



JOAN O'MEARA  
& TEAM

REALTYCHECK



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## Creating the Inside Advantage as You Prep Your House to Sell...Quickly!

**Sellers need that inside edge in today's online real estate market (see last issue, 1Q 2016 for *Creating the Curb Appeal Advantage*)**

*Written by C. Anderson, Contributed by Joan O'Meara, with excerpts from Trulia*

To match the alluring curb appeal you've created on the outside, it's equally important to focus on the inside. From first impressions to a consistent look throughout your house, creating a comfortable and uncluttered feel that will appeal to Buyers may just be the key to a quick and profitable sale. And the best news? Simple touch-ups and small upgrades can synergistically add up to that overall positive impression.

Joan O'Meara, associate real estate broker with Houlihan Lawrence's Rye & Harrison office recommends that the Seller try to detach from the personal aspects of the home and put themselves in the Buyer's shoes. She advises, "Look at each room like you are seeing it for the first time. Remember back to when you first saw the home – and how and why it pulled you in." By creating a room-by-room list of items to fix, upgrade and de-clutter, Sellers will have the winning formula to create that inside advantage.

### Simple Steps that Add Up to Competitive Inside Appeal

**De-clutter, de-clutter, de-clutter.** Akin to location, location, location, de-cluttering truly can make or break a real estate listing. By clearing out the clutter, your Buyers will be able to focus on the space. By transforming unwieldy mail and paper piles, over-stuffed shoe and coat stations, brimming closets, and overflowing shelves, de-cluttering will give your home's features the spotlight they deserve.

**Clean is essential.** During the selling process, you want every nook and cranny to be clean. This means the white glove test for often overlooked areas including fireplace mantels, tops of appliances (think refrigerators), tall features (think cabinet surfaces), and ceiling fan blades. Polish metallic surfaces, including stainless steel, faucets and handles. And wash your windows as these can impact both the exterior and interior viewing. If cleaning is not your thing, hire a professional. It will pay off!

**Clean air is important, too!** Neutral is a key. When in doubt, default to neutral for odors in the air – be wary of too much potpourri or strong lingering cooking or pet smells.

**Color it neutral.** Neutral applies to paint colors, too. Tans, whites and greys are the most neutral colors when it comes to walls. Even if you loved your orange dining room, snap a photo for your album or plan it for your next home – and then repaint. Color is quite subjective and can unconsciously bias a prospective Buyer.

**Simplicity in design.** Keep your design style under the umbrella of simple and classic. Store or cover anything that could elicit a strong opinion as you continue to create the feel of an inviting, comfortable space that

offers broad appeal.

**Bright and light.** Aim for the brightest tour your visitors can have. Open windows for natural light and make sure you have enough, well spaced out lamps for ideal illumination. Not only will this impact the feeling of size (brighter looks bigger), your home will feel cheerier as well.

**Balanced rooms.** Look at each room on its own and in relation to others. If furniture is too bulky or if it takes up too much room, pare this down by donating or storing some furniture. Sellers often take out pieces of a sectional or multi-unit set for listing, as it opens up the room to create a bigger, more comfortable feel.

**Flow between rooms.** It's also helpful to test drive a tour so that you can prevent Buyers from bumping into furniture or feeling closed in. Move things around if the flow isn't working. And don't forget to do an online walk through, too.

**Up close and not-too personal.** Buyers' eyes will be everywhere, so you want to remove just about all of your personal items – think family photo galleries, children's artwork on fridge and walls, wedding photos, etc. This will prevent Buyers from making unconscious associations to your home.

**Storage matters.** Closets and cabinets are big sellers. Pare down the contents and add some creative inserts and structured solutions to create spaces that look organized and well maintained...and not chock full. The tidiness and space to add more will add instant appeal to Buyers.

**Little things matter.** Now is the time to walk through your home, make a list and fix

the minor things: leaky faucets, loose door/cabinet hardware, burned-out light bulbs, scuffed walls and floors. The overall impact of a well-maintained home speaks volumes to prospects.

**Little renovations matter.** And while you're going through your home, pick out some small things to replace – the overall feel of a room can be completely perked up by new faucets, door handles, slip covers, and more.

**Spruce up your bathrooms.** Little tweaks can go a long way to create the feel of a relaxing bath. Tricks include stacking a few washcloths tied with a ribbon, adding a few flowers or candles, and coordinating tones of bathmats and towels. And a closing tip for this space? Close the lid of your toilet—for photographs and for showing your home, this one counts!

Joan O'Meara sums it up nicely: "When Buyers walk through a home, a non-fussy, uncluttered feel often provides instant comfort. I can see the prospect beginning to envision themselves in the space...which can be incredibly helpful." O'Meara further describes that she is always enthused and open to share her tips on what works well for attracting Buyers. "When I think of the number of homes I have toured, it makes sense that I truly can feel the impact within the first few steps of a tour."

