



JOAN O'MEARA
& TEAM

REALTYCHECK



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Creating the Inside Advantage as You Prep Your House to Sell...Quickly!

Sellers need that inside edge in today's online real estate market (see last issue, 1Q 2016 for *Creating the Curb Appeal Advantage*)

Written by C. Anderson, Contributed by Joan O'Meara, with excerpts from Trulia

To match the alluring curb appeal you've created on the outside, it's equally important to focus on the inside. From first impressions to a consistent look throughout your house, creating a comfortable and uncluttered feel that will appeal to Buyers may just be the key to a quick and profitable sale. And the best news? Simple touch-ups and small upgrades can synergistically add up to that overall positive impression.

Joan O'Meara, associate real estate broker with Houlihan Lawrence's Rye & Harrison office recommends that the Seller try to detach from the personal aspects of the home and put themselves in the Buyer's shoes. She advises, "Look at each room like you are seeing it for the first time. Remember back to when you first saw the home – and how and why it pulled you in." By creating a room-by-room list of items to fix, upgrade and de-clutter, Sellers will have the winning formula to create that inside advantage.

Simple Steps that Add Up to Competitive Inside Appeal

De-clutter, de-clutter, de-clutter. Akin to location, location, location, de-cluttering truly can make or break a real estate listing. By clearing out the clutter, your Buyers will be able to focus on the space. By transforming unwieldy mail and paper piles, over-stuffed shoe and coat stations, brimming closets, and overflowing shelves, de-cluttering will give your home's features the spotlight they deserve.

Clean is essential. During the selling process, you want every nook and cranny to be clean. This means the white glove test for often overlooked areas including fireplace mantels, tops of appliances (think refrigerators), tall features (think cabinet surfaces), and ceiling fan blades. Polish metallic surfaces, including stainless steel, faucets and handles. And wash your windows as these can impact both the exterior and interior viewing. If cleaning is not your thing, hire a professional. It will pay off!

Clean air is important, too! Neutral is a key. When in doubt, default to neutral for odors in the air – be wary of too much potpourri or strong lingering cooking or pet smells.

Color it neutral. Neutral applies to paint colors, too. Tans, whites and greys are the most neutral colors when it comes to walls. Even if you loved your orange dining room, snap a photo for your album or plan it for your next home – and then repaint. Color is quite subjective and can unconsciously bias a prospective Buyer.

Simplicity in design. Keep your design style under the umbrella of simple and classic. Store or cover anything that could elicit a strong opinion as you continue to create the feel of an inviting, comfortable space that

offers broad appeal.

Bright and light. Aim for the brightest tour your visitors can have. Open windows for natural light and make sure you have enough, well spaced out lamps for ideal illumination. Not only will this impact the feeling of size (brighter looks bigger), your home will feel cheerier as well.

Balanced rooms. Look at each room on its own and in relation to others. If furniture is too bulky or if it takes up too much room, pare this down by donating or storing some furniture. Sellers often take out pieces of a sectional or multi-unit set for listing, as it opens up the room to create a bigger, more comfortable feel.

Flow between rooms. It's also helpful to test drive a tour so that you can prevent Buyers from bumping into furniture or feeling closed in. Move things around if the flow isn't working. And don't forget to do an online walk through, too.

Up close and not-too personal. Buyers' eyes will be everywhere, so you want to remove just about all of your personal items – think family photo galleries, children's artwork on fridge and walls, wedding photos, etc. This will prevent Buyers from making unconscious associations to your home.

Storage matters. Closets and cabinets are big sellers. Pare down the contents and add some creative inserts and structured solutions to create spaces that look organized and well maintained...and not chock full. The tidiness and space to add more will add instant appeal to Buyers.

Little things matter. Now is the time to walk through your home, make a list and fix

the minor things: leaky faucets, loose door/cabinet hardware, burned-out light bulbs, scuffed walls and floors. The overall impact of a well-maintained home speaks volumes to prospects.


Little renovations matter. And while you're going through your home, pick out some small things to replace – the overall feel of a room can be completely perked up by new faucets, door handles, slip covers, and more.

Spruce up your bathrooms. Little tweaks can go a long way to create the feel of a relaxing bath. Tricks include stacking a few washcloths tied with a ribbon, adding a few flowers or candles, and coordinating tones of bathmats and towels. And a closing tip for this space? Close the lid of your toilet—for photographs and for showing your home, this one counts!

