



JOAN O'MEARA
The Key to Your Home

REALTYCHECK



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What Successful Local Sellers Have in Common: *Preparing Fully, Selecting the Right Agent, Understanding Current Buyers*

In our previous newsletter, we got a glimpse into the mind of a Buyer. This article is devoted to Sellers...and how they can put their best foot forward. Sellers in today's market can indeed be successful. When their house is prepared, they have the right professional agent to partner with, and they understand what Buyers are seeking, Sellers can exceed expectations.

Joan O'Meara, Associate Broker for Houlihan Lawrence in Rye & Harrison, doles out her first piece of advice to Sellers: take that all-important time to be prepared. And it's never too early to start that process.

Preparation, added to the right agent to navigate the home sale process, can combine to yield exciting results. Joan describes a recent property listing which garnered 10 (!) bids. The winning bid was \$200,000 over the asking price and also met the requested extended closing needs of the Seller. According to Joan, "it was the right product, at the right time, in the right neighborhood."

We recently spoke to a client of Joan's, who shared her selling strategy. The clear theme of this conversation was that it certainly seems to be a good time to be a Rye Seller. Having been a recipient of Joan's market emails for years—which communicate listings in a "nice, unobtrusive way"—this Seller felt that Joan was the natural choice when it came time to list her home. Citing her professional style, her ease to talk to and deal with, the way she is very connected, and her smart style and depth of knowledge, the Seller found this partnership to be strong on every front.

And the process for the sale? "It was so darn easy...it took less than a week! That was the biggest surprise; I could hardly believe it!"

When asked to share her top tips to prospective Sellers, this Rye-based Seller was quick to respond. "Get a good realtor that you trust—and listen to them."

Practicing what she preaches, per Joan's suggestion, she staged her home before the Open House. Deciding to do this at the last minute, she found it amazing what was orchestrated starting just the day before. Ideally, one would stage more in advance, however, whatever the timing, a professional stager can make a huge difference. And with Joan's belief in the power of staging—she offers to cover the costs (up to \$450) for a Seller—it's truly a win-win.

The Seller's advice here? "Don't go overboard; what's perfect to you may not be to someone else, so concentrate on putting stuff away" and listen to the stager's input. The result was "amazingly better". She describes it as "shocking" that even though she listed her home in the 4th quarter, a typically slower real estate period, her experience was so quick and successful.

This sale scenario fits a current trend seen in Rye & Harrison, which is to downsize while kids are still in college or just finishing high school. And since these parents typically want to have room for their college students on break, this first downsizing step may not be the last—as these homeowners will most likely move again for further downsizing or a

lifestyle change.

Also impacting sales today are the low mortgage rates; these continue to impact Buyers ability, which bodes well for Sellers. Pending contracts are also up and the stable market means it's a good time to sell.

Sellers are also benefiting from the steady influx of Buyers from New York City. Half of those 10 bids mentioned above were such Buyers. As seen in the chart below, 27% of Harrison's Buyers come from New York City.

So after preparing your home and aligning with a great agent, then what? Being an informed Seller by understanding Buyers is a strong advantage. Today's Buyers are looking for value, are more selective and conscious of desired features, and carry an overall preference for a home that doesn't need immediate renovations. Market leader Houlihan Lawrence can help Sellers leverage such knowledge through their support and unique marketing reach—they can match the right Buyers to their ideal properties. (See *Marketing Highlight*, this issue.)

Harrison sees its share of successes, too—the quickest sale of 2Q was here with a fleeting 34 Days on Market. Armed with this winning formula, you too can have a success story built on the right stuff: the right amount of preparation, the right agent selection and the right value to attract today's Buyers.

Houlihan Lawrence Participated in 47% of Harrison School District Home Sales

Buyers' Previous Address	Number of Buyers	Percentage of Buyers
Harrison School District	61	43%
Westchester, Putnam and Dutchess	29	20%
NYC (Manhattan, Bronx, Brooklyn, Queens, Staten Island)	39	27%
Tri-State Area, excluding Westchester, Putnam and Dutchess	1	1%
Out of area (Other U.S. States and International)	12	8%
Total Number of Buyers	142	100%*

*Source: EAMLS, Rye City School District, Single Family Homes, sales in which Houlihan Lawrence represented the buyers, the sellers or both. 7/1/09 to 6/30/12.

