



Joan O'Meara
The Key to Your Home.

REALTYCHECK



DOES MARKET SHARE REALLY MATTER TO THE HOME BUYER OR SELLER?

A CLOSER LOOK AT THE COMPANY BEHIND THE REAL ESTATE AGENT

It's a question that Joan O'Meara, associate broker for Houlihan Lawrence in Rye & Harrison, is asked frequently. "I see the statistics. I read the articles. But does Houlihan Lawrence having a greater percentage of market share in our communities really matter to me?" According to Stephen Meyers, CEO of Houlihan Lawrence, the answer in a nutshell is this: "Buyers want to go where the inventory is. And sellers want to go where the buyers are and we have both."

In other words, this is a tremendous benefit to Sellers and Buyers. And it reminds Joan why she feels grateful to have Houlihan Lawrence as her brokerage to back her energetic and tireless efforts in our local real estate market. 2010 exhibited a year in which Houlihan Lawrence experienced a remarkable market share growth to 38% of the single-family home market—a market share larger than the next three competitors combined.

Market share reflects the combined expertise and offerings of the company and the agents. It also shows flexibility and adept reaction to changing market conditions. By keeping on top of Buyer trends and behavior; the marketing strategies and services of Houlihan Lawrence are continually fine tuned and kept current for Buyers and Sellers.

Joan further explains, "Sellers and Buyers can have realistic expectations with us. Because Houlihan Lawrence participates in **70%** of all local

residential sales, they can be assured that their home transaction will be represented by an experienced, profitable, successful company that will uphold a strong presence in our local markets."

THE KEYS TO HOULIHAN LAWRENCE:

QUALIFIED AGENTS
to partner with customers

ONLINE STRATEGIES
empowered by marketing
and technological talent

LOCAL AND NATIONAL PORTALS
to ensure that homes are given
the widest exposure

Internet Strength

Houlihan Lawrence's internet strength is advantageous as agents in today's real estate market partner with prepared and educated Buyers to interpret their research and guide them through informed choices and decisions. Having viewed on average 50 homes before they meet with an agent, Buyers can now get custom run analytics from Houlihan Lawrence agents, as well as receive routine

information on sales updates that could affect the value of their home. HLTv, a series of short videos, enables viewers to see and hear the stories of individual communities. HL understands that buyers are buying more than a home; they are gaining a new community in which to live. So by providing a sense of what it is like to actually live in a specific community, a glimpse into this greater context in which the home purchase is occurring is provided through these videos.

Luxury Market Specialist

Another strength of Houlihan Lawrence is their luxury market expertise—as revealed in their participation in an overwhelming majority of sales over \$2 million—in fact for 2010, this included three of the top four area sales. With a unique, dedicated team of luxury real estate specialists, this means luxury clients have access to professional perspective through expertise in areas such as period architecture and fine art. Premium services provided by the luxury team include marketing, public relations, advertising, and negotiating.

As an agent for Houlihan Lawrence, Joan explains that it adds confidence to have the power of a savvy firm behind her. And for her clients, it increases the depth of expertise and service that she can provide. Looking at the numbers, that strength is continuing in Rye.

HONEST

INSIGHTFUL

SUCCESSFUL



A LOOK AT HOULIHAN LAWRENCE'S STRENGTH IN RYE: NUMBER OF TRANSACTIONS FROM 2006-2010

	10580 RYE CITY SCHOOL DISTRICT					10580 HARRISON SCHOOL DISTRICT				
	2006	2007	2008	2009	2010	2006	2007	2008	2009	2010
HOULIHAN LAWRENCE	53	68	62	58	93	5	16	5	5	12
ALL OTHER COMPANIES COMBINED	87	85	41	47	56	14	5	1	8	6
TOTAL	140	153	103	105	149	19	21	6	13	18
HOULIHAN LAWRENCE %	38%	44%	60%	55%	62%	26%	76%	83%	38%	67%

Source: EAMLS; Single Family, 10580, Rye School District/Harrison School District, 1/1-12/31 (Yrs 06-10), All HL Sold Transactions Listing/Selling.

FOR MORE INFORMATION AND STATS, CONTACT JOAN.

IS THERE A TOPIC OR QUESTION YOU'D LIKE TO SEE IN JOAN'S NEXT COLUMN? EMAIL: JOMEARA@HOULIHANLAWRENCE.COM



DEAR NEIGHBORS

We are all clearly ready to spring into spring! Crocuses are peaking up, the hint of warmer weather has everyone smiling and even the start of the busier spring real estate market has pleased Buyers and Sellers alike.

