



JOAN O'MEARA
The Key to Your Home

REALTYCHECK

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How to Avoid Missteps in Selling: A Step-by-Step Guide to Successful Home Sales by Joan O'Meara

Selling a home is a process, with a multitude of steps. Joan O'Meara, associate broker with Houlihan Lawrence in Rye & Harrison, describes one of her ongoing passions is to guide Sellers through this maze of steps and turns to a successful finish line. She explains, "It's clear there are ups and downs during this course—if I can help Sellers know what to expect, understand the timing from beginning to end, and be there to help navigate the twists, then their stress is exponentially reduced. Being prepared is priceless!"

SELLING STEPS AT A GLANCE

BEFORE YOU LIST

You've Decided to Sell
Select Right Agent for You
Pricing
Prepping House for Sale
Marketing

READY TO LIST

Listing Paperwork
Hiring an Attorney
Showings
Feedback

AFTER THE ACCEPTED OFFER

Fact Sheet/Deal Memo
Inspections
Appraisal
Closing
Walk Through

A Closer Look at Each Step of the Selling Process

Below is Part I of *Joan O'Meara's Step-by-Step Guide to Successful Home Selling*. To read the full article, log onto: joanomeara.com and click *The Selling Process* link on the home page. Or, look for the link in her upcoming blog – subscribe at joanomeara.com.

Before you list:

YOU'VE DECIDED TO SELL

It is never too early to begin the process; being prepared is priceless.

- A first action is to call an agent to get an idea of market and timing. If you have the luxury of time, discuss when is the best time to list and make a plan—alternatively, if your plans require a faster turn around, discuss this with your expert. Either way, meeting with an agent can provide an overall plan for timing, prep, pricing as well as overall expectations regarding the process.

- It is incredibly helpful to understand how long the process might take from list date to close.

SELECT RIGHT AGENT FOR YOU –

Establishing a trusted partnership with a professional agent will give your sales process a strong foundation. It will help you make sound decisions based on facts, history and current market analysis.

- Keep in mind selecting an agent is based on so much more than the highest price for which an agent states your house can sell—pricing strategy is critical to a successful sale (*see O'Meara newsletter 2Q, 2013 at joanomeara.com*).
- Also important in your selection is the realty company and office the agent is affiliated with—a combination of top agents and local offices will attract the best and most serious Buyers, yielding the exposure you need as a Seller. (*see more in O'Meara newsletter 2Q, 2013 at joanomeara.com*)
- In order to select the right agent for you, prepare a list of questions to "interview" the agents. You could even send the agent the questions before you meet so they can come prepared with the information/answers. Some sample interview questions include:

- How long have you been a realtor?
- Number of transactions/total sales volume last year?
- Average Days on Market for your listings compared to other agents?
- Sale price to list price ratio vs. market?
- What is the agent's process re: pricing?
- Sample/types of properties agent handles?
- Can you provide your resume, profile?
- What makes you different than other agents?
- (*see O'Meara newsletter 1Q, 2013 at joanomeara.com*).

PRICING – There are many factors to be considered when pricing.

- The most commonly discussed are: current market conditions, property condition and location.
- For your review of comparable properties, it is important to remember the comparables should be sold properties. Currently listed homes are important from the perspective of "what properties are you competing with" – but the sold properties provide the current data for actual prices that the recently listed properties netted. Similarly, sold data is what appraisers will use when the appraisal is done (*see appraisal in After the Accepted Offer section*).
- Other important – but often overlooked – factors to consider when pricing include:
 - Timing of listing impacts whether pricing needs to be revisited. If the listing date is planned for a later time, if it's a few weeks or a few months... revisit the pricing. Often the list price is finalized last, just a day or two before the property is listed.
 - Seller's motivation to sell.
 - Ability to be objective regarding the value of your home. (*see O'Meara newsletter, 2Q, 2013 at joanomeara.com*).

PREPPING HOUSE FOR SALE

Garnering that feeling from the prospective Buyer's first impression is an important consideration.

- Joan O'Meara often finds that Sellers underestimate the time it takes to get a house "show ready."
- During the interview process, your agent should provide guidance, advice, services to assist in this process and should be available to answer questions throughout the prep process.
- Don't forget the outside curb appeal. This plays significantly into that first impression.
- Being market ready helps in a number of ways:

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JOAN O'MEARA'S LISTINGS

RANKED #1 AGENT by MLS in Rye for 2012

DEAR NEIGHBORS

Fall is underway as the colorful foliage is more than peeking out already! And as we are busily engaging in community activities such as local football and charity walks, it's great to see the real estate market pick up activity, too.

