

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 10580 School Districts

	Rye City 10580			Rye Neck 10580			Harrison 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	57	49	16.3%	3	9	-66.7%	6	5	20.0%
AVG. DAYS ON MARKET	60	52	15.4%	99	96	3.1%	90	176	-48.9%
AVG. LIST PRICE	\$2,345,632	\$2,066,449	13.5%	\$1,964,667	\$2,404,333	-18.3%	\$1,665,000	\$3,508,000	-52.5%
AVG. SALE PRICE	\$2,247,326	\$1,989,423	13.0%	\$1,893,750	\$2,191,667	-13.6%	\$1,568,333	\$2,913,000	-46.2%
AVG. SQFT	3,713	3,161	17.5%	4,714	4,684	0.6%	4,107	6,352	-35.3%
AVG. PRICE PER SQFT	\$605.64	\$609.77	-0.7%	\$393.82	\$461.83	-14.7%	\$377.88	\$427.54	-11.6%

Source: HGMLS single family homes sold in Rye City, Rye Neck and Harrison School Districts in 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

14 Lake Road, Rye | \$3,495,000 | Web# AD1426876

Enviably perched high on the bank of Van Amringe Pond to take full advantage of incredible water views and sunsets, this English-style residence has been meticulously renovated.



ON THE MARKET

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



ON THE MARKET

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

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

*As of 10.3.2017. All prices are list prices.

Q3 Summary by Joan O'Meara and Team

Within the 10580 zip code there is notable growth in Rye City from 3Q16 to 3Q17. Number of homes sold and the average sale price both posted double digit increases...16% and 13% respectively. Also, there was growth (18%) in average square footage, which can be attributed to the number of new construction sales.

Rye Neck (10580) is continuing to see both list and sale prices down from a year ago, resulting in a -15% decrease in the average price per square footage. There is a decline (-67%) in number of homes sold; however, it is important to note that this drop follows a +250% jump in the previous quarter, demonstrating an earlier sales season in that area. 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 Rye City, we see days on the market rising and the LP to SP ratio widening. 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, Most Property
\$15,250,000 list price | 10,441 sqft | 6 BR & 6.3 BTH

ACTIVE Smallest
\$630,000 list price | 940 sqft | 2 BR & 1.0 BTH

ACTIVE Oldest - 1867
\$1,279,000 list price | 2,052 sqft | 4 BR & 3.0 BTH

SOLD Largest
\$5,999,000 list price | 9,059 sqft | 7 BR & 7.1 BTH

SOLD Oldest - 1900
\$4,795,000 list price | 8,179 sqft | 8 BR & 5.2 BTH

SOLD Quickest to Contract - 3 Days on Market
\$1,099,000 list price | 1,716 sqft | 4 BR & 1.1 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 10580 Samplings | Houlihan Lawrence

