



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

**REALTYCHECK**



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## Peeling Back The Real Estate Numbers...*What do all these statistics really mean?*

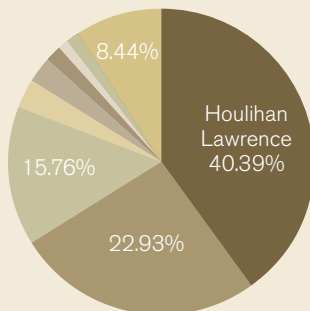
Today, most prospective Buyers and Sellers want to be educated when entering the real estate market. Joan O'Meara, associate broker with Houlihan Lawrence—and ranked #1 by MLS in Rye—is often asked questions about what some of these numbers mean. Here is a look at some some frequent statistics and what they really mean.

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

### Deciphering the Meaning of Market Share Leader

When you see a pie chart, such as the current Houlihan Lawrence market share shown here, you are getting a glimpse into the different local Real Estate firms and how much of the market they are involved with in terms of dollar volume.

In this chart, HL has dominated the local market with 40.39% of the dollar volume in Harrison & Rye City in 1Q 2013. The number two and three spots netted 22.93% and 15.76% volume, while all the remaining companies totaled less than 21% combined.



Source: HGMLS, Area 5, Harrison Schools & Rye City Schools, Total Volume, Sale Date 1/1/13 - 3/31/13.

But what does this really signify? Having access to a realty company with a combination of both top agents and top local offices will yield more listings—which in turn attracts more Buyers...which then results in even more listings. By attracting the best and most serious Buyers, Sellers get the exposure they need. The real estate company who has earned such a strong presence (i.e. market share) instantly demonstrates that what they're doing is working—both regionally, such as Westchester County and locally, such as Rye and the Soundshore area. By aligning with a leading agent from such a firm, like Joan O'Meara and Houlihan Lawrence, you will get added benefits including expert pricing strategies, pre-listing inspections and proven systems, procedures and support to help Sellers and Buyers succeed—as this can directly impact the experience. For Sellers, this expertise helps them be completely prepared to put their best foot forward when listing, and for Buyers, this experience helps them map out their path to find that ideal home.

### Benefits of working with the Market Leader

- Achieve results with Houlihan Lawrence's consistent track record of marketing and selling homes. This equates to success for Sellers.
- Gain access to the most qualified agents who represent the best and most serious Buyers and Sellers.
- Acquire comprehensive market information and analysis to support your decisions.
- Houlihan Lawrence agents are experts in the neighborhoods where they live and work.
- Access to a top agent: Houlihan Lawrence has 8 of the top 10 agents.

### What does #1 Agent signify?

A #1 Agent has learned the secret to success: be ever-changing with the market and lead ahead of the trend, be intuitive with the needs of Sellers and Buyers, and be tech savvy. A true #1 Agent has the backup of MLS ranking to support that claim; the standing is based on total sales volume. An agent with a high ranking will have in-depth or valuable market knowledge and strive for your success through a variety of marketing techniques; have honed systems and support teams; and have solid experience, knowledge and energy to make the connections needed for finding the ideal home for purchase or achieving that successful sale.

### How do I select the right Real Estate Agent for me?

Once you've determined a strong company in your area, received references from neighbors and colleagues, and perhaps even done some initial online research—it's a good idea to interview 2 or 3 agents. The best bet here is to be armed with the right questions to get at key points of information that you need to know as you go through this process:

### Key Information to gain from Real Estate Agent interview

- References
- Competitive Market Analysis (CMA) — basis for evaluation for Buyers and/or Sellers
- Knowledge of market trends
- Solo agent or supported by team
- # of clients currently representing
- How will property be marketed
- How fee works
- Cancellation policy
- Agent experience — # of transactions and/or total \$ volume for the agent
- Listing Price/Sales Price ratio\*
- DOM (Days on Market)\*
- Types of properties sold
- Communication vehicles — agent accessibility
- Insight into any drawbacks of property (This will demonstrate if agent has a seasoned, keen eye and is honest. Shows that agent will seek out your best interest.)
- Top 3-5 things that separate this agent from their competition

*\*(See Joan O'Meara Delivers chart in this issue)*



## DEAR NEIGHBORS

Spring is in the air. In Westchester, we are seeing confirmation of the real estate trend that our market has stabilized and lack of inventory remains a current issue.

The first quarter of 2013 wrapped up lower than this period in 2012—with 17 homes sold...which is down from 23 one year ago. Days on Market (DOM), the number of days from listing through closing, improved with 63 days quicker in 10528 at an average of just under 6 months. 10580 jumped 4 months faster with an average of just over 4 months. Price per square foot stayed even in 10577, while 10528 saw an increase from \$326 to \$346 and 10577 experienced a rise from \$312 to \$352.