Joan O'Meara sums it up nicely: "When Buyers walk through a home, a non-fussy, uncluttered feel often provides instant comfort. I can see the prospect beginning to envision themselves in the space...which can be incredibly helpful." O'Meara further describes that she is always enthused and open to share her tips on what works well for attracting Buyers. "When I think of the number of homes I have toured, it makes sense that I truly can feel the impact within the first few steps of a tour."

With that in mind, it's time to put your best foot forward with an inside advantage that will create your ideal home tour – both online and in person.

If you missed How To Create the Curb Appeal Advantage in our April issue, find it online at joanomeara.com.

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JOAN O'MEARA & TEAM

RANKED #1 IN RYE FOR 2015

DEAR NEIGHBORS

Summer is in full swing in Rye & Harrison, a time we often pause to appreciate all that our community offers us. With great beaches, golfing and outdoor events, we continue to attract Buyers.

The second quarter swung into action with 10580/Rye City Schools posting a 13% increase in number of homes sold from 39 in 2Q2015 to 44 in 2Q2016. Also on the rise was the Average Sold Price in 10580/Rye City Schools – up from \$2,047,369 one year ago to \$2,236,023 in 2Q2016. Both 10580/Rye Neck Schools and 10580/Harrison schools were statistically small in this past quarter, posting only a total of 3 sales among the two districts.

As we head into the heart of summer, it's a great time to consider those fall listings. Now is the time to focus on the inside details to put your best selling foot forward, as well as contacting us to arrange exterior photos now while the gardens are looking their best. See this issue for great tips in *Creating the Inside Advantage as You Prep Your House to Sell...Quickly!*

As always, feel free to contact me with any real estate questions or for a complimentary market analysis of your home.

From your porch swing to a day at the beach, enjoy your summer.



\$1,995,000

60 Soundview Avenue / Rye 10580
4BR/4.1B / 3552 sqft / **JUST LISTED**

Impeccable 2009 renovation. Chef's kitchen; overlooks golf course. Walk to Osborn Elem., Harrison train & Rye Golf.



\$3,695,000

6 Fairway Drive / Purchase 10577
6BR/6.1B / 10,335 sqft / **JUST LISTED**

Colonial with exquisite craftsmanship on cul-de-sac in Purchase Estates. Overlooks golf course.



\$4,595,000 or
\$25,000/mo

265 Milton Road / Rye 10580
6BR/6.2B / 8026 sqft /
JUST LISTED: SALE / RENT

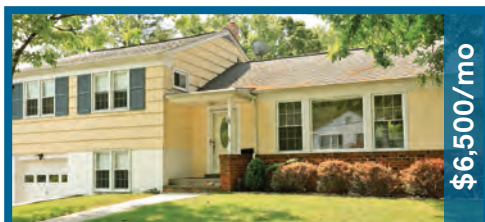
Truly spectacular new construction in heart of Rye, built by Susie Cappelli (SAC Development) and Thomas DeMasi (Alpine Construction).



\$6,100/mo

31 Soundview Avenue / Rye 10580
3BR/2.1B / 1890 sqft / **JUST LISTED: RENTAL**

Recently renovated Split Level home overlooking Rye Golf Course. Bright and spacious; walk to train, Osborn Elem. & Rye Golf.



\$6,500/mo

60 Beverly Drive / Rye 10580
3BR/2.0B / 1900 sqft / **JUST LISTED: RENTAL**

Impeccable rental with recent renovations including new bathroom, kitchen and central air. Walk to elementary school and train.



\$1,795,000

20 Hunt Place / Rye 10580
4BR/2.0B / 2052 sqft / **FEATURED LISTING**

Unusual opportunity to build your dream home on 1.92 acres on private road. Walk to Rye Golf, elementary school and train.



\$1,995,000

53 Lynden Street / Rye 10580
5BR/3.0B / 3663 sqft / **FEATURED LISTING**

Renovated classic tutor in wonderful neighborhood in walking distance to beach, parks, schools and more.



\$2,195,000

45 Walker Avenue / Rye 10580
5BR/4.1B / 3423 sqft / **NEW CONSTRUCTION**

Fabulous Colonial on quiet cul-de-sac in walking distance to elem school, Rye Golf Club & train. Available July 2016.