**Source: Houlihan Lawrence Transactions Database, includes all Houlihan Lawrence buyers and all other buyers of Houlihan Lawrence listings.

*Percentages may not add up to 100% due to rounding. Source: Houlihan Lawrence Transactions Database. Includes all home sales in which Houlihan Lawrence represented either the buyer or the seller.





DEAR NEIGHBORS

I hope everyone is enjoying their summer—the beaches, parks and golf courses seem to be appreciative that the weather has finally warmed up.

The local real estate activity in Harrison and Purchase did not warm up that much, as Harrison 10528 was the only zip code to see an increase in number of homes sold (from 10 to 13, or a 30% increase). Although the number of homes sold in Harrison 10580 dipped by 50% from 6 to 3, these 3 sold 57% faster with only 120 Days on Market (time from listing through closing).

If you're interested in what makes a Seller successful in our local market, see *What Successful Local Sellers Have in Common...* in this issue.

To view Listing & Sold stats, visit www.joanomeara.com and click on the 2nd Quarter listing summary link on the homepage. As always, feel free to contact me with any real estate questions or for a complimentary market analysis of your home.

To a great summer,

For more property details call Joan at 914-329-5329 or visit joanomeara.com

JOAN O'MEARA'S LISTINGS



24 Johnson Place / Rye 10580
5BR/4.1B 5000sq ft / **JUST LISTED**

\$1,995,000



5 Fieldstone Road / Rye 10580
5BR/4.1B 4291sq ft / **NEW CONSTRUCTION**

\$2,995,000



10 Bulkeley Manor / Rye 10580
3BR/1B 1100sq ft / **JUST LISTED**

\$599,000
\$4,100/mo



127 Sunny Ridge Road / Harrison 10528
4BR/4B 3720sq ft / **CURRENT LISTING**

\$1,030,000



181 Purchase Street #2 / Rye 10580
1BR/1B 650sq ft / **JUST LISTED**

\$260,000



167 Kensington Oval / New Rochelle 10805
4BR/3.1 4000sq ft / **CURRENT LISTING**

\$1,895,000

UNDER CONTRACT/PENDING

- 43 Wainwright Street, Rye 10580 \$ 749,000
- 32 Orchard Avenue, Rye 10580 \$ 799,000
- 10 Park Lane, Rye 10580 \$ 1,250,000
- 114 Florence Avenue, Rye 10580 \$ 1,275,000
- 80 Elmwood Avenue, Rye 10580 \$ 1,775,000
- 10 Chamberlain Street, Rye 10580 \$ 2,795,000

SOLD

- 2 Hughes Avenue, Rye 10580 \$ 725,000
- 24 Guelisten Place, Rye 10580 \$ 1,395,000
- 135 Bradford Avenue, Rye 10580 \$ 1,495,000
- 8 Bennett Street, Rye 10580 \$ 1,650,000
- 53 Lynden Street, Rye 10580 \$ 1,675,000
- 5 Red Oak Drive, Rye 10580 \$ 1,950,000
- 99 Hix Avenue, Rye 10580 \$ 2,495,000
- 446 Park Avenue, Rye 10580 \$ 2,695,000
- 25 Orchard Lane, Rye 10580 \$ 2,995,000

RENTED

- 245 Treetop Cres., Rye Brook 10805 \$ 2,950/mo
- 5 Bruce Avenue, Rye 10580 \$ 4,650/mo
- 6 Harbor Drive, Port Chester 10573 \$ 6,500/mo
- 4 Cope Circle, Rye 10580 \$ 7,500/mo
- 46 Gramercy Avenue, Rye 10580 \$ 13,000/mo

As of 7/7/12. Note: All prices indicated are LIST PRICES.



