



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

**REALTYCHECK**



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## How to Avoid Missteps in Selling: A Step-by-Step Guide to Successful Home Sales by Joan O'Meara

Selling a home is a process, with a multitude of steps. Joan O'Meara, associate broker with Houlihan Lawrence in Rye & Harrison, describes one of her ongoing passions is to guide Sellers through this maze of steps and turns to a successful finish line. She explains, "It's clear there are uphill and downhill during this course—if I can help Sellers know what to expect, understand the timing from beginning to end, and be there to help navigate the twists, then their stress is exponentially reduced. Being prepared is priceless!"

### SELLING STEPS AT A GLANCE

#### BEFORE YOU LIST

You've Decided to Sell  
Select Right Agent for You  
Pricing  
Prepping House for Sale  
Marketing

#### READY TO LIST

Listing Paperwork  
Hiring an Attorney  
Showings  
Feedback

#### AFTER THE ACCEPTED OFFER

Fact Sheet/Deal Memo  
Inspections  
Appraisal  
Closing  
Walk Through

- It is incredibly helpful to understand how long the process might take from list date to close.

#### SELECT RIGHT AGENT FOR YOU –

Establishing a trusted partnership with a professional agent will give your sales process a strong foundation. It will help you make sound decisions based on facts, history and current market analysis.

- Keep in mind selecting an agent is based on so much more than the highest price for which an agent states your house can sell—pricing strategy is critical to a successful sale (*see O'Meara newsletter 2Q, 2013 at joanomeara.com*).
- Also important in your selection is the realty company and office the agent is affiliated with—a combination of top agents and local offices will attract the best and most serious Buyers, yielding the exposure you need as a Seller. (*see more in O'Meara newsletter 2Q, 2013 at joanomeara.com*)
- In order to select the right agent for you, prepare a list of questions to "interview" the agents. You could even send the agent the questions before you meet so they can come prepared with the information/answers. Some sample interview questions include:

- How long have you been a realtor?
- Number of transactions/total sales volume last year?
- Average Days on Market for your listings compared to other agents?
- Sale price to list price ratio vs. market?
- What is the agent's process re: pricing?
- Sample/types of properties agent handles?
- Can you provide your resume, profile?
- What makes you different than other agents?
- (*see O'Meara newsletter 1Q, 2013 at joanomeara.com*).

**PRICING** – There are many factors to be considered when pricing.

- The most commonly discussed are: current market conditions, property condition and location.
- For your review of comparable properties, it is important to remember the comparables should be sold properties. Currently listed homes are important from the perspective of "what properties are you competing with" – but the sold properties provide the current data for actual prices that the recently listed properties netted. Similarly, sold data is what appraisers will use when the appraisal is done (*see appraisal in After the Accepted Offer section*).
- Other important – but often overlooked – factors to consider when pricing include:
  - Timing of listing impacts whether pricing needs to be revisited. If the listing date is planned for a later time, if it's a few weeks or a few months... revisit the pricing. Often the list price is finalized last, just a day or two before the property is listed.
  - Seller's motivation to sell.
  - Ability to be objective regarding the value of your home. (*see O'Meara newsletter, 2Q, 2013 at joanomeara.com*).

#### PREPPING HOUSE FOR SALE

Garnering that feeling from the prospective Buyer's first impression is an important consideration.

- Joan O'Meara often finds that Sellers underestimate the time it takes to get a house "show ready."
- During the interview process, your agent should provide guidance, advice, services to assist in this process and should be available to answer questions throughout the prep process.
- Don't forget the outside curb appeal. This plays significantly into that first impression.
- Being market ready helps in a number of ways:

*continued on page 3...*

### A Closer Look at Each Step of the Selling Process

Below is Part I of *Joan O'Meara's Step-by-Step Guide to Successful Home Selling*. To read the full article, log onto: joanomeara.com and click *The Selling Process* link on the home page. Or, look for the link in her upcoming blog – subscribe at joanomeara.com.

#### Before you list:

#### YOU'VE DECIDED TO SELL

It is never too early to begin the process; being prepared is priceless.

- A first action is to call an agent to get an idea of market and timing. If you have the luxury of time, discuss when is the best time to list and make a plan—alternatively, if your plans require a faster turn around, discuss this with your expert. Either way, meeting with an agent can provide an overall plan for timing, prep, pricing as well as overall expectations regarding the process.



## JOAN O'MEARA'S LISTINGS

RANKED #1 AGENT by MLS in Rye for 2012

### DEAR NEIGHBORS

Fall is underway as the colorful foliage is more than peeking out already! And as we are busily engaging in community activities such as local football and charity walks, it's great to see the real estate market pick up activity, too.