\$4,595,000

67 Halsted Place / Rye 10580
5BR/4.2B / 6172 sqft / **FEATURED LISTING**

By Susie Cappelli (SAC Development) & Tom Demasi (Alpine Construction); exquisite craftsmanship, luxurious amenities.

UNDER CONTRACT

66 Milton Road A12, Rye	\$ 339,000
806 Forest Avenue, Rye	\$2,395,000
12 Boulder Road, Rye	\$3,295,000

**25 SALES
IN 2016!**

As of 7/15/16. Note: All prices indicated are LIST PRICES.
#1 Ranking by WPMLS, 1/1/15-12/31/15. Single Family, Rye. Ranked by Total Volume.

FUNFACTS

MOST EXPENSIVE ACTIVE LISTING / \$11,900,000 List Price
5 BR/ 5.3 Baths / 7,446 sqft

**HOME SOLD: MOST EXPENSIVE, LARGEST,
MOST PROPERTY, MOST BATHROOMS**

\$22,750,000 List Price / 8,400 sqft / 2.80 acres / 5.3 Baths
5 BR

OLDEST ACTIVE LISTING / 1850

\$8,000,000 List Price / 6 BR / 8.1 Baths / 7,696 sqft

HOME SOLD: QUICKEST TO CONTRACT / 7 Days on Market

\$2,695,000 List Price / 5 BR/ 3.1 Baths / 3,968 sqft

Source: HGMLS, Single Family Homes; 10580, Rye City Schools. 2Q16 (4/1/16-6/28/16); "Active" Listing refers to homes listed in 2Q16.

NYC SPOTLIGHT

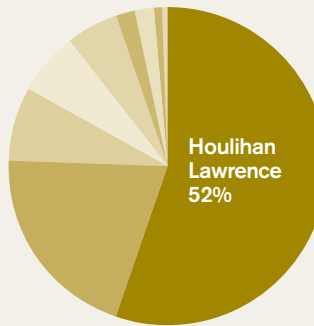
An insightful look into NYC Real Estate

Joan O'Meara is pleased to introduce Mike Lubin to our readers – he's a talented top-ranking NYC agent. His firsthand view is helpful as many local Sellers consider moving to NYC and numerous NYC owners seek the allure of Rye & Harrison as they contemplate selling and moving out of the city. Lubin describes his current perspective of the NYC market in a word: strong. Though inventory is higher than the first quarter of 2016, buyers are eager to find a long-term home and lock in a 30-year fixed mortgage at historical lows. There is also evidence that prices are climbing and buyers are concerned about being "priced out." Sellers are concerned about a possible declining market and want to sell while prices are strong. The best "value" in the market is found in the resale market – particularly pre-war co-ops which offer the most size and elegance for the money. New condos are being built at a very aggressive rate and offer buyers exciting architecture and lifestyle.

- The median price for resale apartments sets new record, at \$965,000
- Buyers paid 98.5% of the last asking price in the first quarter, a slight decrease from a year ago.

MARKETING HIGHLIGHT

**TOP WESTCHESTER COUNTY FIRMS
LUXURY MARKET SHARE ***



Houlihan Lawrence 52%
Julia B Fee/Sothebys 19%
Ginnet Real Estate 7%
Coldwell Banker 6%
Douglas Elliman of Westchester 5%
William Raveis 1.7%
Platinum Drive Realty 1.7%
Berkshire Hathaway 0.8%
Renwick Sothebys Realty 0.5%

*Dollar volume, Closed sales, \$2M+,
Westchester County, SFH, January 1, 2016 –
June 30, 2016

Houlihan Lawrence has a 52% share of the luxury market (\$2M+) in Westchester, with a 53% share in the Sound Shore – participating in four out of five luxury transactions through June 30th. HL has been on the list or sell side of 57% of Sound Shore luxury homes sold in the first half, an increase of 21%, far exceeding the market which has increased the number of homes sold by just 3%.

WHAT JOAN'S CLIENTS ARE SAYING

"Joan helped us sell and then buy a new house. She did an amazing job from the pre-listing to the closing. Everything went smoothly and she gave excellent advice on staging, pricing, etc... Joan is a true market expert and professional. I would highly recommend her." – J.G.

CONSIDERING A MOVE?

