



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

**REALTYCHECK**



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## Affordable Luxuries Buyers Would Love to See in Your Home

*Joan O'Meara offers insights on 6 Affordable Luxuries To Enhance Your Home's Sales Potential*

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

**When Buyers are house hunting, luxuries that instantly communicate an added perk, a cool convenience, or extra efficiency stand out. So if you're considering selling, you may just opt for one or more of these "affordable luxuries" to attract a Buyer and create that successful sale.**

### ORGANIZATION IS IN: Built-in Systems

Space that is efficiently put to use can instantly feel like a luxury. And I've never met a homeowner who didn't yearn for more organization. With a system that makes a process easier (think well thought out kitchen recycling centers) or built-in areas (think media centers, closets and built-in desks that exude organization), homes can have a streamlined look and feel that is attractive to Buyers in several ways. When a built-in area is designed well, this not only looks appealing, but it can eliminate the use of additional furniture—which in turn helps the space seem larger. Even closet organizers that can be bought directly and worked into existing space can create an entirely different feel... and not break your budget. *Insider Insight: Shelving organizers in a garage can instantly transform a cluttered, crowded storage space into an organized and under-control family sports and garden center.*

### MONEY-SAVING LUXURIES ARE IN: Net Savings Over Time

Adding a small luxury that saves money over time can go a long way. And tying it into a current theme in today's economy is an added bonus, as you can increase your net impact on prospects. Installing a water filtration system in your kitchen, for example, not only purifies your water, it can reduce your grocery expense on bottled water—as well as the bottles you need to lug home...and ties nicely into being friendly to the environment. The cost of such a system is not high—and it's the sort of small luxury a homebuyer loves to see. *Insider Insight: Best to leave just a few modern conveniences on your counter during the sales process. No disrespect, but a sparkling, stylish contemporary Keurig communicates ease over a worn (albeit beloved) Mr. Coffee.*

**COOL IS IN: Automation** There are a variety of automated products for homes that take care of preferences and lifestyles automatically. Smart home systems and programmable thermostats are a low-entry investment, easy-to-use, and instantly provide a convenience for the homeowner. For example, an automated thermostat can learn both your schedule and the temperatures you like. And when you're away from home, it adjusts the temperature accordingly, thereby saving energy. When you're home, it's adept at keeping you comfortable having learned your temperature preferences—and in addition can keep you apprised of energy savings and history. Controls can even be managed on your smartphone, tablet or laptop. Adding a device such as this to your home could net you some keen interest. *Insider Insight: Buyers like to see the latest in automations—it helps create that feeling that the home is up to date. A Nest, a popular programmable thermostat, is about \$250 and was created by the same designer as the iPod. (Cool & cooling, all in one.)*

### DEDICATION IS IN: Devoted Spaces

Carving out a dedicated space in a home communicates a personal luxury—and can inspire the prospective buyer to start imagining their own ways to use this same space. With a well-executed use of space, a hobby or activity instantly enjoys its own dedicated place in a home. Using a den, attic or bonus room, you can create office spaces that say streamlined, specific and well organized; craft rooms that neatly and comfortably demonstrate an art such as scrapbooking; or a media room that welcomes viewers or listeners to settle in for some modern entertainment. The tip here is neat, streamlined and effective use of space—not over-the-top expenditures on fixtures. *Insider Insight: Envious of a room in your friend's home? Try to emulate it with your own spin as you create a devoted space that works for you (and prospective Buyers).*

**NATURAL IS IN: Homegrown** Being green is very in right now and homeowners are jumping on this where possible. It can be smart selling-sense to consider options that you could integrate into your home to promote environmental consciousness to your potential Buyers—as well as the convenience and healthy living that can be enjoyed. Whether you opt for a low-cost addition to your home such as an herb garden outside your kitchen window, raised vegetable beds out back, or a new fruit-bearing tree, Buyers will immediately envision how this can enhance their own living within your very walls and property. If you're updating floors, consider renewable, environmentally friendly materials such as bamboo. *Insider Insight: Herb gardens can come pre-planted in attractive window boxes; these are easy to install and low maintenance.*

