



JOAN O'MEARA
& TEAM

REALTYCHECK



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How To Create the Curb Appeal Advantage

More important than ever with today's online real estate market

*Written by C. Anderson, Contributed by Joan O'Meara,
with excerpts from Houlihan Lawrence -
Real Estate Market Intelligence and Realtor Mag*

As a Seller, you want to stand apart...and above...your local competition. Curb Appeal matters more today than ever. With most Buyers forming that ever-important first impression online – through photos – creating the appeal that will translate through online photos is critical. The best approach is to enhance your exterior in ways that will impact both the photos of your home and the in-person feel.

Joan O'Meara, associate real estate broker with Houlihan Lawrence's

Rye & Harrison office, knows firsthand that many Buyers make immediate judgments about a home within moments of clicking on the new listing on their smartphone or tablet. She reinforces, "It's imperative for Sellers to make that positive first impression online, and then for the home to look equally inviting in person from the curb." With attention to details that add up to alluring Curb Appeal, Sellers can communicate to potential Buyers that the home is well maintained... without ever saying a word.

Simple Steps that Add Up to Competitive Curb Appeal

Bright Flowers: (or a small evergreen in winter)	Instantly welcome Buyers to the walkway or porch.
Trimmed Bushes/Branches:	Keep windows and architectural features in clear view.
Repair/Sealcoat Driveway:	Create a first impression with a driveway free from cracks, holes and oil spots.
Manicured Lawn:	Fine-tune edging around trees and walkways for a landscaped look. Create a glistening yard with recent mowing/watering.
De-Cluttered Yard:	Speak volumes with a property free of clutter by keeping toys and garden tools/hoses out of sight.
New Mailbox:	Instantly communicate a welcoming, well-maintained property.
Upgraded Outdoor Lighting:	Put your home in a positive light: choose from accent lighting, sconces and lampposts to perfectly brighten up your outdoor space. Consulting a professional can help you highlight key spots.
New Doormat:	Welcome your potential Buyer in a clean, inviting way.
Painted Front Door:	Represent your home's interior style and make that all-important first impression. Choose a color that complements your interior, or add white, gray or black for a sophisticated moment.
Shiny Front Door Locks & Knobs:	Make an instant difference with new, matching hardware.
Clean Windows:	Inside and out, give the best view to your overall property and neighborhood.

Joan O'Meara recommends that Sellers test out the Curb Appeal enhancements by taking photos – and actually looking at them electronically on a computer, tablet and phone. She also encourages her Sellers to share them with her prior to listing – as she feels she can put herself in the Buyers' shoes and view them through both a detached perspective...as well as one that is also quite current on the competition.

The impact of Curb Appeal has been around a long time. By keeping up with both the Joneses and social media, Sellers can still put their best foot forward to create a strong volume of foot traffic for the all-important showings of their listing.

Joan continually marvels at the number of homeowners who share that their house and property have never looked better than on the day they list. With that in mind, it's time to create the appeal that may just attract your ideal Buyer. *For tips on prepping the inside of your home, look for our upcoming July 2016 issue.*

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JOAN O'MEARA & TEAM

RANKED #1 IN RYE FOR 2015

DEAR NEIGHBORS

As the spring real estate market heats up in Rye & Harrison, we are seeing the temperatures do the same!

Looking back at the first quarter of 2016, overall in the three Harrison School Districts, we saw a 32% increase in numbers of sold homes, up to 29 from 22 one year ago. Average Sold Price shifted modestly, with a 7% increase in 10528 to \$1,358,951, a 16% increase in 10577 to \$2,148,040 and an 11% drop to \$1,878,571 in 10580. Compared to first quarter of 2015, Average Price per Square Foot crept up slightly for 10528 with a 1% bump to \$340, a slightly larger step of 8% to \$355 in 10577, and a sizeable 26% fall to \$316 from \$425 in 10580.

Curb Appeal is as important as ever in today's two-pronged online and in-person real estate buying process. See *How To Create the Curb Appeal Advantage*, this issue.

