

JOAN O'MEARA & TEAM



Joan O'Meara & Team: *Joan, Tom, Katie, and Mary*
Referrals are always appreciated.



HOULIHAN LAWRENCE

SINCE 1888

Rye Brokerage
16 Elm Place, Rye, NY 10580



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Q3 2017 REALTY CHECK

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#1 Agent in Rye

2011, 2012, 2014, 2015, 2016

REAL Trends "The Thousand"

2013, 2014, 2015, 2017 (Top 250 in US - Sales Vol.)



Image 1. Source: NAR from Move Sales, Inc.

Help! My House Isn't Selling!

Joan O'Meara Provides Some Tips for Energizing a Home to Show & Sell

Written by C. Anderson, Joan O'Meara; with input from B. Gassett blog, realtor.com

The last thing a Seller wants is for their listing to sit, once the decision is made to go to market. Although there is a range of reasons why any particular home may not sell quickly, Joan O'Meara, associate real estate broker with Houlihan Lawrence's Rye & Harrison office provides some helpful insights into some of the top reasons.

- **Pricing Too High:** Pricing too high is the #1 reason why homes don't sell quickly, as you miss out on prospective Buyers. Partner with a skilled realtor to review current value, neighborhood comps and current market trends/data. Most activity is generally within the first 2-3 weeks on the market, overpricing leads to longer than average days on market and often drives the value of the home down. Realistic pricing gets Buyers through the door. (Image 1)
- **Subpar Photos:** As first impressions matter, professional, well-staged photos are critical to showcase your home's best features. Make sure to include enough photos: exterior, interior rooms, close-up features and the property. Realistic, well-angled shots inspire Buyers to tour!
- **Too Cluttered/Not Updated/Not Staged:** Put your best foot forward to prospects' eyes. De-cluttering and basic renovations that instantly update the look and feel can add up to a house selling quickly. Stage and prep before photographing for a win-win.
- **Too Personalized:** Put personalized items away! Having photos and other personalized items throughout the house can block the vision you want prospective Buyers to create as they tour your home.
- **Picking the Wrong Realtor:** An eye-opening statistic: 94% of real estate transactions are handled by 6% of agents. Inexperienced agents may not have their pulse on the many keys to a successful transaction. Your best bet: pick a seasoned, top-producing local agent with a proven track record. (Visit joanomeara.com/Sellers for Selecting An Agent.)
- **Poor Timing:** With your realtor, explore preferred months to show and sell. This will maximize the potential for the shortest time to the best price.
- **Not Flexible with Showing Times:** The key here is flexibility. The more you can adapt to Buyers' schedules, the more possible future owners you have walking through the door. Every showing counts!
- **Too Much Focus on Public Open House:** Buyers typically do not buy at Open Houses. If they are ready, willing and able Buyers, they will make an appointment early on with their agent.

These are some of the reasons a house may sit. As O'Meara explains, often there's a combination of reasons including an overall feel. If selling seems stalled, trust your instinct and that of your realtor and have a heart to heart on price reduction or other variables; revisiting photos, staging or renovations; or being more flexible for showings. This will put you on the best path to a successful sale. And to help Sellers put their best foot forward, O'Meara will test run a walk through to provide objective input.

Q3 2017 | Single Family Sales in Harrison/Purchase

| | 10528 | | | 10577 | | | 10580 | | |
|---------------------|----------------|----------------|----------|----------------|----------------|----------|----------------|----------------|----------|
| | 7.1.17-9.30.17 | 7.1.16-9.30.16 | % CHANGE | 7.1.17-9.30.17 | 7.1.16-9.30.16 | % CHANGE | 7.1.17-9.30.17 | 7.1.16-9.30.16 | % CHANGE |
| # OF HOMES SOLD | 22 | 23 | -4.3% | 5 | 10 | -50.0% | 6 | 5 | 20.0% |
| AVG. DAYS ON MARKET | 49 | 92 | -46.7% | 121 | 171 | -29.2% | 90 | 176 | -48.9% |
| AVG. LIST PRICE | \$1,542,227 | \$1,336,870 | 15.4% | \$1,873,000 | \$1,929,400 | -2.9% | \$1,665,000 | \$3,508,000 | -52.5% |
| AVG. SALE PRICE | \$1,492,496 | \$1,285,004 | 16.1% | \$1,528,000 | \$1,802,800 | -15.2% | \$1,568,333 | \$2,913,000 | -46.2% |
| AVG. SQFT | 3,819 | 3,696 | 3.3% | 5,119 | 5,205 | -1.7% | 4,107 | 6,352 | -35.3% |
| AVG. PRICE PER SQFT | \$381.07 | \$359.99 | 5.9% | \$313.73 | \$351.30 | -10.7% | \$377.88 | \$427.54 | -11.6% |

Source: HGMLS single family homes sold in Harrison and Purchase in 10528, 10577, 10580, from 7.1.17-9.30.17 vs. 7.1.16-9.30.16. Number One Agent 2011, 2012, 2014, 2015, 2016 full yrs total volume sold in Rye City School District. Information deemed accurate but not guaranteed. Please disregard if you are working with another broker.

