

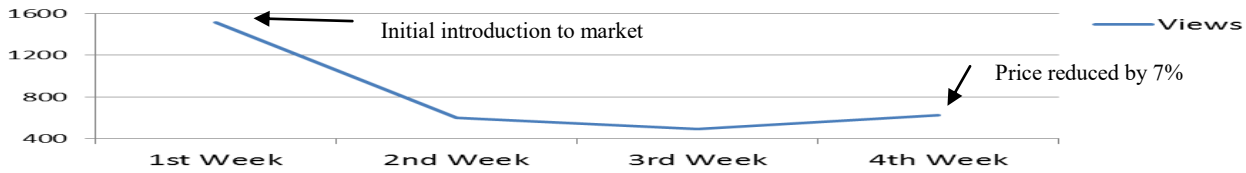


Market Trends



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!!



MAY HOME SALES*

Westfield

| Address | # Beds | # Baths | Selling Price |
|-----------------------|--------|---------|---------------|
| 230 Hyslip Ave. | 3 | 1.1 | \$500,000 |
| 824 E Broad St. | 3 | 1.1 | \$520,000 |
| 290 Sycamore St. | 3 | 2 | \$525,000 |
| 520 Cory Pl. | 4 | 2.2 | \$635,000 |
| 587 Terrace Pl. | 3 | 1.1 | \$640,000 |
| 724 St Marks Ave. | 3 | 2.1 | \$652,920 |
| 240 Maryland St. | 4 | 2.1 | \$660,000 |
| 843 Mountain Ave. | 4 | 4 | \$667,500 |
| 835 Harding St. | 4 | 1.1 | \$715,000 |
| 920 Brown Ave. | 4 | 3.1 | \$720,000 |
| 43 Mohican Dr. | 4 | 3.1 | \$750,000 |
| 254 Virginia St. | 4 | 3 | \$795,000 |
| 1020 Ripley Ave. | 4 | 4.1 | \$860,000 |
| 642 Norman Pl. | 4 | 2.2 | \$875,000 |
| 1050 Rahway Ave. | 5 | 2.1 | \$875,000 |
| 705 Dartmoor | 5 | 3.1 | \$899,900 |
| 646 Lawnside Pl. | 5 | 2.1 | \$960,000 |
| 710 Woodland Ave. | 4 | 2.1 | \$999,000 |
| 1317 Rahway Ave. | 6 | 5.1 | \$1,089,000 |
| 207 Grove St South | 6 | 5.1 | \$1,137,000 |
| 224 Massachusetts St. | 5 | 3.2 | \$1,200,000 |
| 415 Everson Pl. | 5 | 4.1 | \$1,270,000 |
| 621 Green Briar Ct. | 5 | 5.1 | \$1,300,000 |

Scotch Plains/Fanwood (-cont-)

| Address | # Beds | # Baths | Selling Price |
|-------------------------|--------|---------|---------------|
| 52 Glenwood Rd., Fwd | 4 | 1.1 | \$455,555 |
| 2451 Allwood Rd. | 4 | 2 | \$457,000 |
| 1989 Prospect Ave. | 4 | 2 | \$460,000 |
| 58 Shady La., Fwd | 3 | 1.1 | \$463,000 |
| 2252 Newark Ave. | 3 | 2.1 | \$470,000 |
| 117 S Glenwood Rd., Fwd | 3 | 1.1 | \$470,000 |
| 1212 Christine Circle | 3 | 1.1 | \$489,000 |
| 72 Oakwood Ct., Fwd | 4 | 2.1 | \$495,000 |
| 35 Waldon Rd., Fwd | 3 | 2 | \$496,035 |
| 24 Shady La., Fwd | 4 | 2 | \$505,000 |
| 2088 Elizabeth Ave. | 3 | 3 | \$570,000 |
| 815 O'Donnell Ave. | 4 | 3.1 | \$574,000 |
| 58 Helen St., Fwd | 4 | 3.1 | \$590,000 |
| 132 Vinton Circle, Fwd | 3 | 2.1 | \$600,000 |
| 1170 Donamy Glen | 3 | 2.1 | \$637,000 |
| 26 Autumn Dr. | 4 | 2.1 | \$700,000 |
| 8 Indian Run | 4 | 2.1 | \$750,000 |
| 4 Debra Ct. | 4 | 3.1 | \$815,000 |
| 2056 Maple View Ct. | 4 | 3.1 | \$820,000 |
| 12 Heritage La. | 5 | 3.1 | \$832,500 |

Cranford

| Address | # Beds | # Baths | Selling Price |
|-----------------------|--------|---------|---------------|
| 260 Bloomingdale Ave. | 4 | 2 | \$325,000 |
| 303 Edgar Ave. | 3 | 1.1 | \$334,000 |
| 12 Grove St. | 3 | 1.1 | \$400,000 |
| 217 Hillside Ave. | 3 | 2 | \$400,000 |
| 342 Lincoln Ave E. | 4 | 2 | \$450,000 |
| 222 Denman Rd. | 3 | 2 | \$480,000 |
| 22 Brown Terr. | 4 | 3 | \$490,000 |
| 227 Pawnee Rd. | 3 | 3 | \$500,000 |
| 16 Wadsworth Terr. | 3 | 2.1 | \$500,000 |
| 4 Rutgers Rd. | 4 | 2.1 | \$532,500 |
| 27 Wadsworth Terr. | 3 | 2 | \$539,531 |
| 8 Mansion Terr. | 4 | 3 | \$720,000 |
| 22 Van Buren Ave. | 4 | 4 | \$745,000 |

Scotch Plains/Fanwood

| Address | # Beds | # Baths | Selling Price |
|------------------------|--------|---------|---------------|
| 361 Hunter Ave. | 3 | 2 | \$240,000 |
| 42 N Martine Ave., Fwd | 3 | 1.1 | \$285,000 |
| 366 Farley Ave. | 4 | 2.1 | \$298,000 |
| 1653 Rahway Rd. | 5 | 2 | \$350,000 |
| 429 Evergreen Blvd. | 4 | 1.1 | \$360,000 |
| 83 LaGrande Ave., Fwd | 4 | 2 | \$360,000 |
| 1564 Martine Ave. | 3 | 2 | \$390,000 |
| 2253 Sunrise Ct. | 3 | 1.2 | \$390,000 |
| 2087 Lyde Pl. | 3 | 2 | \$435,000 |
| 20 Timberline Dr., Fwd | 3 | 1.1 | \$439,900 |

Mountainside

| Address | # Beds | # Baths | Selling Price |
|---------------------|--------|---------|---------------|
| 1376 Birch Hill Rd. | 3 | 2 | \$410,000 |
| 1271 Poplar Ave. | 3 | 2 | \$430,000 |
| 381 Creek Bed Rd. | 2 | 1.1 | \$595,000 |
| 1342 Birch Hill Rd. | 4 | 3 | \$608,000 |
| 260 Ravens Wood | 4 | 2.1 | \$680,000 |



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