



Joan O'Meara
The Key to Your Home.

REALTYCHECK



HONEST

INSIGHTFUL

SUCCESSFUL

LOOKING BACK, LOOKING FORWARD

Houlihan Lawrence's Stephen and Chris Meyers, CEO and COO sum up 2011 as follows:

"Overall, 2011 was a year of stability in a still-recovering market, and many positive signs indicate that a base may be forming for the next bull market. Looking ahead, prices are likely to remain at or near current levels for 2012. We also expect the emerging trend of higher transaction volume to begin working its way up from the lower price ranges."

Excerpted from the Houlihan Lawrence Quarterly Marketing Report, this overview is insightful in setting our expectations for 2012.

The overview year-to-year comparison (see At A Glance chart below), revealed that Harrison Schools had the same number of homes sold (101) in 2011 and 2010. The zip-to-zip breakdown differed, with 10577 jumping 52% from 23 to 35, while 10528 fell 20% from 60 to 48 homes.

In 10528, Average Sold Price decreased 7% resting at \$1,063,020—although note that the Average Square Footage was smaller by 8%. Days on Market increased 13% or 22 days bringing the average time from list date to closing to 194 days.

Single Family Homes sold in 10577 experienced an 18% drop in Average Sold Price to \$2,087,496. With a slightly smaller Average Square Footage of 6157 in 2011, the Sold Price per Square Foot netted out at \$327, a 13% dip from 2010's \$377.

Homes in 10580 Harrison Schools remained flat with 18 homes sold and a 6% drop in Average Sold Price from just over \$2,000,000 to \$1,904,172. The Sold Price per Square Foot increased by 8% however, rising to \$401.

As Meyers and Meyers point out, although there is the largest decline in closed sales in the 4th Quarter compared to 2010, this is a reflection of the lull in contracts signed during the August-October period. Buyer confidence returned in November and a notable number of deals were put together over the final 6-8 weeks of the year. Based on listings in contract at year-end—which translate to closings that typically take place within 45-60 days—"the stage is set for a relatively strong start to 2012, with the highest and lowest price ranges outperforming everything in between."

Joan O'Meara, associate broker with Houlihan Lawrence—and recently ranked #1 agent in the Rye/Harrison office—states her advice to those who are considering selling is to meet with your agent of choice now. It is never too early to start thinking about getting ready and to create your plan—even if you may not list this spring or even this year:

Typically, the spring market starts now with actively looking Buyers hoping to purchase by summer. We are continually fortunate to be part of a community that is desired and performing above national expectations. Joan's top tips for success in this market remain the same: be prepared (consider a pre-inspection), put your best foot forward (consult on staging and prepping your home for sale) and price your home smartly (engage in a complete analysis with your agent and be realistic). "Together," she adds, "we can make 2012 an active, exciting year!"

For more on the Houlihan Lawrence Marketing Report, see the **MARKETING HIGHLIGHT** in this issue

Joan O'Meara: Market Leader in both Rye City and Harrison School Districts

Market Share Based on Total Units Sold



Advantages of working with Joan

- Expert knowledge of local neighborhoods
- Access to agent network delivers the best and most serious buyers
- Leverages comprehensive area market information to expose your home to all potential buyers

Source: EAMLS, 1/1/2011 – 12/31/2011, Total Units Sold, single family homes sold by agent, Rye City & Harrison School Districts

2011 VS. 2010 AT A GLANCE, 10580

	RYE CITY SCHOOLS			RYE NECK SCHOOLS			HARRISON SCHOOLS		
	2011	2010	% CHG	2011	2010	% CHG	2011	2010	% CHG
# Homes Sold	132	149	-11%	21	15	40%	18	18	0%
Avg. Days on Market	154	154	0%	188	150	25%	216	321	-33%
Avg. List Price	\$1,845,708	\$1,613,815	14%	\$1,850,524	\$1,785,467	4%	\$2,037,833	\$2,271,722	-10%
Avg. Sold Price	\$1,748,806	\$1,535,947	14%	\$1,732,798	\$1,672,567	4%	\$1,904,172	\$2,033,472	-6%
Avg. Sq Footage	3090	2944	5%	4104	4053	1%	4733	5332	-11%
Sold Price/Sq Ft	566.00	531.00	7%	412.47	412.83	0%	401.48	372.39	8%