Contact Joan to speak with a recent Buyer or Seller.
Call or Text: 914-329-5329 Email: jomeara@HoulihanLawrence.com

10580 SAMPLINGS Houlihan Lawrence 2nd Quarter 2016 Real Estate Transactions

Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
627 Purchase St	\$ 950,000	5/4.1	3900
67 Brevoort Ln	\$ 1,050,000	5/3.1	2621
633 Milton Rd	\$ 1,195,000	3/2.1	1680
429 Forest Ave	\$ 1,295,000	5/2.1	2000
57 Barlow Ln	\$ 1,375,000	4/3.0	3276
14 Harbor Ln	\$ 1,400,000	5/4.1	4357
260 Brevoort Ln	\$ 1,575,000	5/3.1	3603
15 Greenway Rd	\$ 1,575,000	5/3.1	3766
2 Ironwood Lne	\$ 1,595,000	6/5.1	5940
20 Hunt Pl	\$ 1,795,000	4/2.0	2052
596 Purchase St	\$ 1,825,000	4/4.2	4100
445 Grace Church St	\$ 1,950,000	5/4.1	3905
61 Osborn Rd	\$ 1,995,000	4/3.1	3070
53 Lynden St	\$ 1,995,000	5/3.0	3663
60 Soundview Ave	\$ 1,995,000	4/4.1	3552
North 4 Kirby Ln	\$ 1,995,000	5/3.1	3922
280 Forest Ave	\$ 2,150,000	4/3.1	3859
45 Walker Ave	\$ 2,195,000	5/4.1	3423
19 Elmwood Ave	\$ 2,195,000	5/4.1	3479
2 Keane Ct	\$ 2,295,000	4/3.1	3736
3 Woods Ln	\$ 2,375,000	5/4.1	3902
466 Park Ave	\$ 2,995,000	6/5.1	5649
48 Biltmore Ave	\$ 2,995,000	6/5.1	6117
468 Grace Church St	\$ 3,295,000	4/3.0	3955
250 Highland Rd	\$ 3,350,000	7/6.1	5995
56 Intervale Plc	\$ 3,395,000	5/4.1	3669
35 Howard Pl	\$ 3,495,000	5/5.1	5300
16 Jean St	\$ 3,595,000	5/5.1	4856
53 Glendale Ave	\$ 3,999,999	6/6.2	6709
360 Grace Church St	\$ 4,100,000	4/3.0	2420
16 Convent Lne	\$ 4,295,000	6/5.2	6661
6 Manuring Way	\$ 4,395,000	6/6.1	6210

Single Family Listings continued

Property Address	Listing Price	BR/B	Sq. Ft.
17 Boxwood Ln	\$ 4,450,000	6/5.2	6944
131 Apawamis Ave	\$ 4,485,000	5/5.1	6736
15 Shore Rd	\$ 4,500,000	5/5.1	5872
67 Halsted Pl	\$ 4,595,000	5/4.2	6172
265 Milton Rd	\$ 4,595,000	6/6.2	8026
1 Barron Pl	\$ 5,690,000	6/7.2	8500
1 Club Rd	\$ 5,950,000	5/6.2	8771
431 Grace Church St	\$ 5,995,000	8/9.3	8179
4 Sackett Landing	\$ 6,500,000	4/3.1	4686
140 Forest Ave	\$ 6,995,000	7/8.1	8065
4 Parsonage Point Pl	\$ 7,195,000	6/5.2	7952
65 Drake Smith Ln	\$ 7,995,000	6/6.3	8420
3 Club Rd	\$ 10,650,000	8/9.3	13,658
96 Rye Rd	\$ 10,900,000	9/10.0	7469

Single Family in Contract

Property Address	Listing Price	BR/B	Sq. Ft.
117 Theodore Fremd Ave	\$ 629,000	3/1.1	1731
68 Hill St	\$ 925,000	3/2.1	1188
141 Florence Ave	\$ 1,200,000	4/2.0	1779
4 Barbara Ct	\$ 1,295,000	4/2.1	2722
21 Fairlawn St	\$ 1,299,000	5/2.1	2504
26 Davis Ave	\$ 1,325,000	3/3.0	2054
1 Rye Rd	\$ 1,450,000	4/2.2	2614
8 Holly Ln	\$ 1,595,000	5/4.0	2766
17 Chester Dr	\$ 1,600,000	5/4.1	3719
47 Barlow Ln	\$ 1,890,000	5/3.1	3614
5 Morris Ct	\$ 2,195,000	5/3.1	4854
26 Valleyview Ave	\$ 2,295,000	5/4.1	3012
40 Helen Ave	\$ 2,295,000	5/4.0	3434
105 North St	\$ 2,395,000	5/4.1	5450

