



Joan O'Meara
The Key to Your Home.

REALTYCHECK



TEST YOUR REAL ESTATE SAVVY!

In 2009, the National Association of Realtors surveyed consumers who recently purchased or sold a home. 9,000 responses were compiled. Here's a glimpse at some of the questions and answers. For detailed answers, go to joanomeara.com and click on July 2010 Quiz answers.

GENERAL REAL ESTATE SAVVY

- What service did sellers most often say they want from their real estate agent?
 - Staging
 - Pricing the home competitively
 - Helping with paperwork and inspections
 - Helping fix up the property for sale
- What service do buyers most often say they want from a real estate agent?
 - Narrowing buyer's search area
 - Finding financing options
 - Negotiating a better price
 - Finding the right home to purchase
- The typical home buyer searched how long before purchasing a home?
 - 2 weeks
 - 8 weeks
 - 12 weeks
 - 20 weeks
- What's the first step buyers often take during the home-buying process?
 - Search online for properties for sale
 - Talk to a real estate agent
 - Visit open houses
 - Contact bank or mortgage lender
- What age range represents the largest segment of home buyers?
 - 25 to 34
 - 35 to 44
 - 45 to 54
 - 55 to 64
- What is the most frequently reported reason for selling a home?
 - To purchase something larger
 - To downsize
 - Job relocation
 - Change in family situation
- What was the most common factor that influenced buyers in selecting a certain area to live?
 - Quality of neighborhood
 - Proximity to work
 - Affordability
 - Convenience to schools

STAGING SAVVY

- According to *Staging to Sell: The Secret to Selling Homes in a Down Market*, by Barb Schwartz, 95% of staged homes sell on average in how many days vs the non-staged home average of 172 days or more on market:
 - 150 days or less
 - 100 days or less
 - 50 days or less
 - 35 days or less
- It is five days before the open house, and your clients' living room is filled to the brim with clutter that they don't want to throw away. What is their best option?
 - Plan a garage sale
 - Pack the clutter in boxes and store off site
 - Move everything into the garage
 - Separate clutter into piles and divide into closets throughout the house
- When is the best time for sellers to start packing for the move?
 - Before they list the home for sale
 - As soon as they list the home for sale
 - After they receive a viable offer
 - After the closing
- When staging a room, you should:
 - Create a focal point that's related to how the buyer will use the room
 - Remove a piece or two of furniture from each room, if needed, to make the space look larger
 - Make sure that all lighting fixtures are clean and in working order
 - All of the above

LOCAL SAVVY

- 33 homes sold in Rye City in the first half of 2009. How many do you think this compares to in 2010?
 - 33
 - 50
 - 66
 - 77
- In the first half of 2009, the average Sold Price in Rye City was \$1,536,264. What was the average Sold Price for the first half of 2010?
 - 5% less
 - 1% more
 - 10% more
 - 15% more
- As of June 30, 2009, there were 148 active listings. As of June 30, 2010, how many active listings were there?
 - 130
 - 148
 - 173
 - 200
- How many days does it take, on average, from contract to closing?
 - 30
 - 60
 - 90
 - 120
- What was the average square footage of 77 homes that sold, Jan-June 2010?
 - 2574
 - 2974
 - 3374
 - 3574

Source: NAR's 2009 Profile of Home Buyers and Sellers. WPMLS: 1/11/10-6/30/10.

Look for my new blog launching soon!

After 12 years in local real estate, I am thrilled to be able to connect even more with my clients—past, current and future; friends, loyal partners and wonderful community associates. I look forward to sharing with you—and giving you the forum to share your questions with me. From current market conditions to mortgage products to favorite spot for ice cream, I'm excited to cover it all. To sign up for my blog, drop me an email to joanomeara@houlihanlawrence.com. I'll continue to see you here on the written page, but also look forward to our upcoming social media connections, too!



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ANSWERS: 1. b 2. d. Nearly 50%! 3. c. & looked at 12 homes. 4. a. OVER 1/3 buyers start here. 5. a. 1/3 of all buyers with over 50% of these being 1st time buyers. 6. c 7. a 8. d 9. b 10. a 11. d 12. d 13. b 14. c That's 17% more. 15. b. 16. b. This compares to 2970 one year ago.



DEAR NEIGHBORS

Summer is here...and with the recent heat, there is no questioning that we are lucky to have our beautiful shoreline and beach nearby!