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

To an active spring,

**45 SALES
IN 2015!**



\$1,595,000

3 Beaty Court / Rye 10580
4BR/3.1B / 3940 sqft / **JUST LISTED**

4-bedroom colonial with modern amenities and finished basement. Walk to town and train.



\$2,195,000

53 Lynden Street / Rye 10580
5BR/3.0B / 3663 sqft / **JUST LISTED**

Renovated classic tutor in wonderful neighborhood in walking distance to beach, parks, schools and more.



\$2,295,000

26 Valleyview Avenue / Rye 10580
5BR/4.1B / 3012 sqft / **JUST LISTED**

Spacious home in desirable Milton Point neighborhood. Walk to Milton Elementary School, Kniffen's Cove, Oakland Beach & Rye Town Park.



\$4,595,000

67 Halsted Place / Rye 10580
5BR/4.2B / 6172 sqft / **NEW CONSTRUCTION**

By Susie Cappelli (SAC Development) & Tom Demasi (Alpine Construction); exquisite craftsmanship, luxurious amenities.



\$1,795,000

20 Hunt Place / Rye 10580
4BR/2.0B / 2052 sqft / **JUST LISTED**

Unusual opportunity in Rye! Charming Cape on 1.92 private acres. Walk to Rye Golf, elementary school and train.



\$2,195,000

45 Walker Avenue / Rye 10580
5BR/4.1B / 3423 sqft

UNDER CONSTRUCTION

Fabulous Colonial on quiet cul-de-sac in walking distance to elem school, Rye Golf Club & train. Available July 2016.



\$2,395,000

105 North Street / Rye 10580
5BR/4.1B / 5450 sqft / **NEW PRICE**

Spacious and sun-filled Colonial on half an acre in the heart of Rye.



\$339,000

66 Milton Road A12 / Rye 10580
1BR/1.0B / 924 sqft / **COOP**

Charming, spacious and bright one-bedroom apartment in sought after Blind Brook Lodge.

UNDER CONTRACT

36A Peck Avenue, Rye	\$ 175,000
720 Milton Road E2, Rye	\$ 949,000
35 Overhill Avenue, Rye	\$ 1,295,000
521 Shore Acres Drive, Mamaroneck	\$ 1,300,000
1 White Birch Drive, Rye	\$ 1,349,000
7 Morehead Drive, Rye	\$ 2,195,000
9 Cloverdale Lane, Rye	\$ 2,295,000
3 Gypsy Place, Rye	\$ 2,995,000
86 Halsted Place, Rye	\$ 3,349,000
8 Windcrest Road, Rye	\$ 4,495,000
135 Stuyvesant Avenue, Rye	\$ 6,995,000

As of 4/20/16. Note: All prices indicated are LIST PRICES.
#1 Ranking by WPMLS, 1/1/15-12/31/15. Single Family, Rye. Ranked by Total Volume.

WHAT JOAN'S CLIENTS ARE SAYING

"Joan is extremely knowledgeable and experienced. She works realistically on her clients behalf to secure the best price possible while limiting the time on the market."

FUNFACTS

OLDEST HOME SOLD / 1929

\$1,649,000 List Price / 5 BR / 4.1 Bath / 3,977 sqft

QUICKEST HOME SOLD / 12 Days on Market

\$899,000 List Price / 5 BR / 3.1 Bath / 2,662 sqft

MOST EXPENSIVE ACTIVE LISTING / \$4,450,000 List Price

6 BR / 5.2 Baths / 6,944 sqft

LARGEST ACTIVE LISTING / 11,607 sqft

\$3,725,000 List Price / 6 BR / 7.3 Baths

Source: HGMLS, Single Family Homes, 10580/10528/10577, Harrison Schools, 1Q (1/1/16-3/31/16); "Active" Home refers to homes listed in 1Q.

NYC SPOTLIGHT

An insightful look into NYC Real Estate, as over one third of Rye & Harrison Buyers are coming from NYC and as many downsizing Sellers are moving back.

