

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



HOULIHAN LAWRENCE
SINCE 1888

VOLUME 17, ISSUE 3

JOAN O'MEARA & TEAM

Q3 2019 REALTY CHECK

JOAN O'MEARA & TEAM



Joan O'Meara Team at Houlihan Lawrence

Associate Real Estate Broker
 Houlihan Lawrence Rye Brokerage
 M: 914.329.5329 | O: 914.967.7680 x 300
 jomeara@houlihanlawrence.com | joanomeara.com



REAL Trends "The Thousand"

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

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

Client Testimonial

"Joan and her team provided an outstanding experience. From the beginning to the end of the process, they were professional, supportive, kind and worked hard to get our house sold quickly for a price we were very happy with."

Selling Your Home Quickly: 2 Factors & 4 Keys for Success

It's exciting and daunting to be thinking about selling your home. Just like having a solid foundation for your house, a rock solid foundation for your sale - with the key factors of price and your home's presentation among the market's competition - will help lead to quick success. Joan O'Meara, associate real estate broker with Houlihan Lawrence's Rye & Harrison office, shares her insights on these two factors plus the four keys to create that winning first impression.

Success Factor #1: 85% of a listing's success is in pricing it right.

O'Meara explains that although pricing may seem easy for a professional real estate agent, "It is not an exact science, which is why research, experience and knowledgeable instincts about the market are needed to come up with the right number."

Success Factor #2: After pricing, the focus shifts to how your home is presented to the market against the competition - such as timing, staging and the many other steps agents guide clients through to get a listing ready. Marketing to reach buyers is also crucial. O'Meara's sellers can leverage both the O'Meara Team and Houlihan Lawrence marketing expertise, which is evidenced by HL's number one Westchester Sales spot of a 32% market share versus 12% for the next competitor. Houlihan Lawrence has been #1 brokerage in Westchester for 18 years in a row.

The adage you only have one chance to make a good first impression absolutely applies to real estate. According to Barbara Corcoran, buyers generally decide in just 8 seconds if interested in a property! O'Meara advises sellers to use that lens, noting that a first impression through online photos often influences if a property is toured.

To ace Factor #2, Trulia breaks down the 4 keys to make that first impression count. By holding up the proverbial mirror to your house, own any flaws by improving them before you list.

Key #1: Upgrade your Kitchen and Master Bedroom

These rooms can make or break a home, so spending cash makes dollars and sense. The key to upgrading is to keep the finishes in line with what is currently attracting buyers. Then, go with the local standard: If granite and stainless appliances are the norm, then yours should be as well. O'Meara

continued on following page...

SOUND SHORE SINGLE FAMILY SALES

Sold Homes	Average Dom	Avg % Of Lp When Sold
With No Price Reductions	44	99.1%
With at Least One Price Reduction	370	80.7%

HGMLS; Single Family Homes, Sold, 7/1/18-6/30/19

Q3 2019 | Single Family Sales in Harrison/Purchase

	10528			10577			10580		
	7.1.19-9.30.19	7.1.18-9.30.18	% CHANGE	7.1.19-9.30.19	7.1.18-9.30.18	% CHANGE	7.1.19-9.30.19	7.1.18-9.30.18	% CHANGE
# OF HOMES SOLD	16	24	-33.3%	12	9	33.3%	7	11	-36.4%
AVG. DAYS ON MARKET	119	80	48.8%	122	60	103.3%	114	141	-19.1%
AVG. LIST PRICE	\$1,870,059	\$1,228,500	52.2%	\$1,859,583	\$1,744,111	6.6%	\$2,301,143	\$2,262,091	1.7%
AVG. SALE PRICE	\$1,751,219	\$1,200,731	45.8%	\$1,760,569	\$1,644,589	7.1%	\$1,980,457	\$2,104,545	-5.9%
AVG. SQFT	4,578	3,287	39.3%	5,094	4,759	7.0%	4,858	4,574	6.2%
AVG. PRICE PER SQFT	\$375.65	\$376.93	-0.3%	\$354.57	\$350.61	1.1%	\$404.23	\$463.53	-12.8%