With that in mind, it's time to put your best foot forward with an inside advantage that will create your ideal home tour – both online and in person.

**If you missed How To Create the Curb Appeal Advantage in our April issue, find it online at [joanomeara.com](http://joanomeara.com).**

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## JOAN O'MEARA & TEAM

**RANKED #1 IN RYE FOR 2015**

### DEAR NEIGHBORS

Summer is in full swing in Harrison & Rye, a time we often pause to appreciate all that our community offers us. With great beaches, golfing and outdoor events, we continue to attract Buyers.

In Harrison 10528, the second quarter swung into action with 22 homes sold in 2Q 2016, a 29% increase from 17 one year ago in 2Q 2015. 10577 fell from 10 homes one year ago in 2Q to 6 homes sold in 2Q 2016. 10580 Harrison Schools saw very little activity with only 1 home sold in 2Q 2016, down from 5 sold in 2Q 2015. In 10528, with average square footage up 28% from one year ago to 4,145, Average List Prices and Average Sold Prices were also up: Average List Prices rose 20% from \$1,206,435 in 2Q 2015 to \$1,451,723 in 2Q 2016 and Average Sold Prices climbed 17% from \$1,166,618 in 2Q 2015 to \$1,369,545 in 2Q 2016.

As we head into the heart of summer, it's a great time to consider those fall listings. Now is the time to focus on the inside details to put your best selling foot forward, as well as contacting us to arrange exterior photos now while the gardens are looking their best. See this issue for great tips in *Creating the Inside Advantage as You Prep Your House to Sell...Quickly!*

As always, feel free to contact me with any real estate questions or for a complimentary market analysis of your home.

From your porch swing to a day at the beach, enjoy your summer.



\$1,995,000

60 Soundview Avenue / Rye 10580  
4BR/4.1B / 3552 sqft / **JUST LISTED**

Impeccable 2009 renovation. Chef's kitchen; overlooks golf course. Walk to Osborn Elem., Harrison train & Rye Golf.



\$1,795,000

20 Hunt Place / Rye 10580  
4BR/2.0B / 2052 sqft / **FEATURED LISTING**

Unusual opportunity to build your dream home on 1.92 acres on private road. Walk to Rye Golf, elementary school and train.



\$3,695,000

6 Fairway Drive / Purchase 10577  
6BR/6.1B / 10,335 sqft / **JUST LISTED**

Colonial with exquisite craftsmanship on cul-de-sac in Purchase Estates. Overlooks golf course.



\$1,995,000

53 Lynden Street / Rye 10580  
5BR/3.0B / 3663 sqft / **FEATURED LISTING**

Renovated classic tutor in wonderful neighborhood in walking distance to beach, parks, schools and more.



\$4,595,000 or  
\$25,000/mo

265 Milton Road / Rye 10580  
6BR/6.2B / 8026 sqft /  
**JUST LISTED: SALE / RENT**

Truly spectacular new construction in heart of Rye, built by Susie Cappelli (SAC Development) and Thomas DeMasi (Alpine Construction).



\$2,195,000

45 Walker Avenue / Rye 10580  
5BR/4.1B / 3423 sqft / **NEW CONSTRUCTION**

Fabulous Colonial on quiet cul-de-sac in walking distance to elem school, Rye Golf Club & train. Available July 2016.



\$6,100/mo

31 Soundview Avenue / Rye 10580  
3BR/2.1B / 1890 sqft / **JUST LISTED: RENTAL**

Recently renovated Split Level home overlooking Rye Golf Course. Bright and spacious; walk to train, Osborn Elem. & Rye Golf.



\$4,595,000

67 Halsted Place / Rye 10580  
5BR/4.2B / 6172 sqft / **FEATURED LISTING**

By Susie Cappelli (SAC Development) & Tom Demasi (Alpine Construction); exquisite craftsmanship, luxurious amenities.



\$6,500/mo

60 Beverly Drive / Rye 10580  
3BR/2.0B / 1900 sqft / **JUST LISTED: RENTAL**

Impeccable rental with recent renovations including new bathroom, kitchen and central air. Walk to elementary school and train.

#### UNDER CONTRACT

66 Milton Road A12, Rye	\$ 339,000
806 Forest Avenue, Rye	\$2,395,000
12 Boulder Road, Rye	\$3,295,000

**25 SALES  
IN 2016!**

As of 7/15/16. Note: All prices indicated are LIST PRICES.  
#1 Ranking by WPMLS, 1/1/15-12/31/15. Single Family, Rye. Ranked by Total Volume.