With an overall jump in the number of homes sold in 10580 leaping from 60 one year ago to 92 in 3rdQ2013, all 3 Rye school districts experienced an increase of at least 48%. Average price per square footage also rose in both 10580 Rye City Schools and 10580 Harrison Schools—topping out at \$592 and \$434, respectively.

With 92 Sellers closing in the 3rd quarter, they can attest to the multitude of steps in the selling process. If you are considering selling, check the invaluable comprehensive overview of these steps, in this issue, *How to Avoid Missteps in Selling: A Step-by-Step Guide to Successful Home Sales*.

For all current Listing & Sold stats, visit www.joanomeara.com and click on the 3rd Quarter 2013 Listing Summary link. As always, feel free to contact me with any real estate questions or for a complimentary market analysis of your home.

Enjoy the great fall weather,

Call Joan at
914-329-5329
or visit
joanomeara.com



265 Milton Road / Rye 10580
5BR/2.2B / 2800sqft / **JUST LISTED**

\$2,295,000



290 North Street / Rye 10580
4BR/2.2B / 2998sqft / **JUST LISTED**

\$1,550,000



2 Lockwood Place / Harrison 10528
4BR/3.0B / 2200sqft / **JUST LISTED**

\$750,000



9 George Langeloh Court / Rye 10580
5BR/3.1B / 5589sqft / **JUST LISTED**

\$3,100,000

UNDER CONTRACT/PENDING

216 Purchase St #C, Rye 10580	\$ 295,000
140 Florence Ave, Rye 10580	\$2,395,000
458 Park Ave, Rye 10580	\$3,000,000
9 Ann Ln, Rye 10580	\$4,395,000
1 Pine Island Rd, Rye 10580	\$6,495,000

SOLD

110 Theodore Fremd Ave B8, Rye 10580	\$ 475,000
37 Sanford St, Rye 10580	\$ 699,000
66 Milton Rd A31, Rye 10580	\$ 699,000
44 Oakwood Ave, Rye 10580	\$ 899,000
9 Mayfield St, Rye 10580	\$ 899,000
15 Glen Park Rd, Purchase 10577	\$ 999,000
1 Dale St, Rye 10580	\$ 999,995
3 Pebble Beach Dr, Purchase 10577	\$1,095,000
83 Hix Ave, Rye 10580	\$1,595,000
24 Johnson Pl, Rye 10580	\$1,995,000
19 Augusta Ct, Purchase 10577	\$1,995,000
9 Reymont Ave, Rye 10580	\$2,195,000
33 Helen Ave, Rye 10580	\$2,195,000



131 Kirby Lane / Rye 10580
6BR/7.3B / 11,531sqft / **FEATURED LISTING**

\$13,600,000



4 Fairway Drive / Purchase 10577
8BR/7.4B / 8647sqft / **FEATURED LISTING**

\$3,725,000



16 Helen Avenue / Rye 10580
5BR/3.1B / 3528sqft / **FEATURED LISTING**

\$1,950,000



17 Overdale Road / Rye 10580
4BR/3.1B / 3170sqft / **FEATURED LISTING**

\$1,595,000



66 Milton Road # E51 / Rye 10580
2BR/1.0B / 1100sqft / **COOP**

\$397,000

20 Holly Ln, Rye 10580	\$2,350,000
84 Grace Church St, Rye 10580	\$2,350,000
5 Fieldstone Rd, Rye 10580	\$2,995,000
4 Stonycrest Rd, Rye 10580	\$3,100,000

RENTED

10 Bell Place, Rye Brook 10573	\$ 4,900/mo
31 Soundview Avenue, Rye 10580	\$ 5,900/mo
260 North Street, Rye 10580	\$ 7,000/mo
52 Walker Avenue, Rye 10580	\$10,500/mo

FUNFACTS

OLDEST HOME SOLD / 1826

5 BR / 3.1 Baths / \$2,350,000 List Price / 3400 sqft

ACTIVE LISTING: MOST EXPENSIVE, MOST PROPERTY

\$6,950,000 List Price / 2.44 Acres

6 BR / 5.2 Baths / 5604 sqft

QUICKEST HOME SOLD / 55 Days on Market

\$895,000 List Price / 4 BR / 1.1 Baths / 1978 sqft

ACTIVE HOME WITH MOST BATHS / 8.2 Baths

\$6,495,000 List Price / 8 BR / 7985 sqft

Source: EAMLS, Single Family Homes; 3Q13 (7/1/13-9/30/13); "Active" Listing or Home refers to homes listed in 3Q.

