



JOAN O'MEARA
The Key to Your Home

REALTYCHECK



Cell: (914) 329-5329 Office: (914) 967-7680
jomeara@houlihanlawrence.com joanomeara.com

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
	Location	Price	Location	Price	
	Rye City	\$ 1,342,500	Rye City	\$ 1,137,500	^ 18%
	Rye Neck	\$ 2,175,000	Rye Neck	\$ 1,678,008	^ 30%
	Harrison	\$ 943,750	Harrison	\$ 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 Rye and Harrison.

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. With the low inventory, Rye City saw a drop in number of homes sold, 61 down from 80. The Average Sold Price, however, rose from \$2,244,909 in 3Q 2013 to \$2,364,666 in 3Q 2014. Average Price per Square Foot also increased, in Rye City from \$595 to \$648 and in Rye Neck from \$415 to \$451. Harrison saw this dip from \$445 to \$411.

As Rye and Harrison 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,



\$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

ACTIVE HOME: MOST EXPENSIVE, LARGEST, MOST PROPERTY

\$12,500,000 List Price / 10,499 sqft / 4.20 acres

6 BR / 6.2 Baths

QUICKEST HOME SOLD / **5 Days on Market!**

4 BR / 3.0 Baths / \$1,295,000 List Price / 2,328 sqft

OLDEST ACTIVE LISTING / **1855**

\$1,599,000 List Price / 4 BR / 2.1 Baths / 2,887 sqft

MOST EXPENSIVE HOME SOLD / **\$6,875,000 List Price**

4 BR / 5.1 Baths / 4,841 sqft

SMALLEST HOME SOLD / **966 sqft**

\$420,000 List Price / 3 BR / 1.0 Bath

Source: HGMLS, Single Family Homes; 10580, Rye City Schools. 3Q14 (7/1/14-9/30/14); "Active" Listing 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.

10580 SAMPLINGS Houlihan Lawrence 3rd Quarter 2014 Real Estate Transactions

Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
18 Locust Lane	\$ 430,000	2/2	735
13 York Avenue	\$ 799,000	3/1	1212
40 Mead Place	\$ 939,000	3/2	2167
18 Harbor Lane	\$ 1,199,000	4/3	2700
34 Griswold Road	\$ 1,350,000	7/6	4390
36 Highland Road	\$ 1,395,000	4/3	2464
58 Greenhaven Road	\$ 1,595,000	4/5	3192
753 Boston Post Road	\$ 1,599,000	4/3	2887
11 Trails End	\$ 1,650,000	4/3	2840
260 Brevoort Lane	\$ 1,695,000	5/4	3603
140 Locust Avenue	\$ 1,750,000	5/5	3540
24 Redfield Street	\$ 1,895,000	6/6	3215
80 Park Drive North	\$ 1,950,000	6/5	4380
400 Polly Park Road	\$ 1,995,000	4/4	4311
5 George Langeloh Ct	\$ 2,395,000	4/3	4031
9 Heritage Lane	\$ 2,450,000	5/4	3246
42 Colby Avenue	\$ 2,650,000	5/5	4475
36 Maple Drive	\$ 2,825,000	5/5	3740
7 Timber Trail	\$ 2,995,000	5/6	6300
10 Captains Lane	\$ 3,095,000	5/6	4734
8 Captains Lane	\$ 3,095,000	5/6	4734
40 Park Drive North	\$ 3,295,000	7/7	5600
22 Pilgrim Road	\$ 3,350,000	6/7	4011

Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
18 Lynden Street	\$ 3,395,000	5/5	4553
15 Shore Road	\$ 4,500,000	5/6	5872
6 Manursing Way	\$ 5,395,000	6/7	6210
1 Halls Lane	\$ 5,695,000	8/7	8200
265 Milton Road	\$ 5,895,000	6/8	8026
12 Dogwood Lane	\$ 6,595,000	6/8	7542
131 Kirby Lane	\$ 10,499,000	6/10	11,531
4 Barron Place	\$ 10,900,000	6/6	7422

Single Family in Contract

Property Address	Listing Price	BR/B	Sq. Ft.
14 Dearborn Avenue	\$ 895,000	3/1	1645
7 Adelaide Street	\$ 1,495,000	4/4	2800
3 Ann Lane	\$ 1,795,000	3/3	2556
2 Hickory Drive	\$ 1,999,000	4/4	3886
6 Morris Court	\$ 2,699,000	5/6	4532
10 Thistle Lane	\$ 3,625,000	5/6	4381
7 Martin Road	\$ 4,695,000	5/6	6344

Single Family Sales

Property Address	Listing Price	BR/B	Sq. Ft.
50 Coolidge Avenue	\$ 989,000	3/3	2395
20 Vale Place	\$ 1,100,000	3/3	1646
125 Osborn Road	\$ 1,185,000	5/3	2286
29 Chester Drive	\$ 1,275,000	4/3	3067
180 Highland Road	\$ 1,565,000	6/3	4681
151 Old Post Road	\$ 1,700,000	5/5	3314
9 Hillcrest Lane	\$ 1,795,000	4/4	2628
53 Walker Avenue	\$ 1,799,000	5/5	3562
157 Oakland Beach	\$ 1,825,000	5/3	3876
35 North Street	\$ 1,950,000	6/4	3791
136 Apawamis Ave	\$ 2,395,000	5/5	3859
34 Helen Avenue	\$ 2,495,000	5/5	4200
111 Claremont Ave	\$ 2,525,000	5/6	4700
400 Park Avenue	\$ 2,795,000	6/5	5050
9 Allendale Drive	\$ 2,995,000	5/6	5762
9 George Langeloh Ct	\$ 3,100,000	5/4	5589
8 Boxwood Lane	\$ 3,100,000	5/9	6499
43 Island Drive	\$ 3,250,000	4/4	2630
1 Green Acres Drive	\$ 3,295,000	6/5	5400
99 Hix Avenue	\$ 3,395,000	5/6	6648
329 Forest Avenue	\$ 3,695,000	6/5	4903
4 Sunset Lane	\$ 6,250,000	6/7	5604
979 Forest Avenue	\$ 6,875,000	4/6	4841

914-329-5329
joanomeara.com



3Q 2014 Rye Single Family Housing Sales Summary

	RYE CITY / 10580		RYE NECK / 10580		HARRISON / 10580	
	3Q14	3Q13	3Q14	3Q13	3Q14	3Q13
# of Homes Sold	61	80	5	6	4	8
Avg Days on Market	65	N/A	127	N/A	61	N/A
Avg List Price	\$2,434,851	\$2,260,731	\$1,503,800	\$1,894,667	\$1,857,500	\$1,871,250
Avg Sold Price	\$2,364,666	\$2,244,909	\$1,464,000	\$1,810,000	\$1,817,500	\$1,812,500
Avg Sq Footage	3,625	3,543	3,350	4,629	4,440	4,040
Avg Price/Sq Ft	\$648	\$595	\$451	\$415	\$411	\$445

Includes all houses in 10580 zip code; broken out by school district.
Source: HGMLS; Single Family Homes; 7/1/13-9/30/13, 7/1/14-9/30/14

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

Volume 10 / Issue 3

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.

Vall 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
The Key to Your Home

PRSR1 STD
US POSTAGE
PAID
WHITE PLAINS, NY
PERMIT #2101