The second quarter was quite active with 61 homes sold in Rye — that compares to less than half that number just one year ago, when we saw 28 homes sold in the same months. In the Rye City School district, we saw a jump from 23 to 52 homes sold. Also interesting to note in the same school district was the narrowing of the differential from Average List Price to Average Sold Price. In the 2nd quarter of 2009, we saw a differential of close to 10%. In 2010's 2nd quarter, this gap was about 5%...with the Average Sold Price resting at \$1,613,236.

Curious what some other current stats are? Think you have a handle on what's most important to buyers and sellers? Test your savvy in this issue's quiz!

As we enter the heat of the summer, extremely low mortgage rates continue to entice buyers, keeping activity at a steady pace. Once again, it's quite amazing to be part of a community that prospective homeowners want to buy into and join. It's nice to keep this in mind when seeing a new neighbor— I know I'm grateful for the new residents that keep the spark and allure of our community alive!

For all current Listing and Sold Stats, please visit my website at www.joanomeara.com and click on the 2nd 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 a summer filled with appreciation for what we do have —



JUST LISTED!



\$1,549,000

27 BARLOW LANE, RYE 10580 Spacious, bright home on park-like 1/2 acre facing Peter Jay Place. Stone walls & bluestone walkway. Large new kitchen w/ island, granite, stainless. Three new baths. Lower level features family room, exercise room, generous storage, laundry, bathroom and access to oversized garage.



\$2,950,000

70 BRADFORD AVENUE, RYE 10580 5-bedroom Colonial offers superb craftsmanship with top-of-the-line amenities. Hardwood floors, 2 fireplaces, bathrooms designed w/natural stone, spacious rooms and much more. Level, park-like property with large flagstone patio; space for pool.

FEATURED LISTINGS



\$2,395,000

19 AUGUSTA COURT, PURCHASE 10577 2001 6BR/6.1 Bath Colonial offers 5500 square feet of thoughtfully designed living space. Landscaped acre on quiet cul-de-sac. State-of-the-art kitchen, add'l 1700sf lower level w bar, add'l BR/bath, playroom, rec room.



\$1,295,000

1 FAIRLAWN COURT, RYE 10580 Fabulous 4 BR 2550sf spacious Milton Point Split features family room w/fireplace, new kitchen w/doors to deck, master suite, updated baths. Walk to elementary school, beach and marina.



\$4,795,000

3 KERVAN ROAD, RYE 10580 Spectacular 10,400sf Park Ridge home, currently under construction. Exceptional craftsmanship & amenities. 3 fireplaces, 6 BRs, 8.1 baths, gourmet kitchen, 3 porches. Expansive master suite with his & her baths, Jacuzzi, fireplace. 4-car garage, mudroom, 5-zone heat. Harrison school district.



\$899,000

557 PURCHASE STREET, RYE 10580 Prime location. Updated 4 BR Colonial on park-like .33 acre. Expansive deck. New siding, alarm system, fireplace, FIOS cable, inground sprinkler system. Freshly painted exterior. Walk to train, town, shopping.



\$849,000

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 with walk-in closets, new baths.

UNDER/PENDING CONTRACT

66 Milton Rd #H12, Rye 10580	\$ 299,000
720 Milton Rd, #2ES, Rye 10580	\$ 399,000
20 Centre Street Rye 10580	\$ 2,695,000
5 Cedar Lane Purchase 10577	\$ 4,195,000
11 Colby Avenue Rye 10580	\$ 1,249,000

JUST SOLD

599 Midland Ave #1-8 Rye 10580	\$ 519,000
720 Milton Rd #S4D Rye 10580	\$ 550,000
122 Soundview Ave Rye 10580	\$ 799,000
1 Hammond Road Rye 10580	\$ 939,000
80 Soundview Ave Rye 10580	\$ 995,000
436 Park Avenue Rye 10580	\$ 1,495,000
20 Stuyvesant Ave Rye 10580	\$ 1,795,000
16 Pine Island Rd Rye 10580	\$ 4,995,000
10 Ormond Place Rye 10580	\$ 1,995,000
50 Lindbergh Ave Rye 10580	\$ 1,349,000
245 Treetop Crescent Rye Brook 10573	\$ 2,700/mo

FUNFACTS!

MOST EXPENSIVE & LARGEST ACTIVE LISTING

\$6,995,000 List Price • 13,000sf • 7 BR / 7.1 Baths

OLDEST ACTIVE LISTING 1850

6 BR / 5.1 Baths • \$2,495,000 List Price

MOST EXPENSIVE SOLD PROPERTY \$4,995,000 List Price

4 BR / 5.0 Baths • 3,746sf

FASTEST SOLD 34 Days on Market

4 BR / 2.1 Baths • 2000sf • \$1,295,000 List Price

SMALLEST ACTIVE LISTING 436 Square Feet

1 BR / 1.0 Bath • \$289,000 List Price

WPMLS, 4/1/10-6/30/10. Includes all houses in 10580 zip code.