To help navigate the real estate territory, see Peeling Back The Real Estate Numbers for insight on how to decipher real estate stats, in this issue.

For all current Listing & Sold stats, visit [www.joanomeara.com](http://www.joanomeara.com) and click on the 1st 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.

To a refreshing spring,

## JOAN O'MEARA'S LISTINGS



19 Augusta Court / Purchase 10577  
6BR/6.1B / 5500sqft / **JUST LISTED**

\$1,995,000



140 Florence Avenue / Rye 10580  
5BR/4.1B / 4121sqft / **NEW CONSTRUCTION**

\$2,395,000



15 Glen Park Road / Purchase 10577  
4BR/3.1B / 3346sqft / **JUST LISTED**

\$999,000



481 Harrison Avenue / Harrison 10528  
4BR/3.1B / 2959sqft / **JUST LISTED**

\$995,000



34 Helen Avenue / Rye 10580  
5BR/4.1Bths / 3,400sqft / **NEW CONSTRUCTION**

\$2,399,000

### UNDER CONTRACT/PENDING

- 23 Willets Rd, Harrison 10528 \$ 925,000
- 9 Osborn Rd, Rye 10580 \$ 1,770,000
- 5 Fieldstone Rd, Rye 10580 \$ 2,895,000
- 2 Anchor Dr, Rye 10580 \$ 2,995,000
- 2 Greenleaf St, Rye 10580 \$ 3,325,000
- 33 Helen Ave, Rye 10580 \$ 2,195,000
- 181 Purchase St #2, Rye 10580 \$ 210,000
- 9 Reymont Ave, Rye 10580 \$ 2,195,000
- 4 Stonycrest Rd, Rye 10580 \$ 3,100,000

### SOLD

- 241 Theodore Fremd Ave, Rye 10580 \$ 599,000

As of 4/17/13 Note: All prices indicated are LIST PRICES.



9 Mayfield Street / Rye 10580  
5BR/2.0B / 2169sqft / **JUST LISTED**

\$899,000



720 Milton Road 3BN / Rye 10580  
2BR/2.1B / 1800sqft / **COOP**

\$670,000



37 Sanford Street / Rye 10580  
3BR/1.1B / 1742sqft / **JUST LISTED**

\$799,000



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

\$5,900/mo



34 Soundview Avenue / Rye 10580  
5BR/3.2 Bths / 5147sqft / **JUST LISTED**

\$2,795,000



110 Theodore Fremd Avenue B8 / Rye 10580  
2BR/2.1B / 1130sqft / **CONDO**

\$475,000



3 Pebble Beach Drive, Purchase NY 10577  
4BR/2.1B / 3104sqft / **JUST LISTED**

\$1,095,000

## FUNFACTS

OLDEST ACTIVE HOME / 1839

\$759,000 List Price / 6BR / 5.2 Baths / 2262sqft

MOST EXPENSIVE SOLD HOME / **\$3,850,000 List Price**

6BR / 5.2 Baths / 7600sqft

LARGEST ACTIVE HOME **12,225sqft**

\$5,795,000 List Price / 7 BR / 7.1 Baths

MOST EXPENSIVE ACTIVE HOME / **\$8,500,000 List Price**

7 BR / 8.1 Baths / 12,000sqft

LARGEST HOME SOLD / **9612sqft**

\$3,175,000 List Price / 7 BR / 7.1 Baths

Source: HGMLS, Single Family Homes; 1Q13 (1/1/13-3/31/13)

### JOAN O'MEARA DELIVERS IN 2012

#### SELLS QUICKER!

DOM (Days on Market from Listing Date through Contract Closing)

Joan O'Meara > **28.7% FASTER\*** than Avg of Other Agents

Joan O'Meara > **5.8% FASTER\*\*** than Avg of Other Agents

\* (without New Construction)

\*\* (including New Construction homes which have significantly longer DOM)

#### SELLS FOR MORE!

Average Sale Price vs. Average List Price

Joan O'Meara >> **+0.10% OVER** Listing Price

Avg. of Other Agents >> **7.7% BELOW** Listing Price

Source: HGMLS; 1/1/12-12/31/12, Sold, Single Family, Rye City & Harrison, 10580

## MORTGAGECORNER / IN THE KNOW

### An Ideal Time To Make Your Move

Trends are looking strong as we enter the second quarter of 2013, with an increasing pace as inventory is low and there are numerous shoppers for both homes and mortgages. The time seems ideal to make a move and not miss out. The low rates continue to be a definite advantage whether considering a trade up or down. Fannie Mae and Freddie Mac recently posted their biggest profits since 2007 & 2006 respectively. And growing consumer confidence—including Pat Ciulla's own confidence—has her thinking that this could be a record sales year.