Source: EAMLS; Area 5, Sold, 10580, 1/1/11-12/31/11, 1/1/10-12/31/10

IS THERE A TOPIC YOU'D LIKE TO SEE IN JOAN'S NEXT NEWSLETTER? EMAIL: JOMEARA@HOULIHANLAWRENCE.COM





DEAR NEIGHBORS

A chill is in the air as we ramp up efforts for keeping active during these winter months. Looking back at 2011, we saw a stable year. (See Looking Back, Looking Ahead on pg 1.) Looking forward, we are seeing brisk interest from Buyers as HL has had a 52% increase in number of showings this year in the Rye/Harrison area, compared to this timeframe last year*.

I am appreciative of the support of Houlihan Lawrence and the combined strength we can offer our clients. I believe HL marketing tools are a significant reason for our success and I am excited to introduce in this issue a new feature to highlight these tools, **MARKETING HIGHLIGHT**. Tools include the NY Metro area Tri-State Alliance, the highly visited website, the Quarterly Marketing Report and intuitive analysis. These tools create the right connections for Buyers and Sellers—resulting in successful real estate experiences. One tool will be highlighted in each issue.

For all current Listing & Sold stats, visit www.joanomeara.com and click on the 4th Quarter Listing Summary under Quarterly Reports. As always, feel free to contact me with any real estate questions or for a complimentary market analysis of your home.

To an active winter,

1/20/11, Single Family Homes, Area 5

UNDER/PENDING CONTRACT

5 Red Oak Drive, Rye 10580	\$ 1,950,000
50 Fairway Avenue, Rye 10580	\$ 2,100,000
14 Chamberlain Street, Rye 10580	\$ 2,295,000
66 Milton Road-A12, Rye 10580	\$ 225,000

JUST SOLD

3 Adelaide Street, Rye 10580	\$ 849,000
5 Fieldstone Road, Rye 10580	\$ 1,395,000
68 Allendale Drive, Rye 10580	\$ 2,100,000
14 Hillside Road, Rye 10580	\$ 2,400,000



JUST LISTED!



\$1,749,000

8 BENNETT STREET, RYE 10580

Center hall Colonial in Hix Park neighborhood with large, inviting porch. Renovated in 2005 with spacious Kitchen complete with large island, granite countertops, custom cabinetry, sliding doors to deck. Master Suite with beautiful new master bath. Wine cellar, fenced backyard, walk in closets and more.



\$2,895,000

10 CHAMBERLAIN STREET, RYE 10580

Bright, well appointed 4182sf shingle 5BR/4.5B Colonial built in 2007. Inviting wraparound front porch, gourmet kitchen w/custom cabinetry, large island, door to patio. Adjacent FR with fireplace; abuts golf course offering privacy. Master BR w/ walk-ins, bath with Jacuzzi and separate shower and much more.



\$725,000

2 HUGHES STREET, RYE 10580

3-Bedroom Cape Cod with loads of potential on wonderful corner property. The lot allows for possible expansion to 2625 square feet. Home is in a fantastic location — walking distance to train, elementary school and Rye Golf Club. Additional 800 square feet in full basement.



\$1,495,000

135 BRADFORD AVENUE, RYE 10580

Charming 1850's 4BR Farm House Colonial on half acre of professionally landscaped property. State of the art Gourmet kitchen/great room with sliders to patio for outdoor entertaining. Two fireplaces, third floor with large playroom, full finished basement/rec room, lots of storage.



\$749,000

720 MILTON ROAD-S4D, RYE 10580

Bright, top floor unit with water views. 3 Bedroom, 2.5 Bath, 2100 square feet. Updated with crown moldings. 24-hour gatehouse.