MORTGAGECORNER / IN THE KNOW

With the government shut down at press time, this is, with certainty, an interesting time. Hand in hand with this is a great deal of uncertainty...together, the best we can do is stay tuned.

Rates have pulled back from last month, but have started to move up as we enter the 4th quarter. Jumbo rates are actually more attractive than conforming rates...so that if Buyers meet the guidelines for loans >\$417,000, they will benefit from a rate ¼% lower than rates for loans ≤\$417,000.

RATES* AT A GLANCE:

30 Year Fixed	4%	5/1 Arm	2.75%
7/1 Arm	3.125%	10/1 Arm	3.75%

Rates as of 10/9/13

Rates are still historically low, offering opportunities for buying and refinancing.

FOR MORE INFORMATION CONTACT:

Pat Ciulla / Wells Fargo Home Mortgage
Private Mortgage Banker / NMLSr id 653866
Office: 914 285-1452 Cell: 914 774-2010
Patricia.Ciulla@wellsfargo.com / www.wfhm.com/patricia-ciulla1

How to Avoid Missteps in Selling

PREPPING HOUSE FOR SALE, continued...

- Gives you, the Seller, confidence that you've put your best foot forward.
- The de-cluttering you do before listing makes your actual move easier.
- As a recent Seller enthused, advice from Joan O'Meara led to bringing in a stager who was "worth every penny!" This Seller also described that even the added perks like Joan's pre-listing home inspection helped prepare for a smoother transaction and a speedier process. (For more on prepping to sell, see O'Meara newsletter 1Q, 2010 at joanomeara.com)

MARKETING – Integral to a successful sale is a multi-faceted marketing plan, which is coordinated by your agent.

- As with much of the sales process, the marketing happens before the house is listed, with the prep, pricing and timing discussions.
- Many aspects of marketing are expected from any agent/office:
 - Professional photos
 - Property video (on appropriate properties)
 - Property brochures
 - Feature sheet – provides the opportunity for additional details on the property that aren't part of the MLS listing due to its limited space (on appropriate properties).
 - "Just Listed" postcards
 - See showings section for broker and public open houses.
 - Other marketing tools used by the agent and most importantly the EFFECTIVENESS of those tools. The agent should provide and describe their individual marketing tools during the "interview." These are above and beyond the marketing provided by the office and would include ads, mailings, internet exposure as part of the agent's individual marketing plan.

You are now ready to list!

For Part II of the Guide, please visit joanomeara.com and click on the article link on the home page. Additional links/resources will be available in the online version.

10580SAMPLINGS Houlihan Lawrence 3rd Quarter 2013 Real Estate Transactions

Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
11 Ellsworth St	\$ 599,000	3/1.1	1478
11 Henry St	\$ 950,000	3/2.0	1649
20 Hillcrest Ln	\$ 1,195,000	3/2.0	2094
12 Pheasant Dr	\$ 1,295,000	4/3.1	3900
12 Hammond Rd	\$ 1,379,000	6/2.1	3116
5 Central Ave	\$ 1,395,000	4/3.1	2640
15 Jean St	\$ 1,485,000	4/2.1	2650
290 North St	\$ 1,550,000	4/2.2	2998
17 Overdale Rd	\$ 1,595,000	4/3.1	3170
15 Mount Holly Dr	\$ 1,745,000	6/5.1	6439
15 Greenway Rd	\$ 1,749,000	5/3.1	3766
26 Onondaga St	\$ 1,775,000	5/3.1	3154
6 N Kirby Ln	\$ 1,850,000	4/3.0	2700
16 Helen Ave	\$ 1,950,000	5/3.1	3528
11 Park Drive S	\$ 1,999,000	5/3.2	5200
400 Polly Park Rd	\$ 2,195,000	4/3.5	4311
18 Griswold Rd	\$ 2,250,000	5/3.2	3984
265 Milton Rd	\$ 2,295,000	5/2.2	2800
50 Biltmore Ave	\$ 2,975,000	5/5.1	5307
35 Onondaga St	\$ 3,095,000	5/3.2	4498
9 George Langeloh Ct	\$ 3,100,000	5/3.1	5589
8 Boxwood Ln	\$ 3,100,000	5/5.2	6390
8 Timber Trail	\$ 3,300,000	5/5.0	5825
43 Island Dr	\$ 3,450,000	4/2.2	2630
6 Pine Island Rd	\$ 4,500,000	6/4.1	5300

Single Family Listings

Property Address	Listing Price	BR/B	Sq. Ft.
9 Timber Trail	\$ 4,995,000	5/4.1	8600
4 Sunset Ln	\$ 6,950,000	8/5.2	5604
1 Halls Ln	\$ 8,500,000	8/6.1	8900
131 Kirby Ln	\$ 13,600,000	6/7.3	11531