Current\* JUMBO rates (for up to 2 million and 80% financing/20% down) are better than this same time last year:

- 3.375% for a 30 year fixed
- 2.5% for a 7/1 ARM
- 3% for a 10/1 ARM

There are similar low rates for conforming and loans greater than 2 million—contact Pat for up-to-date rates.

\*rates effective as of April 10, 2013; contact Pat Ciulla for up-to-the minute rates

### FOR MORE INFORMATION CONTACT:

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



## HARRISON/PURCHASESAMPLINGS Houlihan Lawrence 1st Quarter 2013 Real Estate Transactions

### Single Family Listings

Property Address	Listing Price	BR/Bath	Sq. Ft.
23 Willetts Road	\$ 925,000	5/3.1	2710
15 Glen Park Road	\$ 999,000	4/3.1	3346
26 Pinehurst Drive	\$ 999,000	4/2.2	3554
10 Pebble Beach Drive	\$1,299,000	4/4.1	3740
30 Harrows Lane	\$1,450,000	5/4.1	4218
33 Crawford Road	\$1,499,999	4/3.1	3410
34 Rigene Road	\$1,795,000	6/4.2	5850
18 Justin Road	\$1,950,000	4/4.1	3815
19 Augusta Court	\$1,995,000	6/6.1	5500
3 Hampton Road	\$2,150,000	5/5.1	5213
67 Muchmore Road	\$2,250,000	6/4.1	4371

### Single Family Listings cont.

Property Address	Listing Price	BR/Bath	Sq. Ft.
16 Plymouth Road	\$2,350,000	5/3.2	6258
7 Muchmore Road	\$2,495,000	5/4.1	4372
66 Muchmore Road	\$3,095,000	5/4.1	7200
14 Boxwood Lane	\$3,390,000	4/4.1	4458
1 White Oak Circle	\$3,495,000	7/8.1	8200
32 Seville Avenue	\$ 3,650,000	6/6.1	7000
3 Stone Bridge Road	\$ 3,695,000	5/5.1	8560
14 Magnolia Drive	\$ 4,095,000	7/8.1	9127
6 Stone Bridge Road	\$ 4,195,000	5/5.1	8962

### Single Family in Contract/Pending Contract

Property Address	Listing Price	BR/Bath	Sq. Ft.
14 Woodlands Road	\$ 1,295,000	5/4.2	4516
502 Purchase Street	\$ 1,625,000	4/3.2	3638
580 West Street	\$ 1,695,000	5/4.1	5200

### Single Family Sales

Property Address	Listing Price	BR/Bath	Sq. Ft.
40 Kenilworth Road	\$ 1,175,000	5/5.0	4000
20 Lakeside Drive	\$ 2,200,000	5/4.1	4336
25 Beverly Road	\$ 2,295,000	6/4.1	6041
2 Coventry Court	\$ 3,175,000	7/7.1	9612
4 Pineview Circle	\$ 3,195,000	7/7.1	8091

Source: HGMLS; Houlihan Lawrence transactions; 1Q (1/1/13-3/31/13). 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.

# 1Q 2013 Harrison/Purchase\* Single Family Housing Sales Summary



	10528		10577		10580	
	1Q13	1Q12	1Q13	1Q12	1Q13	1Q12
# of Homes Sold	7	13	5	8	5	2
Avg Days on Market	174	237	164	174	132	278
Avg List Price	\$798,914	\$1,109,923	\$2,052,800	\$1,851,375	\$1,979,800	\$1,274,500
Avg Sold Price	\$754,178	\$1,038,673	\$1,887,500	\$1,677,500	\$1,774,000	\$1,093,750
Avg Sq Footage	2239	3273	5753	5136	4792	3717
Avg Price/Sq Ft	\$346	\$326	\$332	\$331	\$352	\$312

\*Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District). Source: HGMLS; Single Family Homes; 1/1/13-3/31/13 and 1/1/12-3/31/12.

• Latest Harrison & Purchase Sales & Listings Stats  
 • Peeling Back The Real Estate Numbers...  
*What do all these statistics really mean?*

## Volume 9 / Issue 1H

16 Elm Place • Rye, New York 10580



Thank you for your referrals to family, friends & neighbors. I sincerely value your trust and confidence in me.

RANKED #1 AGENT  
 by MLS in Rye for 2012

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

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