\$799,000

720 MILTON ROAD-E4, RYE 10580

Spacious, bright end unit. Views of NYC skyline. Updated kitchen, den, large dining area, living room with fireplace & sliding doors to deck. 2nd Floor offers 2 large BRs.

NEW CONSTRUCTION



\$2,695,000

446 PARK AVENUE, RYE 10580

Exquisite 5 BR Colonial designed by successful Rye builder Susie Cappelli. Attention to detail in every inch: red oak wood flooring, top-of-the-line amenities, bright and spacious rooms, landscaped property, flagstone patio. Opportunity to be involved in selections.



\$1,795,000

123 SOUNDVIEW AVENUE, RYE 10580

Spectacular craftsmanship defines this 5BR Classic Colonial constructed by CAD Development. Gourmet dine-in-kitchen w/custom cabinetry, stainless appliances & granite counters flows to spacious FR w/fieldstone fpl & golf course views. High-end detailing throughout.

FUNFACTS!

MOST EXPENSIVE & LARGEST ACTIVE HOME

\$6,595,000 List Price
12,500sf

7 BR / 7.1 Baths

OLDEST ACTIVE LISTING

1839

5 BR / 1.2 Baths • \$659,00 List Price • 2262 sf

OLDEST & LARGEST HOME SOLD

1907
14,000sf

7 BR / 7.3 Baths • \$7,500,000 List Price • 8.027 acres

Source: EAMLS, Single Family Homes, 4Q11 (10/1/11-12/31/11)

MORTGAGECORNER: *In The Know...*

The 4th quarter of 2011 continued with lower mortgage rates!

Currently we are seeing JUMBO rates as low as 4.25% for a 30 year fixed and 2.625% for the 5/1 ARM. All loans are up to \$2,000,000 with equally low rates for the 7/1 ARM and 10/1 ARM loan products. (\$3,000,000 loan amounts are also available at a slightly higher rate.) The conforming rates range from 3.875% for loans up to \$417,000 to 4% for loans from \$417,001-\$625,500 for a 30 year fixed with equally low rates for the 15 year fixed and all ARM products.

These rates are helping both buyers and sellers and are keeping the Real Estate market moving! We expect that rates will continue to stay low in order to help keep the housing industry stabilize.

If you have any questions please call Pat Ciulla at 914-774-2010.

**For information contact Pat Ciulla
Private Mortgage Banker / NMLS ID 653866**

**Office: 914 249-7614 Cell: 914 774-2010
Patricia.A.Ciulla@wellsfargo.com**

Thoroughbred, a Wells Fargo affiliate, offers exceptional services to Houlihan Lawrence customers.

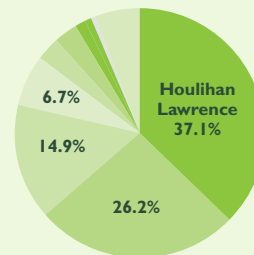
HOULIHAN LAWRENCE MARKETING HIGHLIGHT:

The Houlihan Lawrence Quarterly Marketing Report:

- a timely regional and local easy-to-interpret real estate market data.
- an interactive tool for Buyers to access community videos, school district information, community comparisons and snapshots of inventory.
- a success: within a week of publication, 14,000 subscribers yielded a 39% readership (vs. 24% industry standard).

Contact Joan O'Meara to receive the HL Quarterly Marketing Report automatically. Or visit www.joanomeara.com to view the report.

Market Share Leader in Rye & Harrison: Houlihan Lawrence



**Houlihan Lawrence
37% \$ Volume Share, 2011**

What Market Share Leader means: Houlihan Lawrence dominated the local market with 37% of the dollar volume in Harrison & Rye City in 2011. The number two spot netted 26% volume, while the number 3-10 shares totaled less than 38% for all ten combined. Access to an agent network that attracts the best and most serious Buyers means Sellers get the exposure they need. With additional services from agents like Joan O'Meara—who offer staging, pre-listing inspections and pricing strategies—listing with Houlihan Lawrence is a win-win.

