

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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SINCE 1888

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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 10580 School Districts

	Rye City 10580			Rye Neck 10580			Harrison 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	37	47	-21.3%	4	5	-20.0%	6	9	-33.3%
AVG. DAYS ON MARKET	104	81	28.4%	114	51	123.5%	141	146	-3.4%
AVG. LIST PRICE	\$2,103,919	\$2,357,096	-10.7%	\$1,806,000	\$1,760,780	2.6%	\$2,703,167	\$2,308,889	17.1%
AVG. SALE PRICE	\$2,005,314	\$2,258,606	-11.2%	\$1,777,500	\$1,752,680	1.4%	\$2,664,567	\$2,213,778	20.4%
AVG. SQFT	3,869	3,764	2.8%	4,515	4,205	7.4%	5,986	5,818	2.9%
AVG. PRICE PER SQFT	\$535.97	\$608.85	-12.0%	\$402.65	\$440.63	-8.6%	\$438.31	\$377.09	16.2%

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ON THE MARKET

110 Hix Avenue, Rye | \$2,595,000 | Web# AD1538396



ON THE MARKET

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



ON THE MARKET

1 Loder Street, Rye | \$2,195,000
Web# AD1558503

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
19 Augusta Court, Purchase | \$1,985,000
25 Lawrence Lane, Harrison | \$3,295,000
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
18 Chamberlain Street, Rye | \$1,549,000

IN CONTRACT

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

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

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

*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)

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 10580 Samplings | Houlihan Lawrence

ON THE MARKET

Address	Price	Bd/Bth	SqFt
1 Garden Drive	\$640,000	2/1.0	1,151
3 Hill Street	\$718,000	2/1.0	1,092
4 York Avenue	\$824,900	3/1.1	1,212
51 Dearborn Avenue	\$875,000	3/2.0	1,462
10 Newberry Place	\$1,095,000	4/2.0	2,265
31 Soundview Avenue	\$1,100,000	3/2.1	1,890
10 Woodland Drive	\$1,229,000	4/3.2	2,768
5 Sunset Road	\$1,290,000	5/3.2	3,929
110 Allendale Drive	\$1,375,000	5/2.1	2,243
3 Bixby Court	\$1,495,000	4/3.1	4,249
8 Jean Street	\$1,499,000	4/2.1	2,467
23 Dorchester Road	\$1,595,000	4/7.0	5,668
9 Pilgrim Road	\$1,649,000	5/4.2	4,250
596 Purchase Street	\$1,719,000	4/4.2	4,100
56 Lynden Street	\$1,795,000	6/3.2	3,448
35 Franklin Avenue	\$1,849,000	6/3.1	4,133
107 Florence Avenue	\$1,895,000	4/3.1	3,926
5 Pilgrim Road	\$1,899,000	6/5.1	5,462
57 Osborn Road	\$1,925,000	5/3.1	3,526
50 Walker Avenue	\$1,975,000	5/3.1	2,583
7 Robert Crisfield Place	\$2,150,000	5/3.1	3,515
12 Kirby Lane North	\$2,195,000	3/3.0	2,906
1 Loder Street	\$2,195,000	5/3.1	3,896
15 Johnson Place	\$2,195,000	5/3.1	4,532
16 Kirby Lane North	\$2,200,000	4/3.1	2,924
91 Park Drive	\$2,395,000	5/5.1	4,103
12 Flagler Drive	\$2,450,000	6/6.1	9,500
10 Stoneycrest Road	\$2,475,000	5/3.1	3,792
236 Central Avenue	\$2,499,000	5/4.1	4,358
96 Evergreen Avenue	\$2,575,000	7/5.1	5,767
110 Hix Avenue	\$2,595,000	4/4.0	3,175
24 Walnut Street	\$2,650,000	5/4.1	4,536
85 Fairway Avenue	\$2,650,000	4/3.1	3,934
3 Cope Circle	\$2,650,000	5/4.2	3,912
2 Warriston Lane	\$2,650,000	4/3.1	4,430
38 Biltmore Avenue	\$2,750,000	6/4.1	4,875
5 George Langeloh Court	\$2,795,000	5/4.1	4,034
133 Grandview Avenue	\$2,875,000	6/4.1	4,896
42 Bellevue Avenue	\$2,999,000	5/3.1	4,647
275 Grace Church Street	\$3,150,000	9/6.1	7,018
4 Plymouth Road	\$3,375,000	5/5.2	7,151
3 Park Drive South	\$3,395,000	6/5.2	7,116
770 Boston Post Road	\$3,675,000	6/4.1	5,526
179 Forest Avenue	\$3,695,000	6/3.2	4,496
431 Grace Church Street	\$3,795,000	8/5.2	6,174
1 Laurel Wood Court	\$3,795,000	7/8.2	9,467
70 Hewlett Avenue	\$3,895,000	5/4.2	4,864
9 Windcrest Road	\$3,950,000	5/4.2	6,747
95 Central Avenue	\$3,995,000	8/7.2	7,966
4 Parsonage Point Place	\$4,295,000	6/5.2	7,952
225 Highland Road	\$4,550,000	6/5.2	5,677
855 Forest Avenue	\$5,495,000	8/8.2	8,844
73 Bellevue Avenue	\$7,995,000	6/7.2	11,570
410 Grace Church Street	\$8,950,000	6/6.1	10,009