## FUNFACTS

**MOST EXPENSIVE SOLD HOME / \$3,495,000 List Price**

8 BR / 5.1 Baths / 6,731sqft

**MOST EXPENSIVE ACTIVE LISTING / 5 BR / 6.2 Baths / 9,345 sqft**

\$9,250,000 List Price

**OLDEST HOME SOLD / 1906**

\$650,000 List Price / 3 BR / 2.0 Baths / 2,099 sqft

**ACTIVE LISTING: MOST BEDROOMS, MOST BATHS, LARGEST**

**9 BR / 9.3 Baths / 12,231 sqft**

\$5,695,000 List Price

Source: HGMLS, Single Family Homes, 10580/10528/10577, Harrison Schools, 2Q (4/1/16-6/28/16);

\*Active\* Home refers to homes listed in 2Q.

## NYC SPOTLIGHT

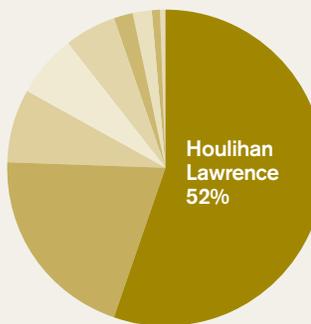
*An insightful look into NYC Real Estate*

Joan O'Meara is pleased to introduce Mike Lubin to our readers – he's a talented top-ranking NYC agent. His firsthand view is helpful as many local Sellers consider moving to NYC and numerous NYC owners seek the allure of Rye & Harrison as they contemplate selling and moving out of the city. Lubin describes his current perspective of the NYC market in a word: strong. Though inventory is higher than the first quarter of 2016, buyers are eager to find a long-term home and lock in a 30-year fixed mortgage at historical lows. There is also evidence that prices are climbing and buyers are concerned about being "priced out." Sellers are concerned about a possible declining market and want to sell while prices are strong. The best "value" in the market is found in the resale market – particularly pre-war co-ops which offer the most size and elegance for the money. New condos are being built at a very aggressive rate and offer buyers exciting architecture and lifestyle.

- The median price for resale apartments sets new record, at \$965,000
- Buyers paid 98.5% of the last asking price in the first quarter, a slight decrease from a year ago.

## MARKETING HIGHLIGHT

**TOP WESTCHESTER COUNTY FIRMS  
LUXURY MARKET SHARE \***



Houlihan Lawrence 52%  
Julia B Fee/Sothebys 19%  
Ginnel Real Estate 7%  
Coldwell Banker 6%  
Douglas Elliman of Westchester 5%  
William Raveis 1.7%  
Platinum Drive Realty 1.7%  
Berkshire Hathaway 0.8%  
Renwick Sothebys Realty 0.5%

\*Dollar volume, Closed sales, \$2M+,  
Westchester County, SFH, January 1, 2016 –  
June 30, 2016

Houlihan Lawrence has a 52% share of the luxury market (\$2M+) in Westchester, with a 53% share in the Sound Shore – participating in four out of five luxury transactions through June 30th. HL has been on the list or sell side of 57% of Sound Shore luxury homes sold in the first half, an increase of 21%, far exceeding the market which has increased the number of homes sold by just 3%.

## WHAT JOAN'S CLIENTS ARE SAYING

*"Joan helped us sell and then buy a new house. She did an amazing job from the pre-listing to the closing. Everything went smoothly and she gave excellent advice on staging, pricing, etc... Joan is a true market expert and professional. I would highly recommend her." – J.G.*

## HARRISON/PURCHASE SAMPLINGS Houlihan Lawrence 2nd Quarter 2016 Real Estate Transactions

### Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
1 Adelphi Ave	\$ 847,000	4/3.1	3026
12 Sunset Ln	\$ 950,000	5/5.2	5217
627 Purchase St	\$ 950,000	5/4.1	3900
12 Westwood Dr	\$ 959,000	4/3.1	4004
5 Century Trail	\$ 999,000	4/2.2	2756
5 Pinehurst Dr	\$ 1,100,000	4/4.0	3000
14 Wolfe Ln	\$ 1,249,000	5/5.2	3966
12 Genesee Trail	\$ 1,295,000	3/2.2	2132
17 Harrows Ln	\$ 1,345,000	4/5.1	6125
4 Richardson Ln	\$ 1,350,000	5/4.1	5300
57 South Rd	\$ 1,425,000	6/5.0	4107
North 22 Braxmar Dr	\$ 1,525,000	5/3.1	3068
15 Greenway Rd	\$ 1,575,000	5/3.1	3766
2 Ironwood Ln	\$ 1,595,000	6/5.1	5940
37 Winfield Ave	\$ 1,715,000	6/6.2	4911
596 Purchase St	\$ 1,825,000	4/4.2	4100
38 Rock Ln	\$ 1,875,000	4/3.0	3441
122 Lincoln Ave	\$ 2,100,000	4/3.0	3516
84 Pleasant Ridge Rd	\$ 2,550,000	4/4.0	5376
27 Archer Rd	\$ 2,690,000	5/4.2	5289
11 Knightsbridge Mnr Rd	\$ 2,750,000	6/6.1	7500
4 Laurel Way	\$ 2,795,000	6/6.1	7471
66 Muchmore Rd	\$ 2,995,000	5/4.2	7200
48 Biltmore Ave	\$ 2,995,000	6/5.1	6117
3 Pineview Circle	\$ 3,350,000	5/6.3	8613
250 Highland Rd	\$ 3,350,000	7/6.1	5995