JOAN O'MEARA & TEAM



ON THE MARKET

66 Muchmore Road, Harrison | \$2,670,000 | Web# AD1428711

Exceptional design and open flowing spaces hallmark this 1925 English Manor, ideally set on over one acre in the distinguished enclave of Sterling Ridge.



ON THE MARKET

15 Sky Meadow Farm, Purch. | \$2,975,000
Web# AD1406488



ON THE MARKET

14 Lake Road, Rye | \$3,495,000

Web# AD1426876

Q3 2017 Team Properties | 42 Sales in 2016

ON THE MARKET

60 Beverly Dr, Rye | \$6,400 | Web# AD1412544

6 Ponds Ln, Purchase | \$999,000 | Web# AD1425453

521 Shore Acres Dr, Mamk | \$1,775,000 | Web# AD1421285

IN CONTRACT

287 Rye Beach Avenue, Rye | \$1,685,000

71 Fairway Avenue, Rye | \$1,950,000

43 Halsted Place, Rye | \$4,100,000

SOLD

66 Milton Road F41, Rye | \$475,000

28 Burdsall Drive, Port Chester | \$579,000

62 Waters Edge, Rye | \$795,000

32 Orchard Avenue, Rye | \$955,000

17 Fairlawn St, Rye | \$1,249,000

41 Colby Avenue, Rye | \$1,659,000

45 Walker Avenue, Rye | \$1,899,000

14 Pine Lane, Rye | \$2,150,000

SOLD

55 Hewlett Avenue, Rye | \$2,495,000

24 Guelisten Place, Rye | \$2,925,000

8 White Birch Dr, Rye | \$3,595,000

RENTED

80 Elmwood Avenue, Rye | \$10,250

66 Apawamis Avenue, Rye | \$11,700

Q3 Summary by Joan O'Meara and Team

Harrison 10528 showed stability in the number of homes sold from 3Q16 to 3Q17 (23 single family sales to 22 sales this year). While this number remained relatively even, there was a positive surge in both list prices and sales prices (15% and 16% respectively). The one anomaly in 10528 was the -47% decrease in days on market (DOM) which was skewed by a couple of homes that sat for about a year in 2016.

Purchase (10577) saw declines this quarter in number of homes sold (-50%), and average sales price (-15%) but experienced quicker list to contract days on market. Harrison 10580 is posting decreases both in listing and sales prices (-49% and -53% respectively). These declines in Harrison (10580) are misleading due to the relatively small number of homes sold in each quarter - 6 in 3Q17 and 5 in 3Q16.

Looking at Harrison, we see homes taking an average of 49-121 days to go into contract and a widening LP to SP ratio. When selling a home, it is important to understand the factors that can create these negative results. Read "Help! My House Isn't Selling!" on page 1 for our tips for a successful sale.

Considering Selling Your Home?

Low inventory across the country has been the real estate story since the start of 2017, and our area is not immune. Local buyers as well as those from NYC and surrounding areas are yearning to see more supply for their demand. You don't know when an opportunity might present itself; therefore, it is certainly never too early to start prepping your home. Here are some tips:

Professional Exterior Photos:

Photos are the first impression to buyers looking online! Exterior photos should be taken when the weather is nice. This avoids the risk, when listing last minute, of having to take photos in the middle of winter when trees are bare and snow is on the ground. Late April to October is your timeframe. (JOT offers complimentary professional photography)

Have a Plan/Punch List:

Decluttering is crucial. Also, discuss remodel/improvements with a stager and/or experienced agent to confirm return on those investments. Our team works with a number of stagers we are happy to recommend.

Prepare for Inspections:

Have utilities serviced, check for leaks, and schedule an energy audit.

Get Informed:

Work with the JOT to stay up-to-date on housing market and trends. Ask us to set you up for automatic local market email updates.

Joan and Team are available to work with you to assure a smooth and successful listing process whenever you might be ready.

