

# 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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Q2 2019 REALTY CHECK



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## Joan O'Meara Team at Houlihan Lawrence

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### REAL Trends "The Thousand"

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

#1 Agent in Rye City & Harrison School Districts Combined - 2018

## Compelling Facts

- Houlihan Lawrence #1 Brokerage in Westchester 18 Years in a Row
- 9 out of 10 of the Top Agents in Westchester are with Houlihan Lawrence
- Joan O'Meara is the #1 Agent in the Houlihan Lawrence Rye office

## A Top 10 List to Prep Your House to Sell for Top Dollar – and at Top Speed

By C. Anderson and Joan O'Meara, with insights from L. Greutman

Joan O'Meara, associate real estate broker with Houlihan Lawrence's Rye & Harrison office, has a loud and clear message when it comes to selling your home. Spending time to prep your house for sale will absolutely pay off in the selling price and time it takes to attract your home's buyer. Here's a look at the top 10 things you can do to ready your house to help you sell at the right price and quickly.

### 1. Pick your future Listing Day...and plan your strategy backwards.

Setting a date in the future allows you to compile a list of what needs to be done (many of these items are below), and then you can reasonably schedule a timeline to get through your To Do's before the listing date. With her knowledge of what buyers notice and want, O'Meara often helps sellers create this list.

### 2. Seek opinions to create your Master To Do List.

Starting with your agent and friends or family, asking for outside opinions on what needs your attention before you list can help you see items that you may no longer notice. As potential buyers will look at everything with an eagle eye, ask for honesty inside your home – and out.

### 3. Shift your Mindset: your home sale is a business transaction.

By detaching from the emotional ties of a home, sellers can view the house as an asset for sale – with the aim of top dollar. Some sellers refer to this

moment as "flipping the switch," when they understand it is no longer their home. This also helps you to be flexible whenever there's a request for a showing; the sooner and more often you show it, the sooner you can sell.

### 4. De-clutter. De-clutter. De-clutter.

If you think of each room as a piece of your house that you are selling – instead of your furniture and décor – you will more likely be able to showcase the house itself. Paring down furniture, clutter and more clutter, you can create an overall feeling for your home. The upside? This gets you jumpstarted on your eventual packing and moving. O'Meara points out four categories that will help you once you are in contract – toss, donate, sell and pack.

### 5. Staging: your best foot forward.

Staging your house – showing off your space in its best light with the best balance of furniture and accents – can decrease the time on market. And a faster sale usually means better a price. Streamlining your rooms helps to invite prospects through with an easy flow and feeling. O'Meara describes that her team has developed relationships with stagers so that sellers can be advised sooner than later on what to do, when is best to bring in the stager, and estimated costs and timing. She also has resources for painters who are familiar with stage painting.

### 6. Start with Fresh Paint.

Freshly painted rooms speak volumes. They look clean, say well maintained

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## Q2 2019 | Single Family Sales in Harrison/Purchase

	10528			10577			10580		
	4.1.19-6.30.19	4.1.18-6.30.18	% CHANGE	4.1.19-6.30.19	4.1.18-6.30.18	% CHANGE	4.1.19-6.30.19	4.1.18-6.30.18	% CHANGE
# OF HOMES SOLD	24	21	14.3%	10	11	-9.1%	6	9	-33.3%
AVG. DAYS ON MARKET	115	88	30.7%	112	136	-17.6%	141	146	-3.4%
AVG. LIST PRICE	\$1,270,208	\$1,705,952	-25.5%	\$1,709,090	\$2,428,455	-29.6%	\$2,703,167	\$2,308,889	17.1%
AVG. SALE PRICE	\$1,215,606	\$1,624,382	-25.2%	\$1,538,050	\$2,159,591	-28.8%	\$2,664,567	\$2,213,778	20.4%
AVG. SQFT	3,177	4,513	-29.6%	4,652	6,587	-29.4%	5,986	5,818	2.9%
AVG. PRICE PER SQFT	\$400.89	\$360.27	11.3%	\$330.58	\$319.46	3.5%	\$438.31	\$377.09	16.2%

Source: HGMLS single family homes sold Harrison, Purchase 10528, 10577, 10580; 4.1.19-6.30.19 vs. 4.1.18-6.30.18, #1 Agent: HGMLS 1.1.18-12.31.18, total volume single family homes sold, Rye City and Harrison School Districts combined, by agent. HGMLS 1.1.18-12.31.18, total volume sold by Houlihan Lawrence Rye Office agent; Real Trends/WSJ rank 2013, 2014, 2015, 2017. HGMLS, 1/1/2000 - 12/31/2018, total dollar volume by company, Westchester County. Information deemed accurate but not guaranteed. Please disregard if you are working w/ another broker.