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MORTGAGECORNER: *In The Know...*

WE'VE GOT A WIN WIN: GOOD NEWS...AND A GOOD TIME

Yes, even with a volatile economy, we are pleased to share good news. The **Homebuyers Credits** were scheduled to end 6/30/10, but they have now extended the closing dates to 9/30/10 for those who were under contract by 4/30/10—but weren't able to close yet. This is great news in that you won't lose the opportunity to collect on this credit, and you still have plenty of time to close.

June 2010 was the **largest closing month** in mortgage history! Activity is still up...so the good news is that it's a good time to buy and sell. And with low mortgage rates, it's also a really good time to refinance.

As of early July, **rates have dipped** as low as they've ever been. Since we can't predict the future and where the rates will land, those of you who are considering buying or refinancing, now is a great time to take advantage of unprecedented rates.

A GLIMPSE AT SOME CURRENT RATES THAT FALL UNDER 5%*:

FHA 5-year Adjustable Loans	< \$729,750	3.25-3.5%
Conforming Loans (30-year Fixed)	< \$729,750	4.625-4.875%

**rates as of 07/19/10; rates impacted by Credit Scores; refinancing rates also impacted by loan to home value ratios

For information contact Pat Ciulla
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Patricia.A.Ciulla@thoroughbredmortgage.com

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

2ND
QUARTER
2010

A Sampling of 10580 Houlihan Lawrence REAL ESTATE MARKET ACTIVITY



SINGLE FAMILY ACTIVE LISTINGS

Property Address	Listing Price	BR/Bath	Sq. Ft.
401 Rye Beach Avenue	\$ 289,000	1/1.0	436
632 Milton Road	\$ 549,000	2/1.0	1112
16 York Avenue	\$ 710,000	3/1.0	1212
19 Drake Avenue	\$ 729,000	3/2.0	1888
40 Horton Street	\$ 749,900	3/2.0	1450
30 Ellsworth Street	\$ 825,000	3/2.0	1600
557 Purchase Street	\$ 899,000	4/3.1	2334
365 Forest Avenue	\$ 995,000	3/3.0	2080
136 Soundview Avenue	\$ 999,000	3/2.1	2659
56 Hughes Avenue	\$ 1,150,000	4/2.1	2042
3 Rosemere Street	\$ 1,175,000	4/2.1	2588
96 Hix Avenue	\$ 1,235,000	3/2.1	2000
50 Lindbergh Avenue	\$ 1,349,000	4/2.1	2651
53 Dearborn Avenue	\$ 1,350,000	4/3.0	2448
17 Pheasant Drive	\$ 1,394,000	6/4.1	4437
1 Rye Road	\$ 1,450,000	4/2.2	2614
27 Barlow Lane	\$ 1,549,000	4/4.0	4660
345 Grace Church Street	\$ 1,625,000	4/3.0	3420
2 Puritan Road	\$ 1,750,000	4/3.0	4748
11 Puritan Road	\$ 1,795,000	5/3.1	3950
15 Walker Avenue	\$ 1,800,000	4/2.1	3072
2 Barlow Lane	\$ 1,999,000	5/5.1	5330
81 Osborn Road	\$ 2,250,000	4/4.2	3819
38 Biltmore Avenue	\$ 2,395,000	6/4.1	4875
1 Hidden Spring Lane	\$ 2,495,000	6/5.1	4508
135 Wappanocca Avenue	\$ 2,499,000	6/6.1	5000
70 Bradford Avenue	\$ 2,950,000	5/5.1	5489
63 Island Drive	\$ 2,950,000	4/3.1	3732
145 Polly Park Road	\$ 2,995,000	5/4.0	4417
11 Bradford Avenue	\$ 3,195,000	6/5.1	6351
320 Grace Church Street	\$ 3,495,000	5/4.1	4209
35 Hunt Place	\$ 3,575,000	6/5.1	6186
3 Manhattan Avenue	\$ 4,250,000	7/6.1	7500
14 Rockledge Road	\$ 6,995,000	7/7.1	13000