### ATTENTION TO DETAIL IS IN: It's In The Little Things

We all know the adage: good things come in small packages. Similarly, in a house, the little things truly can add up to create that overall alluring package that attracts prospective buyers. These additional details can transform a plain home into something more aesthetic and can instantly communicate well thought out, polished and even well maintained. The good news here is that these details can be added at any time, at a low cost, and don't require a lot of time and labor to layer into your home's overall look and feel. This is a great place to get your real estate professional's insights on the addition of elements such as: shutters (inside or out), crown moldings/chair rails, mantles, trim, baseboards, doors, light fixtures, and exterior details such as painting, lighting, fences and more. *Insider Insight: Try new hardware on cabinets and drawers for an instant and eye-catching update! Shiny updates can be a great enhancement.*

3RD Quarter Rise in Median Sale Price	3Q 2014			3Q 2013			% Change
		\$		\$			
	Rye City	\$ 1,342,500		\$ 1,137,500			^ 18%
	Rye Neck	\$ 2,175,000		\$ 1,678,008			^ 30%
	Harrison	\$ 943,750		\$ 832,500			^ 13%

Source: Houlihan Lawrence, 3Q 2014 Westchester Market Report



## JOAN O'MEARA'S LISTINGS

RANKED #1 AGENT by MLS in Rye for 2014

### DEAR NEIGHBORS

Autumn colors and activities are taking hold as we enjoy nature's bounty and fun fall events in Harrison and Rye.

Our local real estate market continues with historically low inventory, with active bidding for the right properties. Yet Buyers continue to be savvy and conscious of not over paying and liquidity. There is a steady pool of interested Buyers with a preference for new or move-in ready. Across the 3 Harrison zips, we saw a drop in number of homes sold, 34 down from 45 one year ago. Average Sold Price was up in Q3 2014 to \$1,277,171 for 10528, \$1,793,566 for 10577 and \$1,817,500 for 10580 from \$1,116,292, \$1,422,711 and \$1,812,500 in 3Q 2013. The biggest rise was in 10577 with a 26% increase.

As Harrison and Rye continue as popular communities to join, Sellers are finding that Buyers like those added perks and luxuries in a home. If you are considering Selling, read *Affordable Luxuries Buyers Would Love to See in Your Home*, in this issue.

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

To a bountiful fall,

Call Joan at  
914-329-5329  
or visit  
joanomeara.com



\$1,645,000

39 Country Ridge Drive / Rye Brook 10573  
4BR/3.1B / 3,420sqft / **JUST LISTED**

Completely renovated and expanded home overlooks golf course. New master suite with WIC, luxurious bath; family room with coffered ceiling & fireplace opens to gourmet kitchen & breakfast room. Mahogany front porch, large deck perfect for entertaining. Custom designed & built by Susie Cappelli (SAC Development) and Tommy DeMasi (Alpine Construction).



\$6,595,000

12 Dogwood Lane / Rye 10580  
6BR/6.2B / 7,542sqft / **JUST LISTED**

To-be renovated Classic Colonial on 1.72 acres. Walk to town & train. SAC Development & Alpine Construction completely redesigning with top-of-the-line finishes and exquisite craftsmanship. Features 2-story entry hall, coffered ceilings, 3 fireplaces, new patio & outdoor kitchen, luxurious master suite, new gourmet kitchen, completely renovated baths. Opportunity to customize finishes.



\$10,499,000

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

Waterfront custom-built manor. 1.16 acres on scenic Kirby Pond. Home features custom millwork, rich woods, soaring ceilings, gorgeous fireplaces, French doors open to terraces and astounding water vistas. Glass-wrapped indoor pool, elevator service. Completely rebuilt in 2005.

### SOLD

70 Florence Avenue, Rye	\$ 5,300/mo
128 Wappanocca Avenue, Rye	\$ 5,500/mo
3 Woodland Drive, Rye Brook	\$ 6,650/mo
66 Apawamis Avenue, Rye	\$12,000/mo
3 Boulder Road, Rye	\$15,000/mo
66 Milton Road E22, Rye	\$ 299,000
1255 North Avenue 4P, New Rochelle	\$ 349,000
33 Lafayette Drive, Port Chester	\$ 499,000
39 Country Ridge Drive, Rye Brook	\$ 779,000



\$2,825,000

36 Maple Drive / Rye 10580  
5BR/4.1B / 3,740sqft / **NEW CONSTRUCTION**

Spectacular cedar shake Colonial built by Susan Cappelli (SAC Development) and Thomas DeMasi (Alpine Construction). Custom millwork, exquisite finishes, 9 foot ceilings, 2 fireplaces, Red Oak hardwood floors, chef's kitchen with a butler's pantry, terrace and more. Finished lower level. Opportunity to customize!



