE LISTING 1892

3 BR / 1.1 Baths • \$599,000 List Price

ACTIVE LISTING WITH MOST BR / BATHS 9 BR / 9.4 Baths

12,829 sf • \$4,300,000 List Price

SOLD HOME WITH LARGEST SQUARE FOOTAGE & MOST PROPERTY 13,201 sf 2.3 acres

7 BR / 8.2 Baths • \$2,795,000 List Price
These facts are based on 1st quarter statistics 1/1/11-3/31/11.

THOROUGHbred TITLE SERVICES

SAVE 10-26% on Title Insurance Costs

SAVINGS EXAMPLE:

Purchase Price:	\$975,000	Purchase Price:	\$2,000,000
Mortgage Amount:	\$780,000	Mortgage Amount:	\$1,600,000

Competitor's Costs:	\$5,944	Competitor's Costs:	\$11,132
Thoroughbred Costs:	\$4,885	Thoroughbred Costs:	\$9,553
SAVINGS: (18%)	\$1,059	SAVINGS: (14%)	\$1,579

Additional savings available on new surveys.

You have the right to choose your title insurance provider.

To claim your savings or for a custom quote, contact

Matthew Kelley Office: 914 644-6100 Cell: 203 722-7224
mkelley@tbtitle.com

This is to give you notice that certain of the principals of Houlihan Lawrence Inc. have a business relationship with Thoroughbred Title Services, LLC ("TTS"). Because of this relationship, a referral to TTS may provide the principals of Houlihan Lawrence Inc. a financial or other benefit. This disclosure statement is being presented to you pursuant to the Real Estate Settlement Procedures Act (RES.PA.) (12 U.S.C., Section 2607(C)(4)) and Federal HUD regulations (24 C.F.R. 3500).

MORTGAGECORNER: In The Know...

BOUNDING INTO SPRING

The mortgage arena has been incredibly busy as global situations have lowered market rates—which in turn have reduced mortgage rates. These rates provide great opportunities for Buyers. During this activity, we've also seen the spread between conforming and jumbo become narrower as well as multiple Buyers negotiate for the same house.

With High Balance Conforming loans rumored to expire 9/30/11, all loans between \$625,500 and \$729,750 need to close by 9/30/11 before they revert to the loan limit of \$625,500—making all loans above this level fall into the Jumbo category. Note that Jumbo loans are available for as little as 20% down—up to 2 million dollars.

A GLIMPSE AT CURRENT WELLS FARGO RATES* ...NOTE THAT THESE CARRY NO POINTS!

15-Year Fixed Conforming	<\$417,000	4.25%
15-Year Fixed Conforming High Balance	<\$729,750	4.25%
30-Year Fixed Conforming	<\$417,000	4.875%
30-Year Fixed Conforming High Balance	<\$729,750	5.000%
30-Year Fixed Jumbo	>\$729,751-\$2,000,000	5.25-5.375%**

For FHA and ARM rates, contact Pat Ciulla directly.

*rates as of 4/1/11; rates impacted by Credit Scores; refinancing rates impacted by the Loan To Value of the property (ie. Appraised Value \$800,000 loan \$640,000 LTV 80%) ** (based on 20% down)

For information contact **Pat Ciulla**
Office: 914 249-7614 Cell: 914 774-2010
Patricia.A.Ciulla@wellsfargo.com

Thoroughbred, a Wells Fargo affiliate, offers exceptional services to Houlihan Lawrence customers.

Correction: My previous newsletter mistakenly stated that the title insurance cost savings available through Thoroughbred Title Services were exclusively available for Houlihan Lawrence transactions. In fact, Thoroughbred Title Services offers the same savings to all homebuyers regardless of which Realtors are involved in the transaction.