EAMLS 1/1/11-12/31/11, Single Family Homes, Area 5, School District: Rye City, Rye Neck & Harrison.

4TH QUARTER 2011

A Sampling of Harrison & Purchase Houlihan Lawrence REAL ESTATE MARKET ACTIVITY



SINGLE FAMILY ACTIVE LISTINGS*

Property Address	Listing Price	BR/Bath	Sq. Ft.
4 Park Avenue	\$ 645,000	3/2.1	2431
26 Pinehurst Drive	\$ 999,000	4/2.2	3554
54 Taylor Lane	\$ 1,395,000	5/5.0	3000
505 Polly Park Road	\$ 2,295,000	4/3.1	5229
20 Lakeside Drive	\$ 2,495,000	5/4.1	4336
14 Knightsbridge Manor Road	\$ 2,825,000	6/6.2	10207
48 Pleasant Ridge Road	\$ 4,125,000	6/6.2	6110
59 Stratford Road	\$ 4,750,000	7/7.2	4700
10 Rockledge Road	\$ 6,595,000	7/7.1	12500

Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District)

SINGLE FAMILY IN CONTRACT/PENDING CONTRACT

Property Address	Listing Price	BR/Bath	Sq. Ft.
9 Braxmar Lane	\$ 649,000	3/2.0	1592
31 Pinehurst Drive	\$ 749,000	4/3.0	2604
562 Harrison Avenue	\$ 879,000	5/4.1	3204
15 Pilgrim Road	\$ 1,150,000	5/4.1	4409
521 Purchase Street	\$ 1,399,000	4/3.1	3025
350 North Street	\$ 1,875,000	5/4.1	6634

SINGLE FAMILY SALES

Property Address	Listing Price	BR/Bath	Sq. Ft.
5 Cypress Point Drive	\$ 895,000	5/3.1	3392
11 Glen Park Road	\$ 1,075,000	4/4.2	3872
45 Century Trail	\$ 1,535,000	5/3.0	3600
301 West Street	\$ 1,595,000	5/5.1	5578
1 Westview	\$ 1,599,000	3/4.0	3857
5 Pineview Circle	\$ 3,495,000	5/7.3	8104

Source: EAMLS; Houlihan Lawrence transactions: 4Q11 (10/1/11-12/31/11).
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. *as of 12/31/11



4TH QUARTER 2011

HARRISON & PURCHASE* SINGLE FAMILY HOUSING SALES SUMMARY



	10528	10577	10580
4th Qtr. '11			
Number of Homes Sold:	13	8	1
Average Days on Market:	161	203	74
Average List Price:	\$947,110	\$2,676,000	\$1,395,000
Average Sold Price:	\$858,918	\$1,939,606	\$1,350,000
Average Square Footage:	2816	6185	3060
Average Price/Square Footage:	\$298	\$320	\$441
4th Qtr. '10			
Number of Homes Sold:	8	0	4
Average Days on Market:	170	-	351
Average List Price:	\$1,048,334	-	\$1,526,000
Average Sold Price:	\$943,250	-	\$1,387,500
Average Square Footage:	3133	-	3930
Average Price/Square Footage:	\$303	-	\$340

* Includes all houses in 10528 Harrison School District, 10580 Harrison School District & 10577 Purchase (Harrison School District) Source: EAMLS; Single Family Homes; 10/1/10-12/31/10 and 10/1/11-12/31/11.

VOLUME 8, ISSUE 14 • LATEST HARRISON & PURCHASE SALES & LISTINGS STATS • LOOKING BACK, LOOKING FORWARD

16 Elm Place • Rye, New York 10580



THANK YOU
Current, Past, Future Clients!
Joan O'Meara just ranked:
#1 Agent Rye/Harrison HL Office
#3 Westchester MLS
(based on 7000 members)

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