As seen in StreetEasy.com blog

The median resale price in Manhattan rose 4.4 percent from last year to \$982,437 in February, 2016. Annual growth was led once again by Upper Manhattan, which has recorded the highest growth rate among Manhattan's five submarkets since November 2014. The median resale price there grew 10.4 percent from last year, followed by Upper West Side (6.6 percent), Downtown (4.3 percent), Upper East Side (3.6 percent) and Midtown (1.6 percent).

The median resale price in Brooklyn rose 6.9 percent from last year to \$539,300 in February, 2016, led by extraordinary growth in the borough's East Brooklyn submarket.

Although prices continue to grow throughout Manhattan and Brooklyn, a slower growth trajectory is expected over the remainder of this year as the real estate market settles into a more sustainable pace of growth.

MARKETING HIGHLIGHT

Houlihan Lawrence, a Prestigious Partner on LuxuryPortfolio.com

As Q2 gets underway, we are seeing some signs that luxury buyers belatedly have entered the Spring market. HL works hard to market the luxury arena, as well as offering many means to international exposure. One such path is through LuxuryPortfolio.com, which markets the world's most remarkable homes – attracting over 3 million high-net-worth visitors a year. Available to only select Real Estate Companies, Houlihan Lawrence is pleased to be an invited member of this unmatched global site.

WHAT IT MEANS TO HOULIHAN LAWRENCE SELLERS:

- Provides international web traffic statistics on who is looking at your property
- Listings will receive automatic exposure on partner websites including: WSJ.com (Wall Street Journal) Countrylife.co.uk (UK/Euro Audience) Juwai.com (Asian Audience) LeadingRE.com YouTube.com
- Opportunity for no-cost Home Page Exposure for exceptional property photography
- Access for your Listing to appear on global Real Estate Portals and be advertised in high-end publications at discounted rates
- Gain valuable insights such as how often prospects are viewing your property, where they are coming from, and more.

INTERNATIONAL PARTNERS TRANSLATE TO EXPOSURE FOR HOULIHAN LAWRENCE LISTINGS

luxuryportfolio.com

mayfairinternationalrealty.com

financialtimes.com

juwai.com

worldposting.net

luxuryrealestate.com

countrylife.co.uk

CONSIDERING A MOVE?

Contact Joan to speak with a recent Buyer or Seller.
Call or Text: 914-329-5329 Email: jomeara@HoulihanLawrence.com

HARRISON/PURCHASE SAMPLINGS Houlihan Lawrence 1st Quarter 2016 Real Estate Transactions

Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
155 Old Lyme Rd	\$ 789,000	4/2.3	2647
1 Adelphi Ave	\$ 849,000	4/3.1	3026
627 Purchase St	\$ 950,000	5/4.1	3900
5 Pinehurst Dr	\$ 1,100,000	4/4.0	3000
14 Wolfe Ln	\$ 1,249,000	5/5.2	3966
6 Tam O Shanter Dr	\$ 1,275,000	4/2.1	3200
8 Tamarac Trail	\$ 1,299,000	4/3.1	3408
12 Genesee Trail	\$ 1,375,000	3/2.2	2132
9 Winfield Ave	\$ 1,395,000	4/4.0	3113
North 22 Braxmar Dr	\$ 1,595,000	5/3.1	3068
2 Ironwood Ln	\$ 1,695,000	6/5.1	5940
15 Greenway Rd	\$ 1,749,000	5/3.1	3766
38 Rock Lane	\$ 1,875,000	4/3.0	3441
37 Winfield Ave	\$ 1,895,000	6/6.2	4911
122 Lincoln Ave	\$ 2,100,000	4/3.0	3516
27 Archer Rd	\$ 2,850,000	5/4.2	5289
15 Seville Ave	\$ 2,900,000	5/4.2	5326
66 Muchmore Rd	\$ 2,995,000	5/4.2	7200
11 Sylvanleigh Rd	\$ 2,995,000	6/8.1	10,022