1 Billington Court / Rye 10580
5BR/4.2B 3700sq ft / **CURRENT LISTING**

\$1,995,000



720 Milton Rd # S4D / Rye 10580
3BR/2.1B 2100sq ft / **COOP**

\$699,000



720 Milton Rd # E4 / Rye 10580
2BR/3B 2250sq ft / **COOP**

\$749,000

FUNFACTS

ACTIVE LISTING: LARGEST, MOST EXPENSIVE,
MOST BATHROOMS / **13,831 sf • \$7,450,000 List Price • 8.3 Baths**
7 BR • 2.140 Acres

QUICKEST HOME SOLD / **34 Days**
5 BR / 2 Baths • \$427,000 List Price • 1674 sf

ACTIVE HOME BOASTING MOST PROPERTY / **13.388 Acres**
4 BR / 3.1 Baths • \$1,650,000 List Price • 3075 sf

SOLD HOME BOASTING MOST BEDROOMS, BATHROOMS
& PROPERTY / **10 BR • 6.1 Baths • 3.850 Acres**
\$650,000 List Price • 5992 sf

Source: EAMLS, Single Family Homes; 2012 (4/1/12-6/30/12)

MARKETING HIGHLIGHT

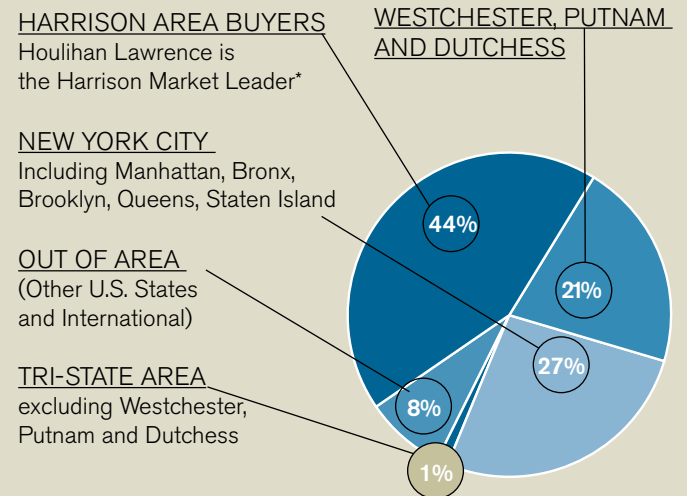
Houlihan Lawrence Is in the Know: Where Do Local Buyers Come From?



Houlihan Lawrence (HL) has tracked where Buyers come from for many years. With strong participation in both Rye and Harrison in either the buy, sell or both sides of a deal, HL can therefore target its marketing accordingly. This participation in such a large number of transactions—far outreaching any other real estate company—results in casting a net over these ideal prospective Buyers to match the right Buyer with a particular Seller. When marketing efforts aren't guessing—HL knows where the Buyers are—sales are efficiently accomplished.

HL's market leadership position has yielded strategic alliances and partnerships, which in turn continue to align with HL's proprietary knowledge to bring Buyers to HL's Sellers. Houlihan Lawrence's market leadership equates to offering the highest level of marketing for Sellers.

HOULIHAN LAWRENCE KNOWS WHERE HARRISON AREA BUYERS COME FROM



*Source: EAMLS, 1/1/12-7/13/12, percentage of total dollar volume, single family homes sold by company, Harrison school district. Source: Houlihan Lawrence Transactions Database. Includes all home sales in which Houlihan Lawrence represented either the buyer or the seller. Percentages may not add up to 100% due to rounding.

MORTGAGE CORNER / IN THE KNOW

Rates continue to be fabulous and our local housing market continues to move well in specific communities. At Thoroughbred, June was the biggest closing month this year—and looks to be the largest month since June 2008! Refinancing remains popular with attractive rates.

Tips for Buyers

- Obtain pre-approval before you begin your search
- When considering buying, keep all credit card balances at 30% or lower so that your credit scores are not impacted
- Explore loan products beyond 30-year fixed rates to determine what's most advantageous to your personal situation and overall objectives

Tips for Owners/Sellers

- Contact a mortgage professional to see what makes sense for you regarding financing your next home
- During the appraisal when refinancing or selling, make sure your house shows well and point out improvements that you've made

For information contact Pat Ciulla

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Thoroughbred Mortgage, LLC
patricia.a.ciulla@thoroughbredmortgage.com
Thoroughbred, a Wells Fargo affiliate, offers exceptional services to Houlihan Lawrence customers.

HARRISON/PURCHASESAMPLINGS Houlihan Lawrence 2nd Quarter 2012 Real Estate Transactions

Single Family Listings

Property Address Listing Price BR/Bath Sq. Ft.

