



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

**REALTYCHECK**



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## How to Increase your Home's Value: The Top 10 Techniques with Insider Tips from Joan O'Meara

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

It's quite clear to Joan O'Meara, associate broker with Houlihan Lawrence's Rye/Harrison office, that a Seller who is prepared has the best advantage in today's real estate market. Frequently, Sellers preparing to list, as well as homeowners who may be considering renovations with future resale in mind, inquire as to what are the best improvements to undertake.

Here is a look at the Top 10, along with key insights. These value-boosters impact that ever-important first impression as well as the look and feel for move-in readiness.

**1. EXTERIOR PAINT / SIDING** Instant value is gained as soon as you refresh the exterior. The home looks cleaner, more modern and communicates "well maintained" to the Buyer. *Insider Tip: Choose a color that has wide appeal...ask a real estate professional or stager for guidance.*

**2. LANDSCAPING / LIGHTING** A little TLC to your property can go a long way. Sod, mulch, plants and trees can create a whole new inviting feel to your home. Modern and appealing exterior light fixtures are impactful, too. *Insider Tip: Look at your home's exterior in the dark...Buyers often drive by to get a feel of nighttime ambiance.*

**3. WINDOWS / DOORS** Updating windows and doors give your home an instant upgrade in style and energy efficiency. It can change the way both the exterior and interior looks and feels. *Insider Tip: A new front door was recently ranked #1 on the 2014 Cost vs Value report for Return on Investment.*

**4. KITCHEN** The hub of the home is an important selling point. If in need of updating, note that it's not always necessary to do a top-of-the-line dream kitchen remodel if you're not going to be there long enough to enjoy it. The alternative? Consider painting cabinets, updating hardware, countertops and plumbing fixtures. *Insider Tip: Granite isn't a mandate—*

*consider other lower cost alternatives that give the same visual appeal, functionality and durability.*

**5. BATHROOMS** Another key draw for Buyers, you can create that value boost with cosmetic updates including re-caulking, tile grout, painting, exhaust fans and cleaning. *Insider Tip: If you have chipped tubs, sinks and dated light fixtures, consider repairing or replacing these items. A little shine can instantly add value to the feel of a bathroom.*

**6. FLOORING** Buyers often immediately tune in to the floors. Lead the way with clean, contemporary and stylish flooring...with a seamless flow throughout. Fix or replace flawed areas, as a hole or stain can be an instant turnoff. *Insider Tip: Prep before you list: wash or wax hardwood, tile, laminate, or linoleum and steam clean carpets.*

**7. INTERIOR PAINTING** Find out what current colors are most popular and give your home a paint makeover. A fresh coat of paint adds instant ROI and move-in ready appeal, so don't hesitate to seek out professional guidance if you are unsure how to make this investment pay off. *Insider Tip: If you've loved your fuchsia dining room, appreciate the years and now put on fresh paint in a less subjective color before you list.*

**8. INTERIOR LIGHTING** Often overlooked, lighting can play a significant role in a Buyer's tour of your home. Well-lit homes can accent the best features and create a warm ambience. Lighting that is too dim can counteract your home's appeal. *Insider Tip: Beautiful kitchen counters? Show them off with under-cabinet lighting. Inviting fireplace with centerpiece mantle? Highlight this with appropriately placed recessed lighting.*

**9. ROOF / FOUNDATION** Ensuring that these fundamental areas of your home are in top shape is critical to your home's overall value...and offers less chance of surprising inspection problems. *Insider Tip: Consider a pre-listing home inspection, which can minimize possibilities of deal breakers and be an added bonus to Buyers if you share the report. Joan feels these are so important that she will cover the cost for Sellers (contact her for specific details).*

**10. DEEP CLEANING** A truly clean house communicates volumes. Buyers want a home that has been well maintained. A low cost value boost, if done deeply, this instantly pays off when a prospect walks into your home. *Insider Tip: Keep in mind all the doors and cabinets that will be opened. Beyond surface cleaning, Joan has three words of personal advice: declutter, declutter, declutter!*

### A Glimpse into a Rye Seller's Path to Add Value

As Lynette Bard, a recent Rye client of Joan's stated, "the changes I made that added value to my home were all important and ranged from cleaning to finishing an unfinished basement." Key for Bard was studying the demographics of recent Buyers in the area—this gave her insight to make smart choices that would increase the value. "Sleeker light fixtures, still in keeping with the home's style, removing oriental rugs to showcase hardwood floors and replacing framed art with frameless contemporary canvases yielded a nice, open and spacious feel to the home that Buyers raved about."