Single Family Listings continued

Property Address	Listing Price	BR/B	Sq. Ft.
84 Pleasant Ridge Rd	\$ 2,999,000	4/4.0	5376
4 Laurel Way	\$ 3,095,000	6/6.1	7471
215 Osborn Rd	\$ 3,095,000	5/5.1	5500
3 Pineview Cir	\$ 3,350,000	5/6.3	8613
20 Sarosca Farm Ln	\$ 3,695,000	7/6.1	7022
1 Azalea Circle	\$ 3,725,000	6/7.3	11,607
17 Boxwood Ln	\$ 4,450,000	6/5.2	6944
19 Winfield Ave	\$ 6,900,000	5/4.1	7123
15 Hilltop Pl	\$ 7,500,000	7/6.2	9487

Single Family in Contract

Property Address	Listing Price	BR/B	Sq. Ft.
574 Anderson Hill Rd	\$ 650,000	4/2.0	1474
12 Harwich Ln	\$ 848,000	5/3.1	3240
6 Bates Rd	\$ 999,000	3/2.1	2440
28 Winfield Ave	\$ 999,000	6/3.1	5227
222 Osborn Rd	\$ 1,425,000	4/3.0	2733
6 Crawford Rd	\$ 1,495,000	4/3.2	3508
14 Genesee Tr	\$ 1,799,000	5/4.1	5010
225 Union Ave	\$ 1,800,000	5/5.2	7721

Single Family Solds

Property Address	Listing Price	BR/B	Sq. Ft.
49 Avondale Rd	\$ 725,000	3/2.1	2535
10 Hyatt Ave	\$ 825,000	4/3.1	2409
12 Hyatt Ave	\$ 850,000	4/2.1	2329
83 Highfield Rd	\$ 899,000	5/3.1	2662
609 Purchase St	\$ 1,099,000	4/3.1	3502
6 Pondview Ea	\$ 1,149,000	3/3.1	2863
82 South Rd	\$ 1,295,000	4/2.1	2838
131 Duxbury Rd	\$ 1,345,000	4/4.1	3658
27 Rigene Rd	\$ 1,450,000	5/3.1	3978
22 Bates Rd	\$ 1,649,000	5/4.1	3977
10 Puritan Woods Rd	\$ 1,800,000	6/5.2	6448
119 Sterling Rd	\$ 1,825,000	5/3.1	4200
535 Polly Park Rd	\$ 2,999,000	5/6.1	6950
5 Knightsbridge Manor Rd	\$ 3,295,000	6/6.3	7481
7 Katsura Drive	\$ 3,375,000	6/7.1	8605

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 4/6/16, Contract and Sold 1Q (1/1/16-3/31/16). 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 1Q 2016 Single Family Housing Sales Summary

	10528		10577		10580	
	1Q16	1Q15	1Q16	1Q15	1Q16	1Q15
# of Homes Sold	17	14	5	4	7	4
Avg Days on Market	141	130	131	209	121	134
Avg List Price	\$1,434,759	\$1,443,357	\$2,312,800	\$1,985,750	\$2,079,000	\$2,342,500
Avg Sold Price	\$1,358,951	\$1,264,429	\$2,148,040	\$1,846,875	\$1,878,571	\$2,101,000
Avg Sq Footage	4,022	3,949	6,221	5,732	5,779	4,748
Avg Price/Sq Ft	\$340	\$337	\$355	\$328	\$316	\$425

*Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District). Source: HGMLS; Single Family Homes Sold; 1/1/16-3/31/16, 1/1/15-3/31/15.

- Latest Harrison and Purchase Sales & Listings Stats
- How To Create the Curb Appeal Advantage

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16 Elm Place • Rye, New York 10580



Wall Street Journal/Real Trends
2015 Ranking names Joan O'Meara in
Top 20% of Top 1000 agents nationwide.

RANKED #1
IN RYE FOR 2015
TOP 10 IN WESTCHESTER COUNTY
5 Years Running!

JOAN O'MEARA & TEAM

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