# JOAN O'MEARA & TEAM



25 Lawrence Lane, Harrison | \$3,295,000 | Web#



19 Augusta Court, Purchase | \$1,985,000  
Web# AD1540471



15 Johnson Place, Rye | \$2,195,000  
Web# AD1549747

## Q2 2019 Team Properties | 52 Sales in 2018

### ON THE MARKET

66 Elmwood Avenue, Rye | \$1,239,000  
56 Lynden Street, Rye | \$1,795,000  
50 Walker Avenue, Rye | \$1,895,000  
1 Loder Street, Rye | \$2,195,000  
110 Hix Avenue, Rye | \$2,595,000  
179 Forest Avenue, Rye | \$3,695,000  
70 Hewlett Avenue, Rye | \$3,895,000

### IN CONTRACT

31 Soundview Avenue, Rye | \$1,100,000  
70 Dearborn Avenue, Rye | \$999,975

### IN CONTRACT

18 Chamberlain Street, Rye | \$1,549,000  
12 Clark Lane, Rye | \$2,249,000  
3 Boulder Road, Rye | \$2,295,000  
30 Centre Street, Rye - \$2,595,000  
751 Forest Avenue, Rye | \$2,975,000

### RENTED

81 Apawamis Avenue, Rye | \$6,550  
31 Cedar Place, Rye | \$8,250  
78 Orchard Avenue, Rye | \$8,500  
80 Elmwood Avenue, Rye | \$10,500

### SOLD

33B Peck Avenue, Rye | \$189,000  
35 Greenway Lane, Rye Brook | \$499,000  
22 Halsted Place, Rye | \$999,000  
25 Brookdale Place, Rye | \$1,425,000  
78 Hewlett Street, Rye | \$1,695,000  
12 Ann Lane, Rye | \$3,095,000

\*All prices are list prices. Active as of 7/18/19

## A Top 10 List to Prep Your House to Sell for Top Dollar – and at Top Speed (continued)

and are quite inviting. Stick to neutral colors, as you want to appeal to as many prospects as possible early on...as well as attract those looking for a move-in ready property. A house that looks well cared for quickly boosts buyers' confidence that it is a sound property through and through.

### 7. Curb Appeal for first impressions.

Make those first impressions count as potential buyers drive up and walk to your front door – even consider changing the color of your front door for a more updated look. Cleaning up the yard, exterior and entryway can improve your curb appeal without a big investment. Use those trusted opinion givers in #2 above for the outside, too! Adding steps like a powerwash, paint or trim touch ups, new mulch, and mowed and clutter-free lawns can create that desired curb appeal.

### 8. Professional Photos make a difference.

Photos are one of the most important facets of your listing. O'Meara hires a professional real estate photographer for photos and floor plans, and when appropriate, drone shots and property video, too. She also recommends that sellers don't need to wait to take exterior photos – consider taking them when your house looks its best (often in the spring) and have them on hand should you decide to list early in the new year. Otherwise, if you wait for prime blooming in mid May for your photography, you run the risk of being late for spring listings. This is a win-win in that your exterior photos are shot when your

## A Top 10 List to Prep Your House to Sell for Top Dollar – and at Top Speed (continued)

property is at its best and then you can choose to list when the time seems best. With buyers starting their search on social media and the internet, professional photos are crucial to a successful sale.

### 9. Price it Right with an experienced realtor.

Rely on your agent for pricing expertise. O'Meara uses a strategy to get the best price for her sellers in the shortest amount of time with a price based on local analysis that fits the current market and neighborhood – and is backed by a plan that gets traffic through your house. You want enthusiastic prospects to be compelled to make an offer. And, then you want your experienced realtor to expertly negotiate the offers.

### 10. Create your Showing Checklist.

You've prepared your house and now you want the showing calls to come. Creating a checklist will help you be ready, eager and willing to take those calls. With staging and de-cluttering completed, your checklist needs to focus on daily items. Your list could include:

- ✓ Clean dishes and put them away.
- ✓ Wipe down counters, sinks and appliances.
- ✓ Make all beds.
- ✓ Put clothes in dressers, on hangers or in covered hampers. (Try not to have clothes in the washer or dryer.)
- ✓ Vacuum and sweep everything.
- ✓ Have fresh neutral-colored kitchen and bathroom towels/rugs on hand to pull out. For bathrooms, think luxury hotel.
- ✓ Add fresh flowers to further finesse.
- ✓ Remove any signs of pets.
- ✓ Have a spot in mind to go to (park, store, etc)

O'Meara imparts, "The time you invest before your listing date will be worth it. By putting your best foot forward, you will maximize the opportunity for an efficient, successful sale."