IN CONTRACT

8 Roosevelt Avenue	\$789,000	3/2.0	1,695
198 Highland Road	\$849,000	3/2.1	2,067
31 Maple Avenue	\$850,000	2/1.0	1,105
70 Dearborn Avenue	\$999,975	3/2.0	1,975
66 Boston Post Road	\$1,195,000	4/3.1	3,144
101 Greenhaven Road	\$1,295,000	3/2.1	2,257
63 Rye Road	\$1,300,000	4/3.1	2,604
6 Puritan Woods Road	\$1,300,000	5/4.1	4,568
5 Pheasant Drive	\$1,325,000	3/3.1	3,060
45 Oakwood Avenue	\$1,327,500	4/2.1	1,956
18 Chamberlain Street	\$1,549,000	5/3.0	2,172
12 Holly Lane	\$1,650,000	5/3.1	2,833
1180 Boston Post Road	\$1,695,000	5/3.1	4,448
5 Norman Drive	\$1,799,000	5/4.1	4,452
37 Redfield Street	\$1,895,000	6/5.0	4,013
15 Walker Avenue	\$1,895,000	4/2.1	3,072
2 Cowles Avenue	\$2,095,000	4/2.1	3,122
38 Gramercy Avenue	\$2,195,000	5/3.1	4,274
10 Graham Court	\$2,195,000	6/3.1	4,094
12 Clark Lane	\$2,249,000	6/3.1	3,487
3 Boulder Road	\$2,295,000	5/3.1	3,270
97 Fairway Avenue	\$2,325,000	4/3.1	3,496
30 Centre Street	\$2,595,000	6/3.1	3,803
13 Pine Lane	\$2,595,000	6/4.0	4,235
104 Hix Avenue	\$2,795,000	5/4.1	3,930
405 Grace Church Street	\$2,850,000	6/4.1	5,239
751 Forest Avenue	\$2,975,000	5/2.1	3,306
113 Hix Avenue	\$4,895,000	6/5.1	6,225

SOLD

22 Halsted Place	\$999,000	4/2.0	2,072
3 Red Oak Drive	\$1,195,000	4/2.1	1,580
25 Brookdale Place	\$1,425,000	4/3.1	2,511
10 Highland Ridge Lane	\$1,459,000	4/4.1	3,900
52 Central Avenue	\$1,695,000	5/3.1	3,328
78 Hewlett Avenue	\$1,695,000	4/2.1	2,892
58 Greenhaven Road	\$1,739,000	5/4.2	3,690
23 Holly Lane	\$1,775,000	4/3.1	2,968
57 Highland Road	\$1,780,000	6/3.2	3,111
595 North Street	\$1,795,000	6/4.3	5,964
48 Biltmore Avenue	\$1,995,000	6/5.1	6,117
24 Seville Avenue	\$2,495,000	5/5.1	4,817
2 Glen Oaks Drive	\$2,550,000	6/5.2	5,395
2 Hook Road	\$2,995,000	5/5.1	5,092
300 Grace Church Street	\$5,395,000	7/6.1	8,000