

# 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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# JOAN O'MEARA & TEAM

Q3 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

## 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

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### 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 10580 School Districts

	Rye City   10580			Rye Neck   10580			Harrison   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	67	48	39.6%	10	7	42.9%	7	11	-36.4%
AVG. DAYS ON MARKET	68	69	-1.4%	83	100	-17.0%	114	141	-19.1%
AVG. LIST PRICE	\$2,276,207	\$2,436,500	-6.6%	\$1,583,100	\$2,355,714	-32.8%	\$2,301,143	\$2,262,091	1.7%
AVG. SALE PRICE	\$2,178,382	\$2,302,531	-5.4%	\$1,493,835	\$2,228,571	-33.0%	\$1,980,457	\$2,104,545	-5.9%
AVG. SQFT	3,656	3,598	1.6%	3,588	4,555	-21.2%	4,858	4,574	6.2%
AVG. PRICE PER SQFT	\$601.26	\$606.19	-0.8%	\$421.87	\$483.71	-12.8%	\$404.23	\$463.53	-12.8%

# JOAN O'MEARA & TEAM



ON THE MARKET

12 Dogwood Lane, Rye | \$6,395,000 | Web# AD158024



ON THE MARKET

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



ON THE MARKET

15 Johnson Place | \$2,095,000  
Web# AD1549747

## Q3 2019 Team Properties | 52 Sales in 2018

### ON THE MARKET

25 Lawrence Lane, Harrison | \$2,995,000  
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

### 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  
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

### 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

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

## Fun Facts

**SOLD** Most Expensive/Largest  
\$7,795,000 list price | 9,818 sqft | 8 BR & 7.2 BTH

**SOLD** Oldest - 1890  
\$1,895,000 | 4,013 sqft | 6 BR & 5.0 BTH

**SOLD** Most Property - 1.92 Acres  
\$3,650,000 list price | 6,875 sqft | 6 BR & 5.1 BTH

**ACTIVE** Most Expensive/Most Property - 1.72 Acres  
\$6,395,000 list price | 7,542 sqft | 6 BR & 6.2 BTH

**ACTIVE** Largest/Most Baths  
\$4,995,000 list price | 8,844 sqft | 8 BR & 8.2 BTH

**ACTIVE** Smallest  
\$498,000 list price | 500 sqft | 1 BR & 1.0 BTH

**ACTIVE** Oldest - 1894  
\$895,000 list price | 2,224 sqft | 3 BR & 2.0 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)

Source: Houlihan Lawrence Q3 Market Report.

## Q3 10580 Samplings | Houlihan Lawrence

ON THE MARKET

Address	Price	Bd/Bth	SqFt
19 Grapal Street	\$829,000	3/2.0	1670
51 Dearborn Avenue	\$850,000	3/2.0	1462
209 Central Avenue	\$895,000	3/2.0	2224
10 Woodland Drive	\$1,075,000	4/3.2	2768
31 Soundview Avenue	\$1,100,000	3/2.1	1890
66 Elmwood Avenue	\$1,239,000	4/2.0	1958
65 Beverly Drive	\$1,275,000	4/3.0	2027
3 Bixby Court	\$1,430,000	4/3.1	4249
30 Greenhaven Road	\$1,450,000	5/4.1	3397
596 Purchase Street	\$1,595,000	4/4.2	4100
80 Central Avenue	\$1,649,000	5/4.2	4283
56 Lynden Street	\$1,695,000	6/3.2	3448
57 Osborn Road	\$1,795,000	5/3.1	3526
35 Franklin Avenue	\$1,849,000	6/3.1	4133
50 Walker Avenue	\$1,895,000	5/3.1	2583
2 Peter Jay Place	\$1,950,000	5/4.1	3253
12 Flagler Drive	\$1,975,000	6/6.1	9500
27 Harbor Terrace Drive	\$1,995,000	5/3.1	4693
1 Loder Street	\$1,995,000	5/3.1	3896
15 Johnson Place	\$2,095,000	5/3.1	4532
16 Kirby Lane North	\$2,100,000	4/3.1	2924
12 Kirby Lane North	\$2,195,000	3/3.0	2906
236 Central Avenue	\$2,399,000	5/4.1	4358
96 Evergreen Avenue	\$2,475,000	7/5.1	5767
2 Warriston Lane	\$2,500,000	5/3.1	4430
5 George Langeloh Court	\$2,595,000	5/4.1	4034
24 Walnut Street	\$2,650,000	5/4.1	4536
38 Biltmore Avenue	\$2,675,000	6/4.1	4875
42 Bellevue Avenue	\$2,799,000	5/3.1	4647
275 Grace Church Street	\$2,850,000	7/6.1	7018
3 Park Drive South	\$3,095,000	6/5.2	7116
4 Plymouth Road	\$3,195,000	5/5.2	7151
770 Boston Post Road	\$3,475,000	6/4.1	5526
66 Island Drive	\$3,800,000	4/3.0	3255
70 Hewlett Avenue	\$3,895,000	5/4.2	4864
225 Highland Road	\$4,550,000	6/5.2	5677
14 Pilgrim Road	\$4,990,000	5/7.1	5264
855 Forest Avenue	\$4,995,000	8/8.2	8844
96 Rye Road	\$6,345,000	9/10.0	7469
12 Dogwood Lane	\$6,395,000	6/6.2	7542
73 Bellevue Avenue	\$7,995,000	6/7.2	11570
410 Grace Church Street	\$8,350,000	6/6.1	10009

IN CONTRACT

1 Garden Drive	\$630,000	2/1.0	1151
3 Hill Street	\$718,000	2/1.0	1092
8 Roosevelt Avenue	\$789,000	3/2.0	1695
1 Polly Road	\$1,195,000	3/2.1	2102
23 Dorchester Road	\$1,350,000	4/7.0	5668
50 Lindbergh Avenue	\$1,625,000	4/2.1	2645
13 Pine Lane	\$2,595,000	6/4.0	4235
9 Windcrest Road	\$3,950,000	5/4.2	6747

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

Source: HGMLS, Single Family Homes, 10580, Active as of 9/2/19, In Contract and Sold 7/1/19-9/30/19