Although there was a 3Q dip in number of homes sold in Harrison 10528, both 10580 (Harrison schools) and 10577 enjoyed increases from last year's small numbers of 2 and 5 to 8 and 19 respectively. A significant number to note in 3Q was the 10580 DOM (Days on Market from listing through closing). This improved from 204 days to 120 days—or approximately seven months down to four.

With 45 Sellers closing in the 3rd quarter, they can attest to the multitude of steps in the selling process. If you are considering selling, check the invaluable comprehensive overview of these steps, in this issue, *How to Avoid Missteps in Selling: A Step-by-Step Guide to Successful Home Sales*.

For all current Listing & Sold stats, visit [www.joanomeara.com](http://www.joanomeara.com) and click on the 3rd Quarter 2013 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 the great fall weather,

Call Joan at  
914-329-5329  
or visit  
[joanomeara.com](http://joanomeara.com)



265 Milton Road / Rye 10580  
5BR/2.2B / 2800sqft / JUST LISTED

\$2,295,000



290 North Street / Rye 10580  
4BR/2.2B / 2998sqft / JUST LISTED

\$1,550,000



2 Lockwood Place / Harrison 10528  
4BR/3.0B / 2200sqft / JUST LISTED

\$750,000



9 George Langeloh Court / Rye 10580  
5BR/3.1B / 5589sqft / JUST LISTED

\$3,100,000

### UNDER CONTRACT/PENDING

216 Purchase St #C, Rye 10580	\$ 295,000
140 Florence Ave, Rye 10580	\$2,395,000
458 Park Ave, Rye 10580	\$3,000,000
9 Ann Ln, Rye 10580	\$4,395,000
1 Pine Island Rd, Rye 10580	\$6,495,000

### SOLD

110 Theodore Fremd Ave B8, Rye 10580	\$ 475,000
37 Sanford St, Rye 10580	\$ 699,000
66 Milton Rd A31, Rye 10580	\$ 699,000
44 Oakwood Ave, Rye 10580	\$ 899,000
9 Mayfield St, Rye 10580	\$ 899,000
15 Glen Park Rd, Purchase 10577	\$ 999,000
1 Dale St, Rye 10580	\$ 999,995
3 Pebble Beach Dr, Purchase 10577	\$1,095,000
83 Hix Ave, Rye 10580	\$1,595,000
24 Johnson Pl, Rye 10580	\$1,995,000
19 Augusta Ct, Purchase 10577	\$1,995,000
9 Reymont Ave, Rye 10580	\$2,195,000
33 Helen Ave, Rye 10580	\$2,195,000



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

\$13,600,000



4 Fairway Drive / Purchase 10577  
8BR/7.4B / 8647sqft / FEATURED LISTING

\$3,725,000



16 Helen Avenue / Rye 10580  
5BR/3.1B / 3528sqft / FEATURED LISTING

\$1,950,000



17 Overdale Road / Rye 10580  
4BR/3.1B / 3170sqft / FEATURED LISTING

\$1,595,000



66 Milton Road # E51 / Rye 10580  
2BR/1.0B / 1100sqft / COOP

\$397,000

20 Holly Ln, Rye 10580	\$2,350,000
84 Grace Church St, Rye 10580	\$2,350,000
5 Fieldstone Rd, Rye 10580	\$2,995,000
4 Stonycrest Rd, Rye 10580	\$3,100,000

### RENTED

10 Bell Place, Rye Brook 10573	\$ 4,900/mo
31 Soundview Avenue, Rye 10580	\$ 5,900/mo
260 North Street, Rye 10580	\$ 7,000/mo
52 Walker Avenue, Rye 10580	\$10,500/mo

## FUNFACTS

### LARGEST, MOST EXPENSIVE ACTIVE HOME

**13,831 sqft / \$6,950,000 List Price**

7 BR / 8.3 Baths

### MOST EXPENSIVE SOLD HOME

**\$3,850,000 List Price / 9127 sqft**

7 BR / 8.1 Baths

### OLDEST ACTIVE HOME / 1838

**\$1,595,000 List Price / 2 BR / 2.0 Baths / 1856 sqft**

### HOME SOLD WITH MOST BEDROOMS, MOST PROPERTY

**10 BR / 4.0 Acres**

**\$1,295,000 List Price / 7.1 Baths / 5992 sqft**

Source: HGMLS, Single Family Homes; 3Q13 (7/1/13-9/30/13); \*Active\* Listing or Home refers to homes listed in 3Q.