Single Family in Contract continued

Property Address	Listing Price	BR/B	Sq. Ft.
806 Forest Ave	\$ 2,395,000	4/3.1	3672
20 Claremont Ave	\$ 2,590,000	5/4.1	3972
19 Hill St	\$ 2,795,000	6/4.1	4298
15 Seville Ave	\$ 2,900,000	5/4.2	5326
3 Gypsy Pl	\$ 2,995,000	5/4.1	4180
7 Sunset Ln	\$ 3,295,000	4/3.1	3229
12 Boulder Rd	\$ 3,295,000	5/4.1	4532
86 Halsted Pl	\$ 3,349,000	5/3.1	5315
390 Forest Ave	\$ 3,995,000	8/6.2	6516
15 Hilltop Pl	\$ 7,500,000	7/6.2	9487

Single Family Sold

Property Address	Listing Price	BR/B	Sq. Ft.
474 Milton Rd	\$ 1,195,000	4/2.0	2120
18 Elmwood Ave	\$ 1,285,000	4/2.1	2220
35 Overhill Ave	\$ 1,295,000	3/2.1	1944
1 White Birch Dr	\$ 1,349,000	3/2.1	1964
1 Thorne Pla	\$ 1,425,000	4/3.0	2000
10 Cloverdale Ln	\$ 1,425,000	3/3.1	2644
40 Horton St	\$ 1,499,000	4/3.1	2965
84 Rye Rd	\$ 1,750,000	5/4.1	4944
25 Thorne Pl	\$ 2,195,000	5/3.1	4496
10 Seneca St	\$ 2,195,000	6/4.1	3684
9 Cloverdale Ln	\$ 2,295,000	4/2.1	3381
35 Lindbergh Ave	\$ 2,295,000	5/4.2	4160
15 Hughes Ave	\$ 2,345,000	5/4.1	3624
75 Manuring Ave	\$ 2,385,000	4/4.0	3640
42 Colby Ave	\$ 2,495,000	5/4.1	4897
20 Cowles Ave	\$ 2,695,000	5/3.1	3968
129 Grandview Ave	\$ 3,850,000	7/4.2	4932
8 Windcrest Rd	\$ 4,495,000	7/4.2	6287
3 Ann Ln	\$ 5,125,000	6/5.2	6539

Source: HGMLS: Single Family, 10580, Active as of 6/28/16 and Sold 2Q (4/1/16-6/28/16). Includes all houses in 10580 zip code. Note: All prices indicated are LIST PRICES. If your home is currently listed for sale, this is not a solicitation. Not responsible for typos; information provided is deemed accurate.



2Q 2016 Rye Single Family Housing Sales Summary

	RYE CITY / 10580		RYE NECK / 10580		HARRISON / 10580	
	2Q16	2Q15	2Q16	2Q15	2Q16	2Q15
# of Homes Sold	44	39	2	4	1	5
Avg Days on Market	82	69	86	86	16	162
Avg List Price	\$2,316,327	\$2,099,641	\$1,824,500	\$2,047,500	\$3,495,000	\$1,486,600
Avg Sold Price	\$2,236,023	\$2,047,369	\$1,792,500	\$1,993,625	\$3,650,000	\$1,374,300
Avg Sq Footage	3,247	3,010	6,519	4,337	6,731	3,761
Avg Price/Sq Ft	\$602	\$653	\$288	\$462	\$542	\$383

Includes all houses in 10580 zip code; broken out by school district.
HGMLS: SF, 10580, Sold, 4/1/16-6/28/16, 4/1/15-6/28/15

• Latest Rye Sales & Listings Stats
• Creating the Inside Advantage as You Prep Your House to Sell...Quickly!

Volume 12 / Issue 2

16 Elm Place • Rye, New York 10580



Wall Street Journal/Real Trends
2015 Ranking names Joan O'Meara in
Top 20% of Top 1000 agents nationwide.

RANKED #1
IN RYE FOR 2015
TOP 10 IN WESTCHESTER COUNTY
5 Years Running!

JOAN O'MEARA
& TEAM

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