Source: HGMLS single family homes sold Harrison, Purchase 10528, 10577, 10580; 7.1.19-9.30.19 vs. 7.1.18-9.30.18, #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



ON THE MARKET

25 Lawrence Lane, Harrison | \$2,995,000 | Web#AD1544914



ON THE MARKET

12 Dogwood Lane, Rye | \$6,395,000
Web# AD1580245



ON THE MARKET

70 Hewlett Avenue, Rye | \$3,895,000
Web# AD1549593

Q3 2019 Team Properties | 52 Sales in 2018

ON THE MARKET

15 Johnson Place, Rye | \$2,095,000
27 Harbor Terrace Drive, Rye | \$1,995,000
1 Loder Street, Rye | \$1,995,000
50 Walker Avenue, Rye | \$1,895,000
56 Lynden Street, Rye | \$1,695,000
66 Elmwood Avenue, Rye | \$1,239,000
45 Osborn Road, Rye | \$8,500
195 Purchase Street #1, Rye | \$4,350

IN CONTRACT

184 Purchase Street #1-6, Rye | \$349,000
31 Soundview Avenue, Rye | \$1,100,000
50 Lindbergh Avenue, Rye | \$1,625,000
7 Lea Place, Rye | \$2,195,000

RENTED

19 Bulkley Manor, Rye | \$1,900
249 Purchase Street Unit 1, Rye | \$3,700
78 Palisade Road, Rye | \$4,000
195 Purchase Street Unit 2, Rye | \$4,950
31 Soundview Avenue, Rye | \$5,800
70 Florence Avenue, Rye | \$4,600
7 Eldredge Court, Rye | \$10,500

SOLD

33B Peck Avenue, Rye | \$189,000
70 Dearborn Avenue, Rye | \$999,975
18 Chamberlain Street, Rye | \$1,549,000
11 Meadow Lane, Purchase | \$1,795,000
19 Augusta Court, Purchase | \$1,985,000

SOLD

12 Clark Lane, Rye | \$2,249,000
3 Boulder Road, Rye | \$2,295,000
30 Centre Street, Rye - \$2,595,000
104 Hix Avenue, Rye | \$2,795,000
751 Forest Avenue, Rye | \$2,975,000

*All prices are list prices. Active as of 9/2/19

Fun Facts

ACTIVE Most Expensive/Most Property - 11.7 Acres
\$5,874,000 list price | 12,800 sqft | 9 BR & 7.4 BTH

ACTIVE Largest
\$3,895,000 list price | 13,831 sqft | 7 BR & 8.3 BTH

ACTIVE Oldest - 1770
\$2,495,000 list price | 5,225 sqft | 5 BR & 4.2 BTH

SOLD Most Expensive/Largest/Most Baths
\$5,995,000 list price | 10,000 sqft | 7 BR & 9.4 BTH

SOLD Most Property - 12.2 Acres
\$2,449,999 list price | 7,839 sqft | 6 BR & 7.1 BTH

SOLD Oldest - 1923
\$3,695,000 list price | 9,575 sqft | 5 BR & 6.3 BTH

Selling Your Home Quickly: 2 Factors & 4 Keys for Success (continued)

cautions to avoid the impulse of over improving, as that is tough to recoup. And sometimes, all that is needed for a fresh, updated look are simple upgrades: faucets, lighting, cabinet pulls.

Key #2: De-clutter your home so you don't scare off buyers

A clean, clutter-free house makes all the difference to prospective buyers. A neutral canvas is much more pleasing to the eye—and puts your home's best assets (and recent upgrades) front and center.

Remember: how we live in our home is not how we can best sell our home.

- Put away countertop appliances and remove products from bathroom counters. Clean closets. If you show extra space, buyers envision they will have that room as well.
- The more spacious your home appears, the better. Moving/removing furniture gives rooms a larger appearance.
- De-personalize your space by removing photographs and mementos. Strive for the look and feel of a show home.
- A clean, clutter-free house also shows buyers that you have taken care of your home. Messy, overstuffed closets may communicate the opposite.

Key #3: Yes: keep up with the Joneses

You want your home to feel in step with the times. Even if you are selling an older home, with little to no storage space, anticipate a modern family's needs.