Fun Facts

ACTIVE Most Expensive, Largest
\$10,950,000 list price | 16,764 sqft | 7 BR & 9.5 BTH

ACTIVE Oldest - 1747
\$6,750,000 list price | 5,687 sqft | 5 BR & 4.1 BTH

ACTIVE Most Bathrooms
\$6,295,000 list price | 11,600 sqft | 8 BR & 10.5 BTH

ACTIVE Most Property - 15.85 acres
\$7,600,000 list price | 7,888 sqft | 6 BR & 7.1 BTH

SOLD Largest
\$2,999,999 list price | 9,795 sqft | 6 BR & 5.1 BTH

SOLD Quickest to Contract - 8 Days on Market
\$1,195,000 list price | 3,307 sqft | 4 BR & 3.0 BTH

SOLD Oldest - 1909
\$595,000 list price | 1,824 sqft | 4 BR & 2.0 BTH

Testimonial

"These realtors have gone above and beyond... between the sale of my house and purchase of a new house.... they brought in stagers, helped me with making my house look it's best and even went as far as loaning me their personal backyard furniture. My house sold full price the first day on the market. When purchasing a home ... they helped us think with our heads and not our hearts and found us our dream home in our ideal location." - Buyer and Seller Client

Q3 Harrison/Purchase Samplings | Houlihan Lawrence

| Address | Price | Bd/Bth | SqFt |
|---------------------------|--------------|--------|-------|
| 137 Temple Street | \$494,999 | 2/1.0 | 1040 |
| 1 Adelphi Avenue | \$799,000 | 4/3.1 | 3026 |
| 8 The Crossing | \$949,000 | 3/3.0 | 2850 |
| 6 Ponds Lane | \$999,000 | 5/4.1 | 4481 |
| 25 Brookside Lane | \$1,069,000 | 3/2.1 | 3344 |
| 11 South Braxmar Drive | \$1,125,000 | 3/3.1 | 2765 |
| 4 Highfield Road | \$1,195,000 | 5/4.1 | 3751 |
| 10 Pebble Beach Drive | \$1,249,000 | 4/5.1 | 4859 |
| 1 Indian Trail | \$1,299,000 | 6/4.1 | 5661 |
| 2 Sylvanleigh Road | \$1,595,000 | 4/5.1 | 5000 |
| 9 North Canterbury Road | \$1,750,000 | 5/4.1 | 5187 |
| 7 Ophir Drive | \$1,750,000 | 6/4.1 | 5347 |
| 34 Seville Avenue | \$2,295,000 | 6/4.1 | 3933 |
| 248 Sterling Road | \$2,350,000 | 6/4.1 | 6072 |
| 5 Pilgrim Road | \$2,495,000 | 6/5.2 | 5840 |
| 4 Boxwood Lane | \$2,550,000 | 5/4.2 | 4256 |
| 11 Knightsbridge Manor Rd | \$2,575,000 | 6/6.1 | 7500 |
| 66 Muchmore Road | \$2,670,000 | 5/4.2 | 6718 |
| 8 Pheasants Run | \$2,750,000 | 6/5.1 | 6774 |
| 16 Convent Lane | \$2,795,000 | 7/6.2 | 6661 |
| 6 Lakeside Drive | \$2,895,000 | 5/5.1 | 5915 |
| 15 Sky Meadow Farm | \$2,975,000 | 6/8.1 | 7937 |
| 46 Biltmore Avenue | \$3,295,000 | 6/5.1 | 7209 |
| 17 Orchard Drive | \$3,300,000 | 6/7.1 | 9000 |
| 11 Flagler Drive | \$3,300,000 | 6/6.1 | 7350 |
| 132 Lincoln Avenue | \$3,350,000 | 6/6.3 | 9522 |
| 111 Bellevue Avenue | \$3,425,000 | 5/4.2 | 5078 |
| 7 Lakeside Drive | \$3,495,000 | 4/4.2 | 7827 |
| 45 Rigene Road | \$3,795,000 | 5/4.1 | 7029 |
| 1 Bristol Lane | \$3,865,000 | 5/5.1 | 7871 |
| 10 Stone Bridge Road | \$3,895,000 | 6/6.2 | 8835 |
| 17 Boxwood Lane | \$3,999,000 | 6/5.2 | 6944 |
| 57 Rye Ridge Road | \$4,750,000 | 6/6.1 | 9852 |
| 8 Flagler Drive | \$4,800,000 | 6/6.1 | 9153 |
| 1 Laurel Wood Court | \$5,995,000 | 7/8.2 | 12952 |
| 5 Sarosca Farm | \$10,950,000 | 7/9.5 | 16764 |