ON THE MARKET

Address	Price	Bd/Bth	SqFt
34 Dearborn Avenue	\$630,000	2/1.0	940
10 Wainwright Street	\$670,000	2/1.0	1152
86 Soundview Avenue	\$899,999	3/1.0	1916
20 Vale Place	\$1,150,000	3/2.1	1646
15 Harbor Terrace Drive	\$1,195,000	5/2.1	2462
16 Vale Place	\$1,250,000	4/3.0	2122
51 Hill Street	\$1,289,000	3/2.2	2349
4 North Kirby Lane	\$1,475,000	5/3.1	3922
20 Lindbergh Avenue	\$1,485,000	4/2.1	2212
65 Grace Church Street	\$1,695,000	4/3.1	3292
9 Fairway Avenue	\$1,749,000	4/3.0	2632
72 Claremont Avenue	\$2,125,000	6/4.1	3481
5 Norman Drive	\$2,150,000	5/4.1	4452
2 Clark Lane	\$2,175,000	5/3.1	3736
155 Locust Avenue	\$2,249,000	6/4.1	5335
34 Seville Avenue	\$2,295,000	6/4.1	3933
60 Summit Avenue	\$2,395,000	5/4.1	4518
164 Grandview Avenue	\$2,395,000	6/4.2	5281
5 Pilgrim Road	\$2,495,000	6/5.2	5840
4 Boxwood Lane	\$2,550,000	5/4.2	4256
752 Forest Avenue	\$2,595,000	4/3.1	3628
29 Colby Avenue	\$2,595,000	5/4.1	3959
16 Convent Lane	\$2,795,000	7/6.2	6661
6 Lakeside Drive	\$2,895,000	5/5.1	5915
12 Bennett Street	\$2,985,000	5/4.1	4043
16 Ridgewood Drive	\$2,995,000	6/5.2	6751
14 Shore Road	\$3,095,000	4/4.2	4896
508 Brevoort Lane	\$3,195,000	5/4.1	4374
2 Warriston Lane	\$3,195,000	5/3.1	3280
65 Rye Road	\$3,195,000	5/4.1	5486
46 Biltmore Avenue	\$3,295,000	6/5.1	7209
11 Flagler Drive	\$3,300,000	6/6.1	7350
111 Bellevue Avenue	\$3,425,000	5/4.2	5078
10 Sound Road	\$3,450,000	6/5.2	4789
7 Lakeside Drive	\$3,495,000	4/4.2	7827
205 Grace Church Street	\$3,495,000	5/5.1	7788
14 Lake Road	\$3,495,000	6/6.1	6832
360 Grace Church Street	\$3,750,000	4/3.0	2420
3 Shore Road	\$3,950,000	5/5.1	5657
17 Boxwood Lane	\$3,999,000	6/5.2	6944
470 Park Avenue	\$4,195,000	6/5.2	7531
7 Martin Road	\$4,250,000	6/6.1	6344
4 Watson Court	\$4,500,000	6/4.1	5122
8 Flagler Drive	\$4,800,000	6/6.1	9153
30 Club Road	\$4,900,000	6/5.2	6846
1 Laurel Wood Court	\$5,995,000	7/8.2	12952
4 Sackett Landing	\$6,500,000	4/3.1	4686
140 Forest Avenue	\$6,995,000	7/8.1	8065
6 Island Drive	\$7,495,000	5/4.1	5866
8 South Manursing Island	\$7,840,000	5/5.2	7449

IN CONTRACT

24 Coolidge Avenue	\$925,000	3/2.0	1560
1 Ormond Place	\$1,295,000	3/2.1	2358
21 Beck Avenue	\$1,550,000	5/3.1	2705
287 Rye Beach Avenue	\$1,685,000	4/3.1	3327
5 John Jay Place	\$1,749,000	4/2.1	3209
71 Fairway Avenue	\$1,950,000	5/4.0	3220
2 Hillside Place	\$2,795,000	5/4.1	4196

SOLD

9 Rosemere Street	\$825,000	3/1.0	1173
32 Orchard Avenue	\$955,000	4/2.0	2010
23 Elmwood Avenue	\$1,099,000	4/1.1	1716
304 Rye Beach Avenue	\$1,200,000	3/2.0	1656
17 Fairlawn Street	\$1,249,000	4/2.1	1948
18 Greenhaven Road	\$1,299,000	4/3.1	3530
2 Harding Drive	\$1,299,000	3/2.1	2837
9 Wainwright Street	\$1,320,000	6/2.1	2288
15 Greenway Road	\$1,475,000	5/3.1	3766
227 Locust Avenue	\$1,475,000	3/2.1	2188
12 Mohawk Street	\$1,695,000	4/2.1	2056
4 Fairlawn Court	\$1,750,000	3/2.1	2978
19 Everett Street	\$1,795,000	4/2.1	2906
45 Walker Avenue	\$1,899,000	5/4.1	3423
451 Milton Road	\$1,995,000	6/3.1	3175
1 Iroquois Street	\$1,995,000	6/4.1	4081
14 Pine Lane	\$2,150,000	4/2.2	3209
11 Florence Avenue	\$2,175,000	5/4.1	4000
3 Stonegate Lane	\$2,195,000	5/4.1	5300
45 Centre Street	\$2,195,000	4/3.1	3150
55 Hewlett Avenue	\$2,495,000	6/4.0	4166
93 Central Avenue	\$2,775,000	6/5.1	4856
15 Davis Avenue	\$2,875,000	6/4.1	5214
41 Manursing Avenue	\$2,895,000	5/4.1	4258
24 Guelisten Place	\$2,925,000	6/4.2	4238
35 Evergreen Avenue	\$3,495,000	6/5.1	5100
8 White Birch Drive	\$3,595,000	6/5.1	5083
53 Glendale Avenue	\$3,595,000	6/6.2	6709
6 Dalphin Drive	\$3,995,000	5/4.1	3563
431 Grace Church Street	\$4,795,000	8/5.2	8179
3 George Langeloh Court	\$4,999,000	6/5.1	5567
60 Manursing Avenue	\$5,999,000	7/7.1	9059