## MORTGAGECORNER / IN THE KNOW

With the government shut down at press time, this is, with certainty, an interesting time. Hand in hand with this is a great deal of uncertainty...together, the best we can do is stay tuned.

Rates have pulled back from last month, but have started to move up as we enter the 4th quarter. Jumbo rates are actually more attractive than conforming rates...so that if Buyers meet the guidelines for loans >\$417,000, they will benefit from a rate ¼% lower than rates for loans ≤\$417,000.

### RATES\* AT A GLANCE:

30 Year Fixed	4%	5/1 Arm	2.75%
7/1 Arm	3.125%	10/1 Arm	3.75%

Rates as of 10/9/13

Rates are still historically low, offering opportunities for buying and refinancing.

### FOR MORE INFORMATION CONTACT:

Pat Ciulla / Wells Fargo Home Mortgage

Private Mortgage Banker / NMLS id 653866

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Patricia.Ciulla@wellsfargo.com / www.wfhm.com/patricia-ciulla1

## How to Avoid Missteps in Selling

### PREPPING HOUSE FOR SALE, continued...

- Gives you, the Seller, confidence that you've put your best foot forward.
- The de-cluttering you do before listing makes your actual move easier.
- As a recent Seller enthused, advice from Joan O'Meara led to bringing in a stager who was "worth every penny!" This Seller also described that even the added perks like Joan's pre-listing home inspection helped prepare for a smoother transaction and a speedier process. *(For more on prepping to sell, see O'Meara newsletter 1Q, 2010 at joanomeara.com)*

**MARKETING** – Integral to a successful sale is a multi-faceted marketing plan, which is coordinated by your agent.

- As with much of the sales process, the marketing happens before the house is listed, with the prep, pricing and timing discussions.
- Many aspects of marketing are expected from any agent/office:
  - Professional photos
  - Property video (on appropriate properties)
  - Property brochures
  - Feature sheet – provides the opportunity for additional details on the property that aren't part of the MLS listing due to its limited space (on appropriate properties).
  - "Just Listed" postcards
  - See showings section for broker and public open houses.
  - Other marketing tools used by the agent and most importantly the EFFECTIVENESS of those tools. The agent should provide and describe their individual marketing tools during the "interview." These are above and beyond the marketing provided by the office and would include ads, mailings, internet exposure as part of the agent's individual marketing plan.

### You are now ready to list!

For Part II of the Guide, please visit [joanomeara.com](http://joanomeara.com) and click on the article link on the home page. Additional links/resources will be available in the online version.

## HARRISON/PURCHASE SAMPLINGS Houlihan Lawrence 3rd Quarter 2013 Real Estate Transactions

### Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
137 Temple St	\$ 519,000	2/1.0	1040
29 Webster Ave	\$ 619,000	3/2.0	1723
2 Lockwood Pl	\$ 750,000	4/3.0	2200
26 Pinehurst Dr	\$ 939,500	4/2.2	3554
24 Winfield Ave	\$ 1,075,000	4/2.1	2731
463 Harrison Ave	\$ 1,149,000	4/3.0	3123
29 The Crossing	\$ 1,150,000	3/4.0	3400
12 Sunset Ln	\$ 1,175,000	5/5.2	5800
4 Indian Tr	\$ 1,275,000	5/4.1	4100
12 Pheasant Dr	\$ 1,295,000	4/3.1	3900
29 Crawford Rd	\$ 1,450,000	5/3.1	3175
33 Crawford Rd	\$ 1,495,000	4/3.1	3410
4 Oakmont Dr	\$ 1,495,000	5/3.1	4104
5 Purchase Hills Dr	\$ 1,495,000	5/4.1	4210
9 Ophir Dr	\$ 1,595,000	4/4.1	3783
34 Rigene Rd	\$ 1,670,000	6/4.2	5850
1717 Purchase St	\$ 1,705,500	4/4.1	2544
15 Mount Holly Dr	\$ 1,745,000	6/5.1	6439
15 Greenway Rd	\$ 1,749,000	5/3.1	3766
7 Old Woods Dr	\$ 1,799,990	5/5.1	5417
11 Park Drive S	\$ 1,999,000	5/3.2	5200
104 Sterling Rd	\$ 2,195,000	5/5.1	3852
400 Polly Park Rd	\$ 2,195,000	4/3.5	4311
18 Griswold Rd	\$ 2,250,000	5/3.2	3984
3 Knightsbridge Mnr Rd	\$ 2,250,000	5/5.1	6000

### Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
37 Stratford Rd	\$ 2,300,000	5/3.1	3806
7 Muchmore Rd	\$ 2,375,000	5/4.1	4372
100 Woodlands Rd	\$ 2,595,000	6/5.2	4865
50 Biltmore Ave	\$ 2,975,000	5/5.1	5307
8 Boxwood Ln	\$ 3,100,000	5/5.2	6390
1 White Oak Circle	\$ 3,195,000	7/8.1	8200
8 Timber Trail	\$ 3,300,000	5/5.0	5825
2 Hampton Rd	\$ 3,395,000	7/7.1	6678
15 Knightsbridge Mnr Rd	\$ 3,450,000	6/6.1	7869
4350 Purchase St	\$ 3,675,000	5/6.1	7582
3 Stone Bridge Rd	\$ 3,695,000	5/5.1	8560
4 Fairway Dr	\$ 3,725,000	8/7.4	8647
59 Stratford Rd	\$ 3,900,000	7/7.2	7400
3 Star Farm Rd	\$ 4,400,000	4/5.1	7785
9 Timber Trail	\$ 4,995,000	5/4.1	8600
19 Winfield Ave	\$ 11,900,000	5/4.1	7123

### Single Family in Contract/Pending Contract

Property Address	Listing Price	BR/B	Sq. Ft.
9 Taylor Ln	\$ 1,375,000	5/6.0	4000
493 Woodlands Rd	\$ 1,545,000	5/3.2	3447
18 Justin Rd	\$ 1,800,000	4/4.1	3815
5 Sycamore Ct	\$ 2,085,000	6/4.1	7600
4 Azalea Circle	\$ 3,095,000	6/5.2	6645
6 Stone Bridge Rd	\$ 4,195,000	5/5.1	8962

### Single Family Sales

Property Address	Listing Price	BR/B	Sq. Ft.
36 Hyatt Ave	\$ 540,000	3/2.0	1813
380 Mamaroneck Ave	\$ 695,000	3/2.0	2150
36 Harwich Ln	\$ 779,000	4/3.0	2045
599 Purchase St	\$ 825,000	3/2.1	2673
1 Pinehurst Dr	\$ 829,000	3/2.0	2238
23 Cypress Point Dr	\$ 869,000	4/2.2	2946
31 Highfield Rd	\$ 949,000	3/2.1	2800
15 Glen Park Rd	\$ 999,000	4/3.1	3005
609 Purchase St	\$ 1,080,000	4/3.1	3044
3 Pebble Beach Dr	\$ 1,095,000	4/2.1	3104
10 Pebble Beach Dr	\$ 1,199,000	4/4.1	3740
30 Harrows Ln	\$ 1,299,000	5/4.1	4218
14 Highland Park Pl	\$ 1,425,000	4/3.1	3452
550 West St	\$ 1,499,000	4/5.0	5043
19 Augusta Ct	\$ 1,995,000	6/6.1	5500
24 Rock Ln	\$ 2,245,000	3/3.3	4539
53 Wendover Rd	\$ 2,695,000	5/6.1	4800
25 Archer Rd	\$ 2,999,999	8/6.2	6422
9 Cedar Ln	\$ 3,499,999	5/5.1	6700
32 Seville Ave	\$ 3,650,000	6/6.1	7000
14 Magnolia Dr	\$ 3,850,000	7/8.1	9127

Source: HGMLS; 3Q (7/1/13-10/04/13). 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 3Q 2013 Single Family Housing Sales Summary



	10528		10577		10580	
	3Q13	3Q12	3Q13	3Q12	3Q13	3Q12
# of Homes Sold	18	25	19	5	8	2
Avg Days on Market	168	166	150	156	120	204
Avg List Price	\$1,166,083	\$1,075,140	\$1,532,789	\$1,442,800	\$1,871,250	\$1,872,500
Avg Sold Price	\$1,116,291	\$1,005,520	\$1,422,710	\$1,332,500	\$1,812,500	\$1,712,500
Avg Sq Footage	3228	3271	4392	4549	4040	4540
Avg Price/Sq Ft	\$340	\$313	\$323	\$274	\$434	\$373

\*Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District). Source: HGMLS; Single Family Homes; 7/1/13-9/30/13 and 7/1/12-9/30/12.

- Latest Harrison & Purchase Sales & Listings Stats
- How to Avoid Miststeps in Selling:  
A Step-by-Step Guide to Successful Home Sales

## Volume 9 / Issue 3H

16 Elm Place • Rye, New York 10580



The Wall Street Journal  
and Real Trends annual report  
ranked Joan O'Meara in the  
top 25% of the top 1000  
agents nationwide.

RANKED #1 AGENT  
by MLS in Rye for 2012

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

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