



**JOAN O'MEARA**  
The Key to Your Home

**REALTYCHECK**



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## Set the Stage for Selling Success!

### Joan O'Meara offers insights on 10 Top Tactics for Staging your Home

[a great companion to Q1 2014's insights on the Top 10 Techniques to add Value to Your Home; see Q1 Newsletter at joanomeara.com].

Written by C. Anderson, Contributed by Joan O'Meara

Putting that best foot forward holds value like no other when it comes to real estate in the areas of Rye and Harrison. With savvy Buyers who come educated and ready to join our sought after neighborhoods, homeowners can't afford to turn off potential Buyers by missing critical steps in presenting their home. With a current increased Buyer interest in new construction, staging can be even more critical in this competitive market. And for those homeowners who are looking to sell this fall or next year, now is the time to start the process.

#### 1. Seek and heed expert advice

A great place to start is with your agent or prospective agent. What's their experience with staging and home prep? Gain valuable insights such as: the agent's top tips, where to start, what is most current. *Insider Insight: Hearing some professional ideas of what's best for your home will help you decide whether you need a professional stager.*

#### 2. Keep an eye on the Joneses

What do properties on the market look like currently? This will give you a benchmark for how your home would show comparatively. Start with noting staging tactics that would work well in your home, and see what else jumps out at you. Consider current features that are being highlighted in other homes, condition of properties, and even move-in readiness. *Insider Insight: Sometimes I direct my clients to a home that is exceptionally staged and one that isn't as honed. This helps a Seller instantly see the value of staging.*

**3. Create a plan** Staging, like other aspects of a successful real estate transaction, requires planning. Whether you want to stage in tandem with the advice of your real estate expert, or if you plan to hire a stager, a detailed staging plan will help you maximize the efforts and include all the steps to best showcase your home. Armed with a checklist and photos (pre and post staging), you will be poised for greater success. *Insider Insight: Walk through your home like you don't live there. What can you modify to make a room look larger, more inviting, and less personalized to your family?*

**4. Less is more** Although traditional staging conjures up images of bringing in new furniture or accent accessories, it is essential to see what you can wean out first. All through the lens of a prospective Buyer, try to remove items that may detract or deter the prospect from feeling this could be their dream home. And by purging and putting things in storage

now, your eventual move will be easier and less stressful. *Insider Insight: Besides personal items, I often suggest to pull out those items that Sellers aren't using and may in fact have no intention of keeping after the move. These are perfect items to get rid of now. Secure a storage unit if needed or contribute items to a local charity. And remember, donations are tax deductible; just request a receipt.*

#### 5. De-personalize where you can

Flowing right from "less is more," some of the first items to pack and store for your next home are your personal items. Family photos can hinder a prospective Buyer from envisioning this home as their own. *Insider Insight: Label your boxes and keep in mind that you are only temporarily putting away your photos. Envision enthusiastically unpacking them in your new home!*

**6. Clean inside, clean outside** To glean the expert guidance of your stager or real estate agent, together walk through every inch of your home to establish what 'clean' would translate to for staging your home. Then you can choose if you want to do it yourself or hire a cleaning service. *Insider Insight: Don't forget the closets, basement, attic, outdoor storage areas. Places you typically don't even see anymore could be a real turn-off for Buyers.*

**7. Clear and de-clutter counters** Another critical spot to focus on is any counter: an important spot to make less personalized. Move your personal accessories into a box with the goal of leaving only a few, streamlined accessories to decorate the space. *Insider Insight: An uncluttered, well-staged kitchen instantly communicates "well maintained" to the Buyer. Clean kitchens are inspiring, inviting and desirable!*

#### 8. Tackle the small improvements first

Small details can translate to big impact when staging. Start with the outside—paint or replace your mailbox and house numbers, and make sure locks work effortlessly. Inside, ensure that doors and drawers work properly, and clean and paint trim and baseboards throughout. *Insider Insight: Once you've handled the small details, keep them up by routinely checking and sprucing up as needed.*

**9. Take sample photos** View sample photos of your home on your computer. Using your smart phone, photograph your rooms and then closely review them one by one. Since many prospective Buyers start their search on the computer, it's a smart step to your final prep. *Insider Insight: If your intuition is questioning a photo detail, bounce it off your stager or real estate agent—you may just be onto a minor adjustment that will make a major impact!*

**10. One more view** It's time to go back to the Joneses and check out a few more open houses. Then step back into your house and consider how a Buyer would view your home...step by step. It's a great time to once again grab a box and de-clutter just a bit more. *Insider Insight: I will walk through a Seller's home and rattle off my insights and recommendations about what else can go. Considering the number of homes I've been in with clients over the years, I am happy to share my insights.*

**By heeding the advice of a stager or experienced real estate agent, a Seller truly can set the stage for real estate success as they make an immediate best – and more streamlined – impression on prospective Buyers.**

## 7-10 SECONDS:

That's all it takes for most Buyers to form an opinion about a home!