| | | | |
|------------------------|-------------|-------|------|
| 44 Ellsworth Avenue | \$550,000 | 2/1.0 | 946 |
| 261 Park Avenue | \$579,000 | 4/2.1 | 2100 |
| 70 Congress Street | \$619,000 | 3/1.0 | 1412 |
| 71 Oak Street | \$649,000 | 3/2.0 | 1896 |
| 11 Bentay Drive | \$661,000 | 4/3.0 | 1965 |
| 33 Temple Street | \$679,000 | 4/2.0 | 1900 |
| 30 Bentay Drive | \$689,000 | 4/2.0 | 1665 |
| 232 Union Avenue | \$740,000 | 4/3.0 | 3200 |
| 73 Duxbury Road | \$750,000 | 3/2.1 | 2311 |
| 12 Yarmouth Road | \$795,000 | 3/3.0 | 1908 |
| 6 Yarmouth Road | \$879,000 | 3/3.1 | 2800 |
| 84 Pleasant Ridge Road | \$1,195,000 | 4/4.0 | 5376 |
| 490 Purchase Street | \$1,250,000 | 5/3.0 | 3589 |
| 93 Taylor Lane | \$1,275,000 | 5/4.1 | 3837 |
| 60 Pleasant Ridge Road | \$1,295,000 | 5/4.1 | 2966 |
| 28 Brae Burn Drive | \$1,395,000 | 5/5.1 | 6951 |
| 5 Woods End | \$2,199,000 | 6/6.2 | 9000 |
| 63 Woodlands Road | \$3,195,000 | 6/5.1 | 7554 |

| | | | |
|------------------------|-------------|-------|------|
| 18 Rose Avenue | \$595,000 | 4/2.0 | 1824 |
| 15 Old Well Road | \$635,000 | 3/1.1 | 1654 |
| 440 Harrison Avenue | \$639,000 | 4/2.0 | 2400 |
| 18 Brown Place | \$659,000 | 3/2.1 | 1682 |
| 12 Theresa Lane | \$775,000 | 3/3.0 | 2180 |
| 25 Avondale Road | \$869,000 | 4/3.0 | 2498 |
| 107 Union Avenue | \$939,000 | 6/3.1 | 3142 |
| 5 Bellain Avenue | \$995,000 | 4/4.1 | 3662 |
| 8 Cypress Point Drive | \$1,140,000 | 4/3.1 | 4279 |
| 1 Woodside Lane | \$1,150,000 | 4/3.1 | 3913 |
| 3 Woodside Lane | \$1,175,000 | 3/2.1 | 3146 |
| 5 Tamarac Circle | \$1,195,000 | 4/3.0 | 3307 |
| 2 Saddletree Lane | \$1,295,000 | 4/2.1 | 2980 |
| 87 Highfield Road | \$1,385,000 | 4/3.2 | 3500 |
| 15 Greenway Road | \$1,475,000 | 5/3.1 | 3766 |
| 107 Sunnyridge Road | \$1,499,000 | 5/4.1 | 4200 |
| 11 Willets Road | \$1,595,000 | 5/4.0 | 4443 |
| 45 Highfield Road | \$1,595,000 | 4/3.1 | 3000 |
| 18 South Braxmar Drive | \$1,695,000 | 4/3.1 | 4195 |
| 242 Sunny Ridge Road | \$1,699,000 | 4/3.1 | 3477 |
| 22 Rolling Hills Lane | \$1,720,000 | 5/5.1 | 4400 |
| 453 Sterling Road | \$1,795,000 | 5/5.1 | 4005 |
| 54 Crawford Road | \$1,850,000 | 5/4.0 | 4100 |
| 17 Highland Pk Place | \$1,895,000 | 5/4.1 | 3992 |
| 538 Harrison Avenue | \$1,950,000 | 4/3.1 | 4127 |
| 5 Sherbrooke Park | \$1,995,000 | 5/5.1 | 5000 |
| 367 Locust Avenue | \$2,100,000 | 6/4.3 | 4526 |
| 3 Stonegate Lane | \$2,195,000 | 5/4.1 | 5300 |
| 8 Rolling Hills Lane | \$2,495,000 | 5/5.1 | 5785 |
| 19 Beverly Road | \$2,595,000 | 4/3.1 | 4869 |
| 3 Beverly Road | \$2,999,999 | 6/5.1 | 9795 |
| 11 Rolling Hills Lane | \$3,095,000 | 6/5.1 | 7200 |
| 23 Pleasant Ridge Road | \$3,595,000 | 6/7.2 | 7912 |

Source: HGMLS Harrison and Purchase single-family in 10580, 10577, 10528: active as of 10.2.17; in contract and sold, 7.1.17-9.30.17.

ON THE MARKET

IN CONTRACT

SOLD