Another successful factor was a rental pod to store at least 1/3 of every room's belongings. As an Interior Designer leading her business, Rue du Rix, Lynette may have a leg up in terms of techniques to stage a home. Yet her advice can help any Seller: to try and disassociate yourself from the house and possessions and how everything was when you lived in it. Be "objective and ruthless" when prepping – if Sellers can change their mindset that they are marketing a house – not their personal home – Bard believes the resultant look can be clean and clear to create that faster sale. With her own "really quick sale," she has the firsthand experience to back that up.

When considering upgrades within your own home, Joan points out the importance of not feeling compelled to go for top of the line or complete renovations – even in the Rye/Harrison market. As Buyers typically prefer to move in without having to take on any major work for a few years, Sellers want to aim for the feeling that major remodeling is not needed. Interestingly, mid-range upgrades can contribute to the value, the appeal and the move-in readiness for prospective Buyers.

Before any paint brushes or hammers are raised, Joan is happy to consult with homeowners for insights on home value upgrades or for recommendation of local, credible experts.



## DEAR NEIGHBORS

Hopeful that spring has finally arrived for good! As nature comes alive and outdoor spring activities start in abundance, it's always a great time to reflect on all that our local communities have to offer us.

Fortunately our real estate market is staying active as well: the number of homes sold in Rye City School district during 1Q 2014 saw a surge of 65% from 17 in 2013 to 28 this past quarter. Also rising was the Average Sold Price, up 34% from \$1,416,676 to \$1,896,982. Average price per square foot saw an increase as well: up 22% from \$483 to \$591. The number of homes sold was relatively stable in 10580/Harrison Schools, rising to 6 from 5 this time last year.

Still considering putting your home on the market this spring? Or looking to the fall? Don't miss this issue's feature: *How to Increase your Home's Value: The Top 10 Techniques, with Insider Tips from Joan O'Meara.*

For all current Listing & Sold stats, visit [joanomeara.com](http://joanomeara.com) and click on the 1st Quarter 2014 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 spring weather,

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

## JOAN O'MEARA'S LISTINGS



\$1,825,000

151 Old Post Road / Rye 10580  
5BR/4.1B / 3314sqft / **JUST LISTED**

Colonial on .52 acres. Fenced yard with patio backs to Packard Court with gates and path. LR, new custom kitchen, stainless appliances, large family room with custom JWH built-ins, guest BR with full bath, large office with French doors. Master BR with walk-in closets and bath with soaking tub, shower with seamless doors. Access to 3-car garage and more.



\$2,195,000

35 North Street / Rye 10580  
6BR/3.1B / 3791sqft / **JUST LISTED**

Rebuilt, expanded Colonial on .46 private acres. Entry hall with shadow box molding, formal LR with wood burning fireplace, formal DR with French doors and transom window, kitchen with butler pantry. Master BR with vaulted ceiling, custom built-ins, surround sound, walk-in closet, private bath with Jacuzzi tub, steam shower, double vanity.



\$2,825,000

36 Maple Drive / Rye 10580  
5BR/4.1B / 3740sqft / **JUST LISTED**

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!

### PENDING

16 Helen Avenue, Rye 10580	\$ 1,695,000
51 Hewlett Avenue, Rye 10580	\$ 2,295,000
10 George Langeloh Court, Rye 10580	\$ 2,350,000
34 Helen Avenue, Rye 10580	\$ 2,495,000
34 Soundview Avenue, Rye 10580	\$ 2,695,000
458 Park Avenue, Rye 10580	\$ 3,000,000
9 George Langeloh Court, Rye 10580	\$ 3,100,000



\$349,000

66 Milton Road E22 / Rye 10580  
2BR/1.0B / 1000sqft / **JUST LISTED**

Spacious, 2BR apartment in sought after Blind Brook Lodge. Large LR with fireplace, kitchen with dining area, hardwood floors and recently painted. Located near downtown Rye, short walk to train, shops, library, YMCA, restaurants and more. Gardens, playground, manned security gate.



\$2,275,000

11 Henry Street / Rye 10580  
5BR/4.1B / 3479sqft / **FEATURED LISTING**

To-be-built 5BR cedar shake Colonial offers custom details, and exquisite craftsmanship. Built by Susan Cappelli (SAC Development) and Tommy DeMasi (Alpine Construction). Gourmet kitchen, stunning master bedroom suite, exercise room and more. Walk to Rye Golf Club. Opportunity to customize.