\$5,695,000

1 Halls Lane / Rye 10580  
8BR/6.1B / 8,200sqft / **FEATURED LISTING**

Magnificent 1904 Colonial exudes old world charm while boasting 21st century amenities. Located atop idyllic 2 acres in historic Milton Point with water views of nearby LI Sound. Enjoy the breeze from the water while sitting on the beautiful, expansive veranda. Property features great lawn, gardens, heated pool, tennis court. Four floors of living space; exquisite interior design by Albert Hadley.



\$5,895,000

265 Milton Road / Rye 10580  
6BR/6.2B / 8,026sqft / **FEATURED LISTING**

Impressive to-be-built Colonial by Susan Cappelli (SAC Development) & Thomas DeMasi (Alpine Construction). Skilled craftsmanship, custom millwork and impeccable attention to detail will exceed your expectations. In the heart of Rye offers walking distance to all. Home features inviting front porch, spacious rooms, gourmet kitchen, spectacular master suite. Opportunity to customize finishes.

151 Old Post Road, Rye	\$1,700,000
35 North Street, Rye	\$1,950,000
34 Helen Avenue, Rye	\$2,495,000
9 George Langeloh Court, Rye	\$3,100,000
979 Forest Avenue, Rye	\$6,875,000

### UNDER CONTRACT/PENDING

15 Fulton Avenue, Rye	\$1,150,000
140 Locust Avenue, Rye	\$1,750,000
11 Henry Street, Rye	\$2,275,000
60 Manursing Avenue, Rye	\$2,395,000

## FUNFACTS

QUICKEST HOME SOLD / **7 Days**

\$739,000 List Price / 5 BR / 2.1 Baths / 2,923 sqft

ACTIVE HOME: MOST EXPENSIVE, LARGEST, MOST BATHROOMS

**\$7,250,000 List Price / 13,831 sqft / 8.3 Baths**

7 BR

OLDEST SOLD HOME / **1904**

\$1,395,000 List Price / 4 BR / 4.1 Baths / 6,100 sqft

ACTIVE HOME WITH MOST PROPERTY / **7.65 acres**

\$2,999,000 List Price / 6 BR / 6.1 Baths / 7,859 sqft

MOST EXPENSIVE HOME SOLD / **\$4,600,000 List Price**

6 BR / 5.2 Baths / 7,455 sqft

Source: HGMLS, Single Family Homes; 3Q14 (7/1/14-9/30/14); "Active" Home refers to homes listed in 3Q.



HOULIHAN LAWRENCE  
SINCE 1888



Searching for a home is easier than ever with the new Houlihan Lawrence Mobile App!

## MARKETING HIGHLIGHT

### New Houlihan Lawrence Mobile App for iOS & Android

This convenient new—and free—app from Houlihan Lawrence lets you find your dream home—right in the palm of your hand. Prospective home buyers can now search, share and tour homes while on the go.

#### POWERFUL FEATURES INCLUDE:

##### Augmented Reality:

Explore the surrounding area easily and quickly by using your smartphone's camera. **Scope Search** lets you simply hold up your device and point your phone in the direction of the property. Objects you look at will be overlaid on the camera's display, offering additional interactive content and information.

##### Map Draw Feature:

Including or excluding areas from your search couldn't be easier. Just use your finger to draw the specific areas to include or exclude and your search really is at the tip of your finger.

##### Personalization:

In addition to the interactive search functionality, the app also syncs to your account with Houlihan Lawrence. This ensures saved favorites and saved searches are accessible on your mobile device as well as Houlihan Lawrence's website. Collaboration tools let you select your agent to share access to your saved searches and favorites.

##### Multiple Search Methods:

**GEO Location Search** uses your phone's built in GPS device to search for properties around you. You can even refine your search by using property or community filters to find the property you are looking for. And **Journey Search** allows you to view properties within close proximity of your current location while you're on-the-go! This search will continue to update available properties as you travel. Through the **Perimeter Search** feature, using only your finger, you can draw boundaries on the map view, showing available homes within the drawn area.

Head to App Store or Google Play on your chosen device and give it a spin.