In Rye, the number of sales of single-family homes in the first quarter are exactly neck and neck with those from one year ago. In Rye City Schools, 10580, 23 homes sold—at a Sold price of approximately 25% more than one year ago, or \$1,753,022. The change in Days on Market was not so significant, dropping from 212 to 200. That's approximately 6.5 months from date of listing to date of closing.

Quite interesting to many in our market is the significant market share that Houlihan Lawrence has gained in our local area. See **Does Market Share Really Matter?** in this issue for more on this.

For all current Listing & Sold stats, visit www.joanomeara.com and click on the 1st Quarter Listing Stats link. As always, feel free to contact me with any real estate questions or for a complimentary market analysis of your home.

To an energizing and busy spring for us all,

UNDER/PENDING CONTRACT

- 1 Fairlawn Ct, Rye 10580 \$ 1,249,000
- 39 Lindbergh Ave, Rye 10580 \$ 1,450,000
- 45 Harbor Terrace Dr, Rye 10580 \$ 2,295,000
- 66 Milton Road B41, Rye 10580 \$ 299,000
- 3 Kervan Road, Rye 10580 \$ 4,195,000

JUST SOLD

- 8 Morehead Drive, Rye 10580 \$ 1,625,000
- 8 Eldredge Place, Rye 10580 \$ 1,895,000
- 9 Philips Lane, Rye 10580 \$ 2,195,000
- 11 Glendale Avenue, Rye 10580 \$ 2,100,000
- 70 Bradford Avenue, Rye 10580 \$ 2,950,000



JUST LISTED!



\$875,000

33 CRESCENT AVENUE, RYE 10580 4-bedroom Colonial. Living Room, Eat-In Kitchen, Dining Area & Family Room w/door to patio/backyard. Complete electrical update in 2009, new hot water heater/furnace & much more. Move right in!



\$815,000

720 MILTON ROAD, E4, RYE 10580 Spacious, bright end unit. Views of NYC skyline. Updated kitchen, den, lg dining area/LR with fireplace & sliding doors to deck. 2nd Floor offers 2 large BRs.



\$795,000

75 WATERS EDGE, RYE 10580 This meticulously maintained 2 bedroom townhouse has an oversized private patio – perfect to enjoy views of Long Island Sound. This unit in Waters Edge complex offer water views, pool and gatehouse security.



\$1,895,000

123 SOUNDVIEW AVENUE, RYE 10580 PRECONSTRUCTION: 5BR Classic Colonial by CAD Development. Dine-in-kitchen, custom cabinetry, stainless appliances, granite counters, FR w/fpl & golf course views. Hardwood floors, flagstone walks/patio & more.



\$2,695,000

446 PARK AVENUE, RYE 10580 PRECONSTRUCTION: 5BR Colonial designed by Rye Builder Susan Cappelli. Red oak wood flooring, top-of-the-line amenities. Fully landscaped, flagstone patio. Opportunity to be involved in selections.



\$2,450,000

14 HILLSIDE ROAD, RYE 10580 Carefully designed in-town new construction center hall Colonial; conveniently located. 5+ Bedrooms. Custom woodwork, built-ins and double staircases. Ample mud area. Fully finished walkout lower level.

FEATURED LISTINGS



\$1,095,000

20 SCOTT CIRCLE, PURCHASE 10577 Renovated 4BR, 3 Bath spacious home. Kitchen w/granite, stainless appliances, sliding doors to patio. Large family room w/ fireplace and Brazilian Cherry floors; 3 baths, 3-zoned CAC, California Closets. Level .74 acres; pool.



\$925,000

70 APAWAMIS AVE, RYE 10580 Charming Colonial. Walk to schools, town, beach. 2200sf. 5BR, 2B, LR w/ large fireplace, built-ins & glass paneled door to sun room, DR, EIK. Spacious master BR opens to outside sun deck. Desirable corner property...a must see!

RENTALS

2 YORK AVENUE, RYE 10580 \$3,750 Charming 1923 Colonial. Hardwood floors throughout; upgrades include new air conditioning unit on first floor; new rug in basement and new washer/dryer and dishwasher. Walk to elementary schools, Harrison train station.

75 WATERS EDGE, RYE 10580 \$4,950 Wonderful 2-bedroom unit in Waters Edge located on Long Island Sound. Oversized private patio and gate house security. Meticulously maintained townhouse; complex offers water views and a pool.

FUNFACTS!

