



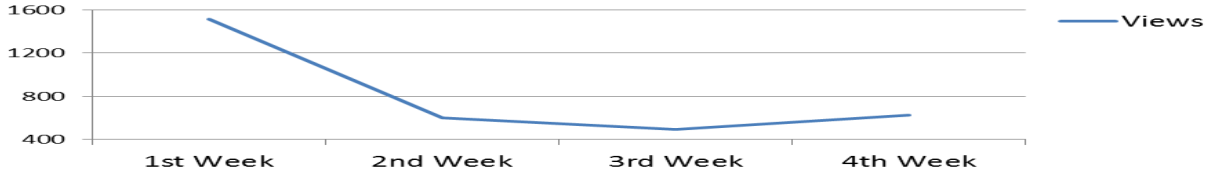
# Home Trends



## Hitting the Target on Pricing...

“You have only one chance to make a first impression”...a saying you’ve heard many times. This can also apply to pricing your home. Buyers actively seeking a new home will likely look at your home in the first 2 weeks on the market. Miss the mark on pricing, and you may never get these buyers back in the door.

While price adjustments can be made at any point, a listing will never get as many showings or as many internet views as when it first hits the market.



The longer a home sits on the market, the more buyers question it’s worth. In the industry, we refer to this as a “stale listing”. Setting your home price as close to market value as possible right from the beginning will net you the most money in the end. Of course therein lies the challenge!!

## NOVEMBER HOME SALES\*

### Westfield

Address	# Beds	# Baths	Selling Price
1128 Central Ave.	3	1	\$335,000
334 Livingston St.	3	1	\$350,000
443 Downer St.	3	2	\$389,000
946 Cleveland Ave.	3	1.1	\$465,000
550 1st St.	3	2	\$490,000
475 Channing Ave.	3	1.1	\$520,000
529 Fairmont Ave.	3	2	\$570,000
195 Tudor Oval	3	2	\$580,000
1734 Central Ave.	4	3	\$591,200
450 Mountain Ave.	3	1.2	\$661,500
101 Cambridge Rd.	4	2.1	\$682,500
824 Grant Ave.	3	2.1	\$690,000
542 Arlington Ave.	4	2.1	\$780,000
1723 Boynton Ave.	4	3.1	\$929,000
426 S Euclid Ave.	4	3.1	\$950,000
34 Normandy Dr.	4	3.1	\$965,000
25 Hawthorne Dr.	5	2.1	\$989,000
1100 Rahway Ave.	4	3.1	\$995,000
858 Summit Ave.	5	3.1	\$1,066,000
739 Lawrence Ave.	5	3.2	\$1,125,000
229 Maryland St.	5	5.1	\$1,200,000
649 Prospect St.	5	5.1	\$1,284,000
215 Connecticut St.	5	5.1	\$1,299,000
556 St Marks Ave.	6	3.1	\$1,380,000

### Cranford (-cont-)

Address	# Beds	# Baths	Selling Price
1 Madison Ave.	4	2.1	\$660,000
18 Lenhome Dr.	4	2.1	\$675,000
36 Harvard Rd.	3	3.1	\$720,000
13 W End Pl.	4	2.1	\$755,000

### Scotch Plains/Fanwood

Address	# Beds	# Baths	Selling Price
550 Willow Ave.	2	1	\$165,000
461 Terrill Rd., Fwd	3	3	\$367,500
2090 W Broad St.	3	1	\$373,900
2066 Nicholl Ave.	3	2	\$380,000
2208 Old Farm Rd.	4	2.1	\$400,000
1996 Church Ave.	4	1	\$425,000
2403 Hamlette Pl.	5	3	\$440,000
307 Roberts La.	3	2	\$442,500
328 Fawnridge Dr.	4	2.1	\$460,000
101 N Glenwood Rd., Fwd	3	2	\$460,000
2539 Smith St.	4	2.1	\$465,000
2353 Morse Ave.	3	3	\$470,000
795 Westfield Rd.	4	2.1	\$500,000
32 Fieldcrest Dr.	3	1.2	\$545,000
1260 Sunnyfield La.	3	2	\$580,000
1118 Jefferson Ave.	4	2.2	\$715,000
23 Treeview Circle	4	3.1	\$730,000
15 Traveller Way	4	3.1	\$770,000
1989 Church Ave.	5	3.1	\$790,000
503 Tillinghast Turn	3	2.1	\$850,000
2288 Redwood Rd.	5	4	\$1,035,000

### Cranford

Address	# Beds	# Baths	Selling Price
91 Winans Ave.	3	1	\$240,000
20 Ramapo Way	4	2	\$390,000
126 New St.	3	1.1	\$390,000
3 Algonquin Dr.	3	1.1	\$430,000
148 Severin Ct.	3	2.1	\$475,000
41 Fairfield Ave.	4	2.1	\$551,000
214 Scherrer St.	4	2	\$565,000

### Mountainside

Address	# Beds	# Baths	Selling Price
197 Chipmunk Hill	4	2.1	\$420,000
1322 Wood Valley Rd.	3	1	\$464,000
180 Sunrise Pkwy.	4	2	\$470,000
1062 Sunny View Rd.	3	2	\$475,000
1266 Knollwood Rd.	4	2	\$520,000
1591 Rising Way	3	2.1	\$521,500
1575 Brookside Rd.	3	2.1	\$610,000
1285 Knollwood Rd.	5	3	\$750,000
558 Pheasant Hill Rd.	4	4	\$750,000
1131 Ridge Dr.	5	4.1	\$865,000



**SHARI E. HOLTZMAN**  
Coldwell Banker—East  
209 Central Avenue, Westfield, NJ 07090  
Cell: 908-868-6299  
Office Phone: 908-233-5555 x210  
Email: [shari.holtzman@cbmoves.com](mailto:shari.holtzman@cbmoves.com)  
Website: [www.makeNJhome.com](http://www.makeNJhome.com)

“Choose...  
with  
Confidence”



©2008 Coldwell Banker Real Estate LLC. Coldwell Banker® is a registered trademark licensed to Coldwell Banker Real Estate LLC. An Equal Opportunity Company. Equal Housing Opportunity. Owned and Operated by NRT LLC.