1ST
QUARTER
2011

A Sampling of Harrison & Purchase Houlihan Lawrence REAL ESTATE MARKET ACTIVITY



SINGLE FAMILY ACTIVE LISTINGS

Property Address	Listing Price	BR/Bath	Sq. Ft.
25 Avondale Road	\$ 869,500	4/3.0	2847
26 Pinehurst Drive	\$ 1,150,000	4/2.2	3554
20 Scott Circle	\$ 1,195,000	4/3.0	2558
11 Scott Circle	\$ 1,229,000	5/3.2	3210
1 Bliss Farm Drive	\$ 1,295,000	4/3.1	3515
521 Purchase Street	\$ 1,399,000	4/3.1	3025
550 West Street	\$ 1,399,000	4/5.0	4200
82 South Road	\$ 1,410,000	4/2.1	2838
6 Scott Lane	\$ 1,499,000	5/4.0	4600
14 Woodlands Road	\$ 1,585,000	5/4.2	4516
1 Indian Trail	\$ 1,649,000	6/4.1	5661
1 Westview	\$ 1,699,000	6/4.0	3857
248 Sterling Road	\$ 1,699,000	5/4.1	5039
1411 Purchase Street	\$ 1,699,999	4/4.1	4740
34 Rigene Road	\$ 1,995,000	6/4.2	5850
38 Biltmore Avenue	\$ 1,995,000	6/4.1	4875
6 Kenilworth Lane	\$ 2,695,000	6/5.2	8814
3 Stone Bridge - Lot 2 Road	\$ 3,895,000	5/5.1	6674
5 Pineview Circle	\$ 3,950,000	5/6.2	8104
6 Stone Bridge - Lot 5 Road	\$ 3,950,000	5/5.1	7099
9 Oak Valley Lane	\$ 4,295,000	7/8.1	7000
18 Dorann Road	\$ 4,300,000	9/9.4	12829

Property Address	Listing Price	BR/Bath	Sq. Ft.
35 Beverly Road	\$ 4,395,000	7/8.1	7800
5 Oak Valley Lane	\$ 4,890,000	6/7.2	13700
10 Rockledge Road	\$ 6,985,000	7/7.1	12500

SINGLE FAMILY IN CONTRACT/PENDING CONTRACT

Property Address	Listing Price	BR/Bath	Sq. Ft.
22 The Crossing	\$ 999,000	3/3.2	5469
550 West Street	\$ 1,399,000	4/5.0	4200
10 Highland Ridge Lane	\$ 1,699,000	4/4.1	3321
36 Biltmore Avenue	\$ 1,999,000	4/4.1	4428
1 Timber Trail	\$ 2,295,000	7/5.3	5846
3 Kervan Road	\$ 4,195,000	6/8.1	10,400

SINGLE FAMILY SALES

Property Address	Listing Price	BR/Bath	Sq. Ft.
69 Highfield Road	\$ 1,150,000	4/3.2	3500
11 Puritan Road	\$ 1,795,000	5/3.1	3950

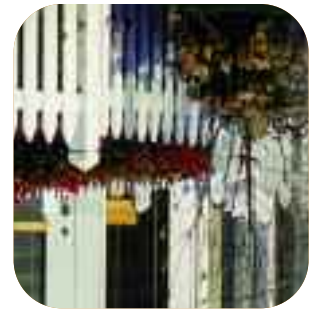
Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District) Source: EAMLS; 1Q2011 (1/1/11-3/31/11). Note: All prices indicated are LIST PRICES. If your home is currently listed for sale, this is not a solicitation. Not responsible for typos; information provided is deemed accurate.

* Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District) Source: EAMLS; Single Family Homes.

1st Qtr. '11			1st Qtr. '10		
Number of Homes Sold:	9	5	2	13	5
Average Days on Market:	236	198	199	228	348
Average List Price:	\$956,222	\$2,027,800	\$1,597,500	\$1,119,231	\$3,267,000
Average Sold Price:	\$873,333	\$1,717,000	\$1,572,500	\$991,946	\$2,669,975
Average Square Footage:	2781	6489	3893	3491	5926
Average Price/Square Footage:	\$320	\$293	\$403	\$294	\$474
Number of Homes Sold:	2	5	2	13	5
Average Days on Market:	199	198	199	228	348
Average List Price:	\$1,597,500	\$2,027,800	\$1,597,500	\$1,119,231	\$3,267,000
Average Sold Price:	\$1,572,500	\$1,717,000	\$1,572,500	\$991,946	\$2,669,975
Average Square Footage:	3893	6489	3893	3491	5926
Average Price/Square Footage:	\$403	\$293	\$403	\$294	\$474
Number of Homes Sold:	10580	10577	10580	10528	10577

HARRISON & PURCHASE* SINGLE FAMILY HOUSING SALES SUMMARY

1ST QUARTER 2011



Joan O'Meara
The Key to Your Home.

HONEST, INSIGHTFUL, SUCCESSFUL

LOOK FOR MY BLOG ANNOUNCEMENT OF 4 NEW PROPERTIES (TOO NEW TO PRINT HERE!)

2 IN RYE CITY, 1 IN RYE NECK AND 1 IN HARRISON!



16 Elm Place · Rye, New York 10580

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- LATEST HARRISON & PURCHASE SALES & LISTINGS STATS
- DOES MARKET SHARE REALLY MATTER?