MOST EXPENSIVE SOLD \$4,895,000

6 BR / 5.1 Baths • 6,162 sf

OLDEST HOME SOLD 1850

7 BR / 3.1 Baths • \$2,725,000 List Price

LARGEST HOME SOLD 6,186 sf

6 BR / 5.1 Baths • \$3,575,000 List Price

ACTIVE BOASTING MOST PROPERTY 4.171 acres

8 BR / 6.1 Bath • \$6,999,000 List Price

SOLD WITH MOST BEDROOMS 7 bedrooms

3.1 Baths • 3,882 sf • \$2,725,000 List Price

These facts are based on 1st quarter statistics 1/1/11-3/31/11.

THOROUGHbred TITLE SERVICES

SAVE 10-26% on Title Insurance Costs

SAVINGS EXAMPLE:

Purchase Price:	\$975,000	Purchase Price:	\$2,000,000
Mortgage Amount:	\$780,000	Mortgage Amount:	\$1,600,000
Competitor's Costs:	\$5,944	Competitor's Costs:	\$11,132
Thoroughbred Costs:	\$4,885	Thoroughbred Costs:	\$9,553
SAVINGS: (18%)	\$1,059	SAVINGS: (14%)	\$1,579

Additional savings available on new surveys.

You have the right to choose your title insurance provider.

To claim your savings or for a custom quote, contact

Matthew Kelley Office: 914 644-6100 Cell: 203 722-7224
mkelley@tbtitle.com

This is to give you notice that certain of the principals of Houlihan Lawrence Inc. have a business relationship with Thoroughbred Title Services, LLC ("TTS"). Because of this relationship, a referral to TTS may provide the principals of Houlihan Lawrence Inc. a financial or other benefit. This disclosure statement is being presented to you pursuant to the Real Estate Settlement Procedures Act (RESPA) (12 U.S.C., Section 2607(C)(4)) and Federal HUD regulations (24 C.F.R. 3500).

1ST
QUARTER
2011

A Sampling of 10580 Houlihan Lawrence REAL ESTATE MARKET ACTIVITY



SINGLE FAMILY ACTIVE LISTINGS

Property Address	Listing Price	BR/Bath	Sq. Ft.
40 Horton Street	\$ 699,000	3/2.0	1450
33 Crescent Avenue	\$ 875,000	4/2.0	2192
81 Coolidge Avenue	\$ 899,000	3/2.0	1431
70 Apawamis Avenue	\$ 925,000	5/2.0	2200
1 Oakwood Avenue	\$ 1,185,000	3/3.0	2132
2 Harding Drive	\$ 1,225,000	4/2.1	2837
1 Fairlawn Court	\$ 1,249,000	4/2.1	2550
25 Thorne Place	\$ 1,399,500	4/2.1	3136
39 Lindbergh Avenue	\$ 1,450,000	4/2.1	2980
45 Dearborn Avenue	\$ 1,600,000	4/3.0	2816
40 Mendota Avenue	\$ 1,795,000	5/3.0	2931
123 Soundview Avenue	\$ 1,895,000	5/3.1	3548
81 Osborn Road	\$ 1,975,000	7/4.2	3819
9 Ridgewood Drive	\$ 1,995,000	5/3.1	3857
195 Grace Church Street	\$ 2,090,000	4/4.1	4098
4 Fairway Avenue	\$ 2,695,000	6/4.1	4581
446 Park Avenue	\$ 2,695,000	5/4.1	5816
4 Beary Court	\$ 3,395,000	6/5.1	6380
51 Glendale Avenue	\$ 3,850,000	7/5.1	5135

SINGLE FAMILY IN CONTRACT/PENDING CONTRACT

Property Address	Listing Price	BR/Bath	Sq. Ft.
39 Adelaide Street	\$ 900,000	4/1.1	1464
166 Soundview Avenue	\$ 969,000	4/2.1	1796
3 Rosemere Street	\$ 1,095,000	4/2.1	2588
26 Halsted Place	\$ 1,275,000	3/2.1	2028

MORTGAGECORNER: In The Know...

BOUNDING INTO SPRING

The mortgage arena has been incredibly busy as global situations have lowered market rates—which in turn have reduced mortgage rates. These rates provide great opportunities for Buyers. During this activity, we've also seen the spread between conforming and jumbo become narrower as well as multiple Buyers negotiate for the same house.