## HARRISON/PURCHASE SAMPLINGS Houlihan Lawrence 3rd Quarter 2014 Real Estate Transactions

### Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
135 Old Lyme Road	\$ 749,999	4/3	2363
22 Cypress Point Dr	\$ 1,100,000	4/4	3761
2 Ramapo Circle	\$ 1,125,000	4/5	3760
61 Winfield Avenue	\$ 1,295,000	6/4	4532
34 Griswold Road	\$ 1,350,000	7/6	4390
28 Winfield Avenue	\$ 1,357,000	6/4	5227
68 North Street	\$ 1,375,000	5/4	3257
1 Crawford Road	\$ 1,425,000	5/4	3506
57 Rye Ridge Road	\$ 1,710,000	5/6	5600
80 Park Drive North	\$ 1,950,000	6/5	4380
400 Polly Park Road	\$ 1,995,000	4/4	4311
134 Haviland Road	\$ 2,150,000	5/4	3677
37 Winfield Avenue	\$ 2,375,000	6/8	4911
100 Woodlands Road	\$ 2,395,000	6/7	4865
11 Valley Ridge Road	\$ 2,495,000	6/6	4205
21 Beverly Road	\$ 2,599,000	6/5	5776
7 Timber Trail	\$ 2,995,000	5/6	6300
4 Richardson	\$ 2,999,000	5/5	5300

### Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
15 Knightsbridge Mnr Rd	\$ 2,999,000	6/7	7869
40 Park Drive North	\$ 3,295,000	7/7	5600
22 Pilgrim Road	\$ 3,350,000	6/7	4011
184 Sunnyridge Rd	\$ 3,500,000	9/8	9000
5 Hickory Pine Court	\$ 3,575,000	5/7	7294
3 Stone Bridge Road	\$ 3,895,000	6/7	8560
11 Sylvanleigh Road	\$ 3,950,000	6/9	8459
20 Sarosca Farm Ln	\$ 4,290,000	7/7	7022
22 Lawrence Lane	\$ 5,000,000	5/6	7469
19 Winfield Avenue	\$ 9,900,000	5/5	7123

### Single Family in Contract

Property Address	Listing Price	BR/B	Sq. Ft.
46 Century Ridge Rd	\$ 850,000	5/4	2653
16 Ponds Lane	\$ 1,599,000	4/5	4000
4350 Purchase Street	\$ 2,995,000	5/7	7582
59 Stratford Road	\$ 3,650,000	7/9	7400

### Single Family Sales

Property Address	Listing Price	BR/B	Sq. Ft.
56 Old Lyme Road	\$ 750,000	3/2	1603
24 Winfield Avenue	\$ 1,100,000	4/3	3134
22 Pinehurst Drive	\$ 1,145,000	4/4	3396
6 Westview Drive	\$ 1,195,000	3/5	3450
29 Crawford Road	\$ 1,375,000	5/4	3175
180 Highland Road	\$ 1,565,000	6/3	4681
3 Knightsbridge Mnr Rd	\$ 2,175,000	5/6	6000
61 Woodlands Road	\$ 2,425,000	6/6	5907
8 Boxwood Lane	\$ 3,100,000	5/7	6499

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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 10/9/14, Contract and Sold 3Q (7/1/14-9/30/14). 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 2014 Single Family Housing Sales Summary



	10528		10577		10580	
	3Q14	3Q13	3Q14	3Q13	3Q14	3Q13
# of Homes Sold	21	18	9	19	4	8
Avg Days on Market	80	N/A	53	N/A	61	N/A
Avg List Price	\$1,360,405	\$1,166,083	\$1,954,222	\$1,532,789	\$1,857,500	\$1,871,250
Avg Sold Price	\$1,277,171	\$1,116,292	\$1,793,556	\$1,422,711	\$1,817,500	\$1,812,500
Avg Sq Footage	3,718	3,228	4,792	4,392	4,440	4,040
Avg Price/Sq Ft	\$364	\$354	\$385	\$342	\$411	\$445

\*Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District). Source: HGMLS; Single Family Homes; 7/1/14-9/30/14 and 7/1/13-9/30/13.

• Latest Harrison & Purchase Sales & Listings Stats  
 • Affordable Luxuries Buyers Would Love to See in Your Home  
 With Insider Insights from Joan O'Meara

Volume 10 / Issue 3H

16 Elm Place • Rye, New York 10580



Source: HGMLS; 1/1/14-10/16/14, Single Family Homes, Rye City Schools. Based on Total Volume and Total Units.

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

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