26 Mohawk Street	\$ 1,299,000	3/2.1	2240
36 Meadow Place	\$ 1,375,000	4/2.1	2533
2 Oneida Street	\$ 1,925,000	5/3.1	3033
11 Kenilworth Road	\$ 1,995,000	5/6.1	7291
10 Ormond Place	\$ 1,995,000	4/3.1	3340
20 Centre Street	\$ 2,695,000	5/4.1	4766
1 Manhattan Avenue	\$ 2,895,000	4/4.2	5005
8 Woodland Drive	\$ 2,995,000	5/4.1	5722
5 Holly Lane	\$ 3,195,000	5/4.1	4677
431 Grace Church Street	\$ 4,250,000	8/4.1	5191

SINGLE FAMILY SALES

Property Address	Listing Price	BR/Bath	Sq. Ft.
82 Oakland Beach Avenue	\$ 595,000	2/1.0	1000
72 Davis Avenue	\$ 675,000	3/1.0	1427
115 Bradford Avenue	\$ 798,500	3/1.1	1900
122 Soundview Avenue	\$ 799,000	4/1.2	1802
5 Platt Lane	\$ 849,000	3/2.1	2054
70 Overlook Place	\$ 895,000	3/2.0	1577
94 Elmwood Avenue	\$ 925,000	4/3.1	1680
1 Hammond Road	\$ 939,000	4/3.1	2413
19 Wappanocca Avenue	\$ 989,000	3/2.0	2066
80 Soundview Avenue	\$ 995,000	4/3.1	2215
2 Woodside Lane	\$ 999,000	3/2.1	3389
38 Grapal Street	\$ 1,035,000	4/2.1	2512
2 Iroquois Street	\$ 1,100,000	3/2.0	1502
60 Elmwood Avenue	\$ 1,295,000	4/2.1	2000
29 Ridgewood Drive	\$ 1,395,000	4/3.1	2893
436 Park Avenue	\$ 1,495,000	4/4.1	2845
24 Greenleaf Street	\$ 1,550,000	4/3.0	2986
3 Beaty Court	\$ 1,599,000	4/3.1	3164
20 Stuyvesant Avenue	\$ 1,795,000	7/3.1	3585
60 Harding Drive	\$ 1,799,000	4/4.1	3700
70 Greenhaven Road	\$ 1,995,000	5/4.1	3869
17 Pilgrim Road	\$ 1,995,000	5/4.1	6195
29 Thorne Place	\$ 1,995,000	5/3.1	3605
111 Claremont Avenue	\$ 1,999,000	5/5.1	4700
8 Westbank Road	\$ 2,195,000	5/4.1	4000
15 Ridgewood Drive	\$ 2,195,000	5/4.1	4636
8 Bird Lane	\$ 2,300,000	3/2.1	2544
6 Lakeside Drive	\$ 2,449,000	5/5.1	6000
6 Heritage Lane	\$ 2,650,000	5/3.1	3553
390 Park Avenue	\$ 3,195,000	6/5.1	5670
52 Centre Street	\$ 3,195,000	6/4.3	4328
135 Stuyvesant Avenue	\$ 3,295,000	6/5.1	5826
135 Stuyvesant Avenue	\$ 3,295,000	6/5.1	5826
880 Forest Avenue	\$ 4,150,000	5/3.1	5933
16 Pine Island Road	\$ 4,995,000	4/5.0	3746

SINGLE FAMILY IN CONTRACT/PENDING CONTRACT

Property Address	Listing Price	BR/Bath	Sq. Ft.
405 Rye Beach Avenue	\$ 325,000	1/1.0	690
3 Horton Street	\$ 795,000	3/2.1	1829
44 Oakwood Avenue	\$ 817,000	4/1.1	1944
20 Bulkeley Manor	\$ 829,000	5/2.0	2465
1 Drake Avenue	\$ 849,500	4/3.0	2565
63 Claremont Avenue	\$ 905,000	3/2.0	1520
19 Hillcrest Lane	\$ 1,095,000	4/3.0	2439
11 Hayward Place	\$ 1,200,000	5/3.1	1700
11 Colby Avenue	\$ 1,249,000	4/3.0	2256

Source: WPMLS; 4/1/10-6/30/10 (2Q10). Includes all houses in 10580 zip code. 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 10580 zip code; broken out by school district.

School District	2010	2009	2010	2009	2010	2009
Rye City Schools	52	23	149	159	\$1,703,452	\$1,866,652
Rye Neck Schools	4	5	151	145	\$1,909,750	\$1,667,800
Harrison Schools	4	1	397	190	\$1,779,500	\$2,350,000
Avg List Price:					\$1,613,236	\$1,699,239
Avg Sold Price:					\$3091	\$3125
Avg Sq Ft:					\$515	\$514
Avg Price/Sq Ft:					\$471	\$323




RYE* SINGLE FAMILY 10580
HOUSING SALES SUMMARY



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