287 Harrison Avenue	\$ 575,000	3/2.2	2500
218 West Street	\$ 669,000	4/2.1	2045
380 Mamaroneck Ave	\$ 695,000	3/2.1	2150
528 Harrison Avenue	\$ 725,000	4/2.1	1689
10 Rolling Hills Lane	\$ 999,000	4/4.1	3102
127 Sunny Ridge Rd	\$ 1,030,000	4/4.0	3720
493 Woodlands Rd	\$ 1,599,000	5/3.2	3447
526 Anderson Hill Rd	\$ 1,695,000	7/6.1	6536
502 Purchase St	\$ 1,699,000	4/3.2	3638
15 Mount Holly Drive	\$ 1,750,000	6/5.1	6439
15 Greenway Road	\$ 1,850,000	5/3.1	3766
4 Pleasant Ridge Rd	\$ 1,925,000	6/4.2	5625
2 Rigene Road	\$ 1,995,000	7/4.1	5872
81 Polly Park Road	\$ 2,195,000	7/7.2	7500
11 Century Ridge Rd	\$ 2,250,000	6/6.1	5000
104 Sterling Road	\$ 2,395,000	5/5.1	3852

1 Knightsbridge Manor Rd	\$ 2,395,000	6/6.1	6500
11 Park Drive S	\$ 2,499,000	5/3.2	5200
26 Lawrence Lane	\$ 2,595,000	5/5.2	6500
66 Muchmore Road	\$ 3,290,000	6/5.1	7200
25 Archer Road	\$ 3,300,000	8/6.2	6422
57 Woodlands Road	\$ 3,350,000	6/5.1	6731
5 Windsor Court	\$ 7,450,000	7/8.3	13831

Single Family in Contract/Pending Contract

Property Address	Listing Price	BR/Bath	Sq. Ft.
11 Avondale Road	\$ 539,000	3/2.0	1425
18 Glendale Road	\$ 649,000	3/2.1	1620
599 Harrison Ave	\$ 949,000	4/3.0	2827
16 James Road	\$ 999,000	3/4.0	3064
17 Puritan Road	\$ 1,450,000	6/4.1	3850

8 Seneca Trail	\$ 1,525,000	4/3.1	3613
505 Polly Pk Road	\$ 2,295,000	4/3.1	5229
95 Sterling Road	\$ 2,595,000	8/7.1	7000
4 Coventry Court	\$ 3,095,000	6/5.1	7000

Single Family Sales

Property Address	Listing Price	BR/Bath	Sq. Ft.
4 Park Avenue	\$ 645,000	3/2.1	2431
3 Willets Road	\$ 1,195,000	4/3.1	2807
54 Taylor Lane	\$ 1,395,000	5/5.0	3000
28 Harrows Lane	\$ 1,675,000	5/4.1	4402
3 Sky Meadow Farm	\$ 3,195,000	8/7.1	7200
35 Beverly Road	\$ 3,195,000	7/8.1	7800
3 Seneca Trail	\$ 3,195,000	7/6.2	7713
8 Purchase Lane	\$ 4,895,000	6/5.2	7000

Source: EAMLS; Houlihan Lawrence transactions; 2012 (4/1/12-6/30/12). Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District)
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.

2Q 2012 Harrison/Purchase* Single Family Housing Sales Summary



	10528		10577		10580	
	2Q12	2Q11	2Q12	2Q11	2Q12	2Q11
# of Homes Sold	13	10	5	12	3	6
Avg Days on Market	173	188	431	383	120	279
Avg List Price	\$1,129,385	\$1,442,500	\$2,052,800	\$2,636,333	\$2,479,667	\$2,189,333
Avg Sold Price	\$1,066,307	\$1,254,700	\$1,845,000	\$2,378,833	\$2,113,333	\$2,009,167
Avg Sq Footage	3352	3889	5929	6358	4574	5442
Avg Price/Sq Ft	\$311	\$317	\$303	\$345	\$423	\$375

Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District). Source: EAMLS; Single Family Homes; 4/1/12-6/30/12 and 4/1/11-6/30/11.

• Latest Harrison & Purchase Sales & Listings Stats
 • What Successful Local Sellers Have in Common:
 Preparing Fully, Selecting the Right Agent, Understanding Current Buyers

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16 Elm Place • Rye, New York 10580



RANKED #1 AGENT by MLS
 in Rye and Soundshore area

JOAN O'MEARA
 The Key to Your Home

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 WHITE PLAINS, NY
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