We made the  
America's Best list.



JOAN O'MEARA & TEAM

## Q2 Harrison/Purchase Samplings Houlihan Lawrence

ON THE MARKET

Address	Price	Bd/Bth	SqFt
24 Harwich Lane	\$899,000	4/2.1	2786
14 Old Well Road	\$949,000	4/3.0	3878
North 9 Braxmar Drive	\$975,000	4/2.0	1848
3 Doreen Place	\$1,085,000	4/3.0	2500
5 Caryl Lane	\$1,185,000	4/3.1	2659
30 Century Ridge Road	\$1,299,000	4/4.1	3647
17 Harrows Lane	\$1,325,000	5/5.1	4897
201 Union Avenue	\$1,395,000	4/4.2	3363
2 Sylvanleigh Road	\$1,450,000	4/5.1	5000
38 Brae Burn Drive	\$1,495,000	6/4.1	4915
23 Dorchester Road	\$1,595,000	4/7.0	5668
9 Pilgrim Road	\$1,649,000	5/4.2	4250
596 Purchase Street	\$1,719,000	4/4.2	4100
74 South Road	\$1,750,000	5/3.1	4132
5 Pilgrim Road	\$1,899,000	6/5.1	5462
18 The Crossing	\$1,950,000	3/4.1	3960
19 Augusta Court	\$1,985,000	6/6.1	5500
6 Pleasant Ridge Road	\$1,995,000	5/5.1	5651
1 Glen Drive	\$2,095,000	6/5.1	6291
124 Haviland Road	\$2,195,000	5/4.1	5116
16 Homestead Place	\$2,350,000	4/3.1	4207
91 Park Drive	\$2,395,000	5/5.1	4103
12 Flagler Drive	\$2,450,000	6/6.1	9500
6 Taylor Lane	\$2,699,000	8/10.1	7458
38 Biltmore Avenue	\$2,750,000	6/4.1	4875
1 Cedar Lane	\$2,795,000	5/5.2	9088
1 Bristol Lane	\$2,985,000	4/4.1	7871
2 Knightsbridge Manor Road	\$2,995,000	6/8.2	9699
42 Bellevue Avenue	\$2,999,000	5/3.1	4647
130 Lincoln Avenue	\$3,250,000	6/6.3	7380
25 Lawrence Lane	\$3,295,000	6/6.1	8000
4 Plymouth Road	\$3,375,000	5/5.2	7151
3 Park Drive South	\$3,395,000	6/5.2	7116
1 Laurel Wood Court	\$3,795,000	7/8.2	9467
2 Alyssa Lane	\$4,495,000	8/8.3	9580
225 Highland Road	\$4,550,000	6/5.2	5677
73 Bellevue Avenue	\$7,995,000	6/7.2	11570

CONTRACT

198 Highland Road	\$849,000	3/2.1	2067
22 Cypress Point Drive	\$1,149,000	4/3.1	3761
6 Puritan Woods Road	\$1,300,000	5/4.1	4568
5 Pheasant Drive	\$1,325,000	3/3.1	3060
20 Genesee Trail	\$1,395,000	5/3.1	3225
4 Union Avenue	\$1,599,000	5/4.1	5358
11 Meadow Lane	\$1,795,000	5/5.1	4105
140 Woodlands Road	\$1,975,000	6/4.1	4826
20 Knightsbridge Manor Road	\$2,449,999	6/7.1	7839
7 Bristol Lane	\$3,485,000	5/4.1	9045

SOLD

15 Emerson Place	\$749,000	3/1.1	1488
1 Sterling Road	\$995,000	3/3.0	2059
140 Sunnyridge Road	\$1,099,990	3/2.1	2102
11 James Road	\$1,425,000	4/4.1	3389
10 Highland Ridge Lane	\$1,459,000	4/4.1	3900
595 North Street	\$1,795,000	6/4.3	5964
48 Biltmore Avenue	\$1,995,000	6/5.1	6117
24 Seville Avenue	\$2,495,000	5/5.1	4817
212 Osborn Road	\$2,650,000	4/4.2	7985
19 Meadow Lane	\$2,695,000	5/6.1	8000
45 Rigene Road	\$3,295,000	5/4.1	6298

Source: HGMLS, Single Family Homes, Harrison Schools, 10528/10577/10580, Active as of 7/1/19, In Contract and Sold 4/1/19-6/30/19

## Client Testimonial

"Can't more strongly recommend Joan. We've had experience with other realtors prior to Joan and we found Joan to be the best by far. She is deeply knowledgeable about the market and took the time to understand our needs. Her only goal was to help us find the house that suited us best rather than just sell us any house that came along. Joan's patience and knowledge helped us find exactly what we were looking for." -Buyer