## JOAN O'MEARA'S LISTINGS

RANKED #1 AGENT by MLS in Rye for 2014

### DEAR NEIGHBORS

Summer is in full swing and our communities of Harrison and Rye are alive with activities including boating, swimming, golf, fireworks, dining and shopping.

The real estate market in Q2 was active—with 10528 showing an increase in 2Q homes sold from 15 in 2013 to 19 in 2014. This 27% increase was comparable to a 22% increase in 10577, where homes sold inched up from 9 in Q2 2103 to 11 in Q2 2104. Harrison 10580 saw a dip of 38%—from 8 last year to 5 in Q2 2014. 10577 also posted a sizeable 25% increase in Average Sold Price—from \$1,458,233 in Q2 2013 to \$1,824,855 in Q2 2014. Also of interest is the smaller gap between Listed and Sold Prices for both 10577 and 10580 in Q2. In 10577, for example, the gap decreased from a 10% differential last year to only 3% this year.

Harrison and Rye continue to be sought after areas and with a current trend of Buyers focusing on new construction, how you stage your home for sale is more important than ever. If you are considering selling, don't miss this issue's feature: *Set the Stage for Selling Success!* with Joan's insights on 10 Top Tactics for Staging your Home.

For all current Listing & Sold stats, visit [www.joanomeara.com](http://www.joanomeara.com) and click on the 2nd Quarter 2014 Listing Summary link. As always, feel free to contact me with any real estate questions or for a complimentary market analysis of your home.

Enjoy your summer!



\$4,995,000

8 Windcrest Road / Rye 10580  
7BR/4.2B / 6,287sqft / JUST LISTED



\$5,895,000

265 Milton Road / Rye 10580  
6BR/6.2B / 8,026sqft / JUST LISTED



\$1,750,000

140 Locust Avenue / Rye 10580  
5BR/4.1B / 3,540sqft / JUST LISTED



\$5,695,000

1 Halls Lane / Rye 10580  
8BR/6.1B / 8,200sqft / JUST LISTED

### SOLD

80 Elmwood Ave, Rye (Rented)	\$ 9,750/mo
66 Apawamis Ave - Rye (Rented)	\$ 12,000/mo
3 Boulder Rd, Rye 10580 (Rented)	\$ 15,000/mo
66 Milton Rd E51, Rye	\$ 397,000
33 Lafayette Dr, Port Chester	\$ 499,000
74 Dearborn Ave, Rye	\$ 895,000
12 Pheasant Dr, Rye	\$ 1,295,000
12 Hammond Rd, Rye	\$ 1,295,000
23 Hidden Pond Dr, Rye Brook	\$ 1,340,000
17 Overdale Rd, Rye	\$ 1,595,000
17 Griffon Place, Rye	\$ 1,595,000
16 Helen Ave, Rye	\$ 1,695,000
10 George Langeloh Ct, Rye	\$ 2,350,000
51 Hewlett Ave, Rye	\$ 2,395,000
9 George Langeloh Ct, Rye	\$ 3,100,000
12 Philips Ln, Rye	\$ 5,500,000

As of 7/17/14. Note: All prices indicated are LIST PRICES.



\$5,300/mo

70 Florence Avenue / Rye 10580  
4BR/2.0B / 1,800sqft / JUST LISTED RENTAL



\$2,825,000

36 Maple Drive / Rye 10580  
5BR/4.1B / 3,740sqft / FEATURED LISTING



\$299,000

66 Milton Road E22 / Rye 10580  
2BR/1.0B / 1,000sqft / FEATURED LISTING



\$2,275,000

11 Henry Street / Rye 10580  
5BR/4.1B / 3,479sqft / FEATURED LISTING



\$10,499,000

131 Kirby Lane / Rye 10580  
6BR/7.3B / 11,531sqft / FEATURED LISTING

### PENDING

1255 North Ave 4F, New Rochelle	\$ 349,000
39 Country Ridge Dr, Rye Brook	\$ 779,000
151 Old Post Rd, Rye	\$ 1,700,000
35 North St, Rye	\$ 1,950,000
60 Manursing Ave, Rye	\$ 2,395,000
34 Helen Ave, Rye	\$ 2,495,000
979 Forest Ave, Rye	\$ 6,875,000