- Pay attention to the trends in the market. If most homes have a bonus space or mudroom that your home is lacking, consider converting another space.
- To keep up with the Joneses, opt to make some changes or be realistic with your asking price.

Key #4: Fix your problem areas

Replacing or updating areas in your home such as flooring and wallpaper can instantly boost the appeal. Even trim, details and knobs need touching up, while details such as locks and mailboxes need to be in working order.

- If you really want to be proactive about potential problem areas, consider a home inspection before you list to address any problems in advance. O'Meara & Team offer to pay for this pre-listing inspection as it gives everybody peace of mind and instills trust.

O'Meara describes that with these foundations and keys covered, you can feel confident you've done your part as you partner with your real estate agent to together move toward that successful and swift transaction.

Q3 2019 Market Recap

- Although the market activity started later this year, it extended throughout the summer, a traditionally quieter time.
- August was the busiest month to date for 2019 closings & continued into September
- Year's slow start may be due to new tax laws & perception of value to buyers (essential to align online presentation & pricing)

Q3 Harrison/Purchase Samplings Houlihan Lawrence

Address	Price	Bd/Bth	SqFt
15 Fenimore Drive	\$799,000	3/2.2	2240
3 Scott Circle	\$835,000	3/2.2	2396
North 9 Braxmar Drive	\$899,000	4/2.0	1848
14 Old Well Road	\$949,000	4/3.0	3878
17 Harrows Lane	\$1,175,000	5/5.1	4897
30 Harrows Lane	\$1,175,000	5/4.1	4190
30 Century Ridge Road	\$1,299,000	4/4.1	3647
201 Union Avenue	\$1,395,000	4/4.2	3363
2 Sylvanleigh Road	\$1,450,000	4/5.1	5000
603 Harrison Avenue	\$1,499,000	5/5.1	4419
596 Purchase Street	\$1,595,000	4/4.2	4100
6 Pleasant Ridge Road	\$1,865,000	5/5.1	5651
12 Flagler Drive	\$1,975,000	6/6.1	9500
1 Glen Drive	\$2,095,000	6/5.1	6291
124 Haviland Road	\$2,095,000	5/4.1	5116
16 Homestead Place	\$2,195,000	4/3.1	4207
2 Beverly Road	\$2,495,000	5/4.2	5225
38 Biltmore Avenue	\$2,675,000	6/4.1	4875
42 Bellevue Avenue	\$2,799,000	5/3.1	4647
2 Knightsbridge Manor Road	\$2,995,000	6/6.2	9699
25 Lawrence Lane	\$2,995,000	6/6.1	8000
3 Park Drive South	\$3,095,000	6/5.2	7116
4 Plymouth Road	\$3,195,000	5/5.2	7151
130 Lincoln Avenue	\$3,250,000	6/6.3	7380
225 Highland Road	\$4,550,000	6/5.2	5677
14 Pilgrim Road	\$4,990,000	5/7.1	5264
73 Bellevue Avenue	\$7,995,000	6/7.2	11570

ON THE MARKET

CONTRACT

SOLD

246 Union Avenue	\$799,000	3/2.1	2713
1 Polly Road	\$1,195,000	3/2.1	2102
23 Dorchester Road	\$1,350,000	4/7.0	5668
74 South Road	\$1,750,000	5/3.1	4132
6 Taylor Lane	\$2,699,000	8/10.1	7458
2 Alyssa Lane	\$3,599,000	8/8.3	9580
14 Pheasants Run	\$4,250,000	5/5.1	7170

198 Highland Road	\$849,000	3/2.1	2067
24 Harwich Lane	\$899,000	4/2.1	2786
3 Doreen Place	\$1,085,000	4/3.0	2500
22 Cypress Point Drive	\$1,149,000	4/3.1	3761
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
5 Pilgrim Road	\$1,899,000	6/5.1	5462
140 Woodlands Road	\$1,975,000	6/4.1	4826
19 Augusta Court	\$1,985,000	6/6.1	5500
20 Knightsbridge Manor Rd	\$2,449,999	6/7.1	7839
7 Bristol Lane	\$3,485,000	5/4.1	9045