With High Balance Conforming loans rumored to expire 9/30/11, all loans between \$625,500 and \$729,750 need to close by 9/30/11 before they revert to the loan limit of \$625,500—making all loans above this level fall into the Jumbo category. Note that Jumbo loans are available for as little as 20% up to 2 million dollars.

A GLIMPSE AT CURRENT WELLS FARGO RATES* ...NOTE THAT THESE CARRY NO POINTS!

15-Year Fixed Conforming	<\$417,000	4.25%
15-Year Fixed Conforming High Balance	<\$729,750	4.25%
30-Year Fixed Conforming	<\$417,000	4.875%
30-Year Fixed Conforming High Balance	<\$729,750	5.000%
30-Year Fixed Jumbo	>\$729,751-\$2,000,000	5.25-5.375%**

For FHA and ARM rates, contact Pat Ciulla directly.

*rates as of 4/1/11; rates impacted by Credit Scores; refinancing rates impacted by the Loan To Value of the property (ie. Appraised Value \$800,000 loan \$640,000 LTV 80%) **(based on 20% down)

For information contact **Pat Ciulla**
Office: 914 249-7614 Cell: 914 774-2010
Patricia.A.Ciulla@wellsfargo.com

Thoroughbred, a Wells Fargo affiliate, offers exceptional services to Houlihan Lawrence customers.

Correction: My previous newsletter mistakenly stated that the title insurance cost savings available through Thoroughbred Title Services were exclusively available for Houlihan Lawrence transactions. In fact, Thoroughbred Title Services offers the same savings to all homebuyers regardless of which Realtors are involved in the transaction.

Property Address	Listing Price	BR/Bath	Sq. Ft.
53 Dearborn Avenue	\$ 1,275,000	4/3.0	2448
45 Oakwood Avenue	\$ 1,295,000	4/2.1	2184
50 Ridge Street	\$ 1,625,000	4/3.1	3703
15 Walker Avenue	\$ 1,850,000	4/2.1	3072
1 Hidden Spring Lane	\$ 1,895,000	6/5.1	4508
85 Crescent Avenue	\$ 1,895,000	5/4.1	3606
4 Pine Lane	\$ 2,100,000	6/3.1	3700
11 Mendota Avenue	\$ 2,200,000	5/4.1	3558
43 Highland Road	\$ 2,250,000	6/5.1	3813
45 Harbor Terrace Drive	\$ 2,295,000	4/3.2	3648
1 Rockridge Road	\$ 2,385,000	4/4.1	4572
14 Ann Lane	\$ 3,650,000	6/5.1	4703
3 Kervan Road	\$ 4,195,000	6/8.1	10,400

SINGLE FAMILY SALES

Property Address	Listing Price	BR/Bath	Sq. Ft.
1 Adelaide Street	\$ 729,000	3/2.0	1078
7 Hillcrest Lane	\$ 1,395,000	4/2.1	2404
8 Morehead Drive	\$ 1,625,000	5/3.1	2905
8 Eldredge Place	\$ 1,895,000	5/3.1	3239
11 Glendale Avenue	\$ 2,100,000	6/3.1	3800
3 Clark Lane	\$ 2,600,000	4/3.2	4188
70 Bradford Avenue	\$ 2,950,000	5/5.1	5489
35 Hunt Place	\$ 3,575,000	6/5.1	6186

Source: EAMLS; IQ2011 (1/1/11-3/31/11) 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.

* Includes all houses in 10580 zip code; broken out by school district. Source: EMLS; Single Family Homes.

School District	# of Homes Sold	Avg Days on Mkt	Avg List Price	Avg Sold Price	Avg Sq Ft	Avg Price/Sq Ft
Rye City Schools 10580	23	212	\$1,866,304	\$1,753,022	3035	\$560
Rye Neck Schools 10580	3	169	\$1,934,667	\$1,736,000	3853	\$449
Harrison Schools 10580	2	199	\$1,597,500	\$1,572,500	3893	\$403
	2	315	\$4,322,500	\$3,650,000	8571	\$415



RYE* SINGLE FAMILY 10580 HOUSING SALES SUMMARY

1ST QUARTER 2011



Joan O'Meara
The Key to Your Home.

HONEST, INSIGHTFUL, SUCCESSFUL

LOOK FOR MY BLOG
ANNOUNCEMENT
OF 4 NEW PROPERTIES
(TOO NEW TO PRINT HERE!)

2 IN RYE CITY, 1 IN RYE NECK
AND 1 IN HARRISON!



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- LATEST RYE SALES & LISTINGS STATS
- DOES MARKET SHARE REALLY MATTER?