## FUNFACTS

ACTIVE HOME: MOST EXPENSIVE, MOST PROPERTY,  
MOST BEDROOMS, MOST BATHS

**\$11,795,000 List Price / 11.67 Acres**

9 BR / 7.4 Baths / 12,800 sqft

QUICKEST HOME SOLD / **9 Days**

**\$1,565,000 List Price / 4 BR / 3.1 Baths / 3424 sqft**

OLDEST ACTIVE HOME / **1839**

**\$597,000 List Price / 5 BR / 1.2 Baths / 2200 sqft**

LARGEST HOME SOLD / **10,000 sqft**

**\$2,950,000 List Price / 6 BR / 6.1 Baths**

LARGEST ACTIVE HOME / **12,952 sqft**

**\$7,995,000 List Price / 7 BR / 8.2 Baths**

Source: HGMLS, Single Family Homes; 2Q14 (4/1/14-6/30/14); "Active" Home refers to homes listed in 2Q.

## MARKETINGHIGHLIGHT

**Houlihan Lawrence Delivers More Power  
to Buyers & Sellers with the next generation  
of HoulihanLawrence.com**



HL Website Benefits:

- Simplified search experience
- Search-near-me functionality
- New mapping technology
- Easy-to-digest data
- Seamless browsing between desktop and tablet
- Gorgeous videos on community & individual properties

Houlihan Lawrence continues to be the marketplace leader and is always exploring and introducing new tools to benefit both Buyers and Sellers.

## MORTGAGECORNER / IN THE KNOW

**Kai Audett's insights on the local mortgage arena.**

### Interest Rates and Home Prices are Just Right

If we've learned anything from Goldilocks and the Three Bears, it's that we should strive for "just right," no matter if it's porridge or home buying opportunities. After all, if the market is too hot, a correction surely looms, and if it's too cold, it means something isn't quite right with the housing market and the economy at large.

Fortunately, home prices finally seem to be settling into long-term fundamentals, according to the latest edition of Trulia's Bubble Watch. Home prices are just slightly on the rise, but the pace is a lot more gradual, which is a really good thing. So now we're on pace for a perfectly valued housing market.

The "just right" goes further as the low mortgage rates encourage homebuyers to act now, with the potential for rate increases in 2015. With an interest rate of right around 4%, most buyers are opting for a 30-year fixed loan. The ARM products (Adjustable Rate Mortgages) are also very popular for those who plan to be in a home for a defined period of time, usually 7-10 years. ARM loan interest rates are substantially lower than a 30-year fixed loan, and can be a very effective tool for some buyers.

Now that all mortgage banks are required to offer very similar rates (with the advent of the Dodd-Frank laws) the decision to go with one bank or another should be based on the level of service provided. The Houlihan Lawrence owned mortgage division, Thoroughbred Mortgage, offers an exceptional level of service and works as a team with your Houlihan Lawrence Realtor, Joan O'Meara, to ensure your financing and home buying experience exceeds your expectations.

So with the all-around "just right" market pricing and great low interest rates, call on the experts at Houlihan Lawrence/ Thoroughbred Mortgage. Kai Audett is a licensed Senior Loan Officer with Thoroughbred Mortgage and can be reached at (914) 419-0530. Kai is licensed in NY and CT #207039.

## HARRISON/PURCHASESAMPLINGS Houlihan Lawrence 2nd Quarter 2014 Real Estate Transactions

### Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
137 Temple Street	\$ 399,000	2/1	1040
29 Webster Avenue	\$ 599,999	3/2	1723
46 Century Ridge Rd	\$ 850,000	5/4	2653
463 Harrison Avenue	\$ 899,000	4/3	3123
22 Cypress Point Dr	\$ 1,100,000	4/4	3761
22 Pinehurst Drive	\$ 1,145,000	4/4	3396
68 North Street	\$ 1,375,000	5/4	3257
9 Century Ridge Rd	\$ 1,499,000	7/5	5800
34 Griswold Road	\$ 1,550,000	7/6	4390
16 Ponds Lane	\$ 1,599,000	4/5	4000
57 Rye Ridge Road	\$ 1,795,000	5/6	5600
4 Puritan Woods Rd	\$ 1,795,000	5/5	4467
18 Griswold Road	\$ 1,799,000	5/5	3770
11 Park Drive South	\$ 1,879,000	4/5	3399
49 Stratford Road	\$ 1,900,000	5/6	5800
400 Polly Park Rd	\$ 1,995,000	4/4	4311
122 Lincoln Avenue	\$ 2,049,000	4/3	3516
134 Haviland Road	\$ 2,225,000	5/4	3677
80 Park Drive North	\$ 2,375,000	6/5	4380
37 Winfield Avenue	\$ 2,475,000	6/8	4911
11 Valley Ridge Road	\$ 2,495,000	6/6	4205
3 Star Farm Road	\$ 2,495,000	5/6	7750

### Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
100 Woodlands Road	\$ 2,595,000	6/7	4865
21 Beverly Road	\$ 2,695,000	6/5	5776
9 Belmont Avenue	\$ 2,695,000	4/5	3239
8 Timber Trail	\$ 2,895,000	5/5	5825
4350 Purchase St	\$ 2,995,000	5/7	7582
8 Boxwood Lane	\$ 3,100,000	5/7	6499
1 White Oak Circle	\$ 3,195,000	7/9	8200
15 Knightsbridge			
Manor Rd	\$ 3,250,000	6/7	7869
7 Timber Trail	\$ 3,295,000	5/6	6300
9 Taylor Lane	\$ 3,295,000	4/6	5345
22 Pilgrim Road	\$ 3,350,000	6/7	4011
40 Park Drive North	\$ 3,495,000	7/7	5600
184 Sunnyside Rd	\$ 3,500,000	8/8	8000
5 Hickory Pine Ct	\$ 3,575,000	5/7	7294
59 Stratford Road	\$ 3,650,000	7/9	7400
3 Stone Bridge Rd	\$ 3,895,000	6/7	8560
11 Sylvanleigh Road	\$ 3,950,000	6/9	8459
22 Lawrence Ln	\$ 5,000,000	5/6	7469
19 Winfield Avenue	\$ 9,900,000	5/5	7123
3999 Purchase St	\$ 9,995,000	6/6	8533

### Single Family in Contract

Property Address	Listing Price	BR/B	Sq. Ft.
24 Winfield Avenue	\$ 1,100,000	4/3	3134
29 Crawford Road	\$ 1,375,000	5/4	3175
180 Highland Road	\$ 1,565,000	6/3	4681
3 Knightsbridge			
Manor Road	\$ 2,175,000	5/6	6000
61 Woodlands Road	\$ 2,425,000	6/6	5907

### Single Family Sales

Property Address	Listing Price	BR/B	Sq. Ft.
42 Post Place	\$ 489,000	3/1	1070
12 Lockwood Place	\$ 799,000	5/4	2685
9 Iroquois Trail	\$ 995,000	7/7	4332
41 Pinehurst Drive	\$ 1,175,000	4/3	2880
5 Braxmar Lane	\$ 1,275,000	4/3	2526
12 Pheasant Drive	\$ 1,295,000	4/4	3900
19 Ponds Lane	\$ 1,395,000	6/5	4316
9 Ophir Drive	\$ 1,549,000	4/5	3783
2 Claiborne	\$ 1,565,000	4/4	3424
34 Rigene Road	\$ 1,585,000	6/6	5850
7 Old Woods Drive	\$ 1,799,990	5/6	5417
7 Muchmore Road	\$ 1,899,000	5/5	4372
37 Stratford Road	\$ 1,990,000	5/4	3806
6 Stone Bridge Road	\$ 4,195,000	5/6	8962

Source: HGMLS; Houlihan Lawrence transactions: 2Q (4/1/14-7/2/14). 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.

# Harrison/Purchase 2Q 2014 Single Family Housing Sales Summary



	10528		10577		10580	
	2Q14	2Q13	2Q14	2Q13	2Q14	2Q13
# of Homes Sold	19	15	11	9	5	8
Avg Days on Market	108	154	125	226	83	303
Avg List Price	\$1,308,578	\$1,535,958	\$1,875,182	\$1,603,778	\$2,017,800	\$2,548,375
Avg Sold Price	\$1,234,368	\$1,450,533	\$1,824,855	\$1,458,233	\$1,953,820	\$2,360,250
Avg Sq Footage	3,668	4,249	4,875	4,683	5,402	5,642
Avg Price/Sq Ft	\$365	\$349	\$384	\$342	\$382	\$439

\*Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District). Source: HGMLS; Single Family Homes; 4/1/14-6/30/14 and 4/1/13-6/30/13.

• Latest Harrison & Purchase Sales & Listings Stats  
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16 Elm Place • Rye, New York 10580



Wall Street Journal/Real Trends  
 2014 Ranking names Joan O'Meara  
 in Top 16% of Top 1000 agents  
 nationwide.

**RANKED #1 AGENT**  
 by MLS in Rye for 2014

**JOAN O'MEARA**  
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