### Single Family Listings continued

Property Address	Listing Price	BR/B	Sq. Ft.
6 Fairway Dr	\$ 3,695,000	6/6.1	10,335
1 Azalea Circle	\$ 3,725,000	6/7.3	11,607
3 Beverly Rd	\$ 3,925,000	6/5.1	6778
17 Orchard Dr	\$ 3,950,000	6/7.1	9000
16 Convent Ln	\$ 4,295,000	6/5.2	6661
17 Boxwood Ln	\$ 4,450,000	6/5.2	6944
57 Rye Ridge Rd	\$ 5,395,000	6/6.1	9852
2 Lincoln Ln	\$ 5,695,000	9/9.3	12,231

Property Address	Listing Price	BR/B	Sq. Ft.
33 Brown Pl	\$ 749,000	3/2.0	1884
6 Tam O Shanter Dr	\$ 1,175,000	4/2.1	3200
8 Tamarac Trail	\$ 1,240,000	4/3.1	3408
South 15 Braxmar Dr	\$ 1,525,000	4/3.1	3258
30 Bates Rd	\$ 2,650,000	5/4.1	4500
26 Bates Rd	\$ 2,695,000	5/4.1	4500
15 Seville Ave	\$ 2,900,000	5/4.2	5326
215 Osborn Rd	\$ 2,950,000	5/5.1	4800
11 Sylvanleigh Rd	\$ 2,995,000	6/8.1	10,022
15 Hilltop Place	\$ 7,500,000	7/6.2	9487

### Single Family Sold

Property Address	Listing Price	BR/B	Sq. Ft.
574 Anderson Hill Rd	\$ 650,000	4/2.0	1474
155 Old Lyme Rd	\$ 789,000	4/2.3	2647
86 Fenimore Dr	\$ 799,000	4/3.0	2715
37 South Rd	\$ 799,900	4/3.1	2804
12 Harwich Ln	\$ 848,000	5/3.1	3240
6 Bates Road	\$ 999,000	3/2.1	2440
28 Winfield Ave	\$ 999,000	6/3.1	5227
6 Meadow Rd	\$ 1,295,000	5/4.1	3350
222 Osborn Rd	\$ 1,425,000	4/3.0	2733
6 Crawford Rd	\$ 1,495,000	4/3.2	3508
14 Genesee Trail	\$ 1,799,000	5/4.1	5010
225 Union Ave	\$ 1,800,000	5/5.2	7721

**CONSIDERING A MOVE?**  
Contact Joan to speak with  
a recent Buyer or Seller.  
Call or Text: 914-329-5329  
Email: jomeara@HoulihanLawrence.com

Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District). Source: HGMLS: Single Family, 10528/10577/10580, Harrison Schools, Active as of 6/28/16, Contract and Sold 2Q (4/1/16-6/28/16). 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.

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# Harrison/Purchase 2Q 2016 Single Family Housing Sales Summary

	10528		10577		10580	
	2Q16	2Q15	2Q16	2Q15	2Q16	2Q15
# of Homes Sold	22	17	6	10	1	5
Avg Days on Market	109	114	125	165	16	162
Avg List Price	\$1,451,723	\$1,206,435	\$1,371,833	\$2,344,500	\$3,495,000	\$1,486,600
Avg Sold Price	\$1,369,545	\$1,166,618	\$1,297,833	\$2,109,450	\$3,650,000	\$1,374,300
Avg Sq Footage	4,145	3,234	3,183	5,197	6,731	3,761
Avg Price/Sq Ft	\$343	\$342	\$408	\$368	\$542	\$383

\*Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District). Source: HGMLS; Single Family Homes Sold; 4/1/16-6/28/16, 4/1/15-6/28/15

• Latest Harrison and Purchase Sales & Listings Stats  
• Creating the Inside Advantage as You Prep Your House to Sell...Quickly!

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16 Elm Place • Rye, New York 10580



Wall Street Journal/Real Trends  
2015 Ranking names Joan O'Meara in  
Top 20% of Top 1000 agents nationwide.

**RANKED #1**  
**IN RYE FOR 2015**  
**TOP 10 IN WESTCHESTER COUNTY**  
*5 Years Running!*

JOAN O'MEARA & TEAM

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