Single Family Sales

Property Address	Listing Price	BR/B	Sq. Ft.
1 Morehead Dr	\$ 1,999,000	5/3.1	4280
375 Oakland Beach Ave	\$ 2,195,000	5/3.2	3587
249 Locust Ave	\$ 2,199,000	4/4.1	3562
1 Billington Ct	\$ 2,345,000	5/4.2	3700
140 Florence Ave	\$ 2,395,000	5/4.1	4121
136 Apawamis Ave	\$ 2,395,000	5/4.1	3859
20 Indian Hill Rd	\$ 2,395,000	5/4.1	3856
5 Woods Ln	\$ 2,695,000	5/5.5	4544
9 Allendale Dr	\$ 2,995,000	5/5.1	5762
15 Orchard Ln	\$ 3,350,000	5/5.1	5052
9 Ann Ln	\$ 4,395,000	6/6.1	5080
1 Pine Island Rd	\$ 6,495,000	8/8.2	7985
999 Forest Ave	\$ 6,750,000	6/5.0	5550
97 Rye Rd	\$ 12,500,000	6/6.1	6891

Single Family in Contract/Pending Contract

Property Address	Listing Price	BR/B	Sq. Ft.
37 Sanford St	\$ 699,000	3/1.1	1742
16 Henry St	\$ 725,000	3/1.1	1377
599 Purchase St	\$ 825,000	3/2.1	2673
450 Milton Rd	\$ 834,500	3/1.0	1490
450 Forest Ave	\$ 879,000	3/2.1	1963
23 Elmwood Ave	\$ 899,000	4/1.1	1716
44 Oakwood Ave	\$ 899,000	4/1.1	1944
87 Grapal St	\$ 899,000	4/1.0	1721
9 Mayfield St	\$ 899,000	5/2.0	2169
1 Dale St	\$ 999,995	4/3.0	2277
609 Purchase St	\$ 1,080,000	4/3.1	3044
91 Midland Ave	\$ 1,095,000	4/2.1	2408
155 Oakland Beach Ave	\$ 1,125,000	4/3.0	3345
10 Central Ave	\$ 1,250,000	4/2.1	2432
39 Rosemere St	\$ 1,280,000	4/2.1	2634
14 Highland Park Pl	\$ 1,425,000	4/3.1	3452
1180 Boston Post Rd	\$ 1,499,000	5/3.1	3768
83 Hix Ave	\$ 1,595,000	4/2.0	2070
100 Glen Oaks Dr	\$ 1,759,000	5/4.1	3649
24 Johnson Pl	\$ 1,995,000	5/4.1	5000
32 Seville Ave	\$ 3,650,000	6/6.1	7000
223 Grace Church St	\$ 5,100,000	5/7.2	6473
45 Drake Smith Ln	\$ 5,300,000	6/5.2	7592
154 Kirby Ln	\$ 6,200,000	6/5.1	8223
40 Kirby Ln	\$ 6,495,000	6/5.3	8186
9 Hunter Ln	\$ 6,950,000	7/6.3	7142

Source: HGMLS; 3Q (7/1/13-10/04/13). 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.



3Q 2013 Rye Single Family Housing Sales Summary

	RYE CITY / 10580		RYE NECK / 10580		HARRISON / 10580	
	3Q13	3Q12	3Q13	3Q12	3Q13	3Q12
# of Homes Sold	80	54	6	4	8	2
Avg Days on Market	154	160	185	199	120	204
Avg List Price	\$2,260,731	\$1,464,435	\$1,894,667	\$1,264,750	\$1,871,250	\$1,872,500
Avg Sold Price	\$2,244,908	\$1,404,374	\$1,810,000	\$1,167,500	\$1,812,500	\$1,712,500
Avg Sq Footage	3543	2721	4629	2756	4040	4540
Avg Price/Sq Ft	\$592	\$500	\$398	\$417	\$434	\$373

Includes all houses in 10580 zip code; broken out by school district.
Source: HGMLS; Single Family Homes; 7/1/12-9/30/12, 7/1/13-9/30/13

A Step-by-Step Guide to Successful Home Sales.
 • Latest Rye Sales & Listings Stats
 • How to Avoid Misteps in Selling:

Volume 9 / Issue 3

16 Elm Place • Rye, New York 10580



The Wall Street Journal
and Real Trends annual report
ranked Joan O'Meara in the
top 25% of the top 1000
agents nationwide.

RANKED #1 AGENT
by MLS in Rye for 2012

The Key to Your Home
JOAN O'MEARA

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