\$12,600,000

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

203 Ardsley Rd, Scarsdale 10583	\$ 11,995/mo
1 Landmark Sq #511, Port Chester 10573	\$ 249,000
66 Milton Road E51, Rye 10580	\$ 397,000
66 Milton Road D21, Rye 10580	\$ 415,000
66 Milton Road F41, Rye 10580	\$ 459,000
25 Smith Street, Rye 10580	\$ 490,000
66 Milton Road K11, Rye 10580	\$ 595,000
74 Dearborn Avenue, Rye 10580	\$ 895,000
17 Overdale Road, Rye 10580	\$ 1,595,000
265 Milton Road, Rye 10580*	\$ 2,295,000
140 Florence Avenue, Rye 10580	\$ 2,395,000
4 Fairway Drive, Purchase 10577	\$ 3,725,000
9 Ann Lane, Rye 10580	\$ 4,395,000
3 Manursing Way, Rye 10580	\$ 5,495,000
12 Philips Lane, Rye 10580	\$ 5,500,000

As of 4/15/14. Note: All prices indicated are LIST PRICES. \* Indicates Joan O'Meara represented both Buyer and Seller.

## FUNFACTS

ACTIVE LISTING: MOST EXPENSIVE, LARGEST, MOST PROPERTY

**\$12,500,000 List Price / 7167 sqft / 2.996 Acres**

8 BR / 7.1 Baths

OLDEST ACTIVE LISTING / **1855**

**\$6,250,000 List Price / 6 BR / 5.2 Baths / 5604 sqft**

QUICKEST HOME SOLD / **13 Days on Market**

**\$829,000 List Price / 3 BR / 2.0 Baths / 1940 sqft**

LARGEST, MOST EXPENSIVE HOME SOLD

**6210 sqft / \$5,495,000 List Price**

6 BR / 5.2 Baths

SOLD HOME WITH MOST PROPERTY / **3.00 Acres**

**\$4,100,000 List Price / 4 BR / 4.2 Baths / 4258 sqft**

Source: HGLMS, Single Family Homes; 10580, Rye City Schools. 1Q14 (1/1/14-3/31/14); "Active" Listing refers to homes listed in 1Q

## MARKETING HIGHLIGHT

**Houlihan Lawrence Buyers & Sellers Reap the Rewards with both HL Facebook and HL University**



- Houlihan Lawrence continues to add to agents' tools to maximize exposure for Sellers. Now, Sellers gain instant exposure for their Listing when it's easily flashed to all 1200 HL agents on the highly trafficked HL Facebook page.
- Buyers and Sellers benefit from the new HL University—which provides training and master classes to experienced agents. Deeper training enables HL agents to better guide both the purchasing and selling of homes.

Houlihan Lawrence, Market Leader in Rye/Harrison, is always exploring and introducing new tools to benefit both Buyers and Sellers.

## MORTGAGE CORNER / IN THE KNOW

**Kai Audett's insights on the local mortgage arena.**

### Multiple Offers, Contingencies and Mortgage Lending

A contingency is a stipulation written into a home purchase contract stating that a buyer agrees to buy a property only if certain benchmarks are obtained prior to closing on the purchase. The most common contingencies are for a home inspection, a mortgage approval, and an appraisal (to validate or confirm the purchase price).

If the buyer includes a mortgage approval contingency in the contract, for example, it means that the buyer will only complete the purchase of the property if they receive a commitment from a lender to complete his/her loan as requested, usually within 30 days. If the buyer does not receive a lender commitment they can walk away and get their deposit back.

When there are multiple buyers bidding on the same property, some buyers are opting to waive contingencies as a way to win the bid on the property. This can be risky unless the buyer is well informed on their options. For the savvy buyer, a non-contingent offer can be a very effective negotiating tool as long as they fully understand the pros and cons. It works especially well when no mortgage is needed. However, if a mortgage is needed to buy a property, waiving contingencies can put a buyer's deposit at risk unless the buyer knows for certain a mortgage can be obtained.

**Read the full Multiple Offers, Contingencies and Mortgage Lending article at [joanomeara.com](http://joanomeara.com)**

*Thoroughbred Mortgage is a mortgage banker offering exceptional services and very competitive rates and closing costs. Call Kai Audett at 914-419-0530 for more details. Licensed in NY and CT 207039. Equal opportunity lender.*

### FOR MORE INFORMATION CONTACT:

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## 10580 SAMPLINGS Houlihan Lawrence 1st Quarter 2014 Real Estate Transactions

### Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
18 Locust Lane	\$ 480,000	2/2	735
20 Ellsworth Street	\$ 899,500	4/3	1845
98 Glen Oaks Drive	\$ 980,000	4/3	2143
29 Chester Drive	\$ 1,275,000	4/3	3067
36 Highland Road	\$ 1,395,000	4/3	2464
180 Highland Road	\$ 1,565,000	6/3	4681
15 Mount Holly Drive	\$ 1,659,000	6/6	6439
16 Helen Avenue	\$ 1,695,000	5/4	3528
260 Brevoort Lane	\$ 1,749,000	5/4	3603
151 Old Post Road	\$ 1,825,000	5/5	3314
11 Park Drive S	\$ 1,879,000	4/5	2450
53 Walker Avenue	\$ 1,899,000	5/5	3562
18 Griswold Road	\$ 1,995,000	5/5	3984
400 Polly Park Road	\$ 2,195,000	4/8	4311
35 North Street	\$ 2,195,000	6/4	3791
8 Morris Court	\$ 2,195,000	5/5	4000
11 Henry Street	\$ 2,275,000	5/5	3479
34 Griswold Road	\$ 2,295,000	7/6	4390
7 Douglas Circle	\$ 2,695,000	5/6	5311
36 Maple Drive	\$ 2,825,000	5/5	3740
8 Timber Trail	\$ 2,895,000	5/5	5825
10B Captains Lane	\$ 2,995,000	5/6	4734
10 Captains Lane	\$ 3,095,000	5/6	4734

### Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
43 Island Drive	\$ 3,250,000	4/4	2630
6 Overdale Road	\$ 3,250,000	6/7	4870
1 Green Acres Drive	\$ 3,295,000	6/5	5400
18 Lynden Street	\$ 3,395,000	5/5	4729
7 Timber Trail	\$ 3,995,000	5/6	6300
15 Shore Road	\$ 4,500,000	5/6	5872
7 Martin Road	\$ 4,895,000	5/6	6344
4 Sunset Lane	\$ 6,250,000	6/7	5604
979 Forest Avenue	\$ 6,875,000	4/6	4841
131 Kirby Lane	\$ 12,600,000	6/10	11,531

### Single Family in Contract

Property Address	Listing Price	BR/B	Sq. Ft.
20 Mayfield Street	\$ 649,000	3/2	1680
74 Dearborn Avenue	\$ 895,000	3/3	1525
5 Central Avenue	\$ 1,295,000	4/4	2640
12 Pheasant Drive	\$ 1,295,000	4/4	3900
12 Hammond Road	\$ 1,295,000	6/3	3116
51 Hewlett Avenue	\$ 2,295,000	5/6	4355
10 George Langeloh Ct	\$ 2,350,000	6/5	3590
20 Indian Hill Road	\$ 2,395,000	5/5	3856
136 Apawamis Ave	\$ 2,395,000	5/5	3859

### Single Family in Contract

Property Address	Listing Price	BR/B	Sq. Ft.
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
329 Forest Avenue	\$ 3,695,000	6/5	4903
16 Manursing Way	\$ 6,975,000	7/8	8200
97 Rye Road	\$ 12,500,000	6/7	6891

### Single Family Sales

Property Address	Listing Price	BR/B	Sq. Ft.
24 Locust Lane	\$ 450,000	4/1	1671
354 Midland Avenue	\$ 575,000	3/2	1176
17 Overdale Road	\$ 1,595,000	4/4	3170
26 Onondaga Street	\$ 1,725,000	5/4	3154
6 Kirby Lane	\$ 1,850,000	4/3	2700
1 Morehead Drive	\$ 1,999,000	5/4	4280
265 Milton Road	\$ 2,295,000	5/4	2800
140 Florence Ave	\$ 2,395,000	5/5	4121
5 Woods Lane	\$ 2,695,000	5/10	4544
9 George Langeloh Ct	\$ 3,100,000	5/4	5589
15 Orchard Lane	\$ 3,350,000	5/6	5052
9 Timber Trail	\$ 3,995,000	5/5	8600
9 Ann Lane	\$ 4,395,000	6/7	5080

Source: HGMLS; 1Q (1/1/14-4/1/14). Includes all houses in 10580 zip code. 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 2014 Rye Single Family Housing Sales Summary

	RYE CITY / 10580		RYE NECK / 10580		HARRISON / 10580	
	1Q14	1Q13	1Q14	1Q13	1Q14	1Q13
# of Homes Sold	28	17	0	2	6	5
Avg Days on Market	200	179	0	175	222	132
Avg List Price	\$1,919,857	\$1,497,647	\$0	\$924,000	\$1,697,167	\$1,979,800
Avg Sold Price	\$1,896,982	\$1,416,676	\$0	\$893,750	\$1,480,833	\$1,774,000
Avg Sq Footage	3182	2890	0	2110	4227	4792
Avg Price/Sq Ft	\$591	\$483	\$0.00	\$424	\$339	\$352

Includes all houses in 10580 zip code; broken out by school district.  
Source: HGMLS; Single Family Homes; 1/1/13-3/31/13, 1/1/14-3/31/14

• Latest Rye Sales & Listings Stats  
• How to Increase your Home's Value: The Top 10 Techniques  
*With Insider Tips from Joan O'Meara*

## Volume 10 / Issue 1

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.

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

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