



Home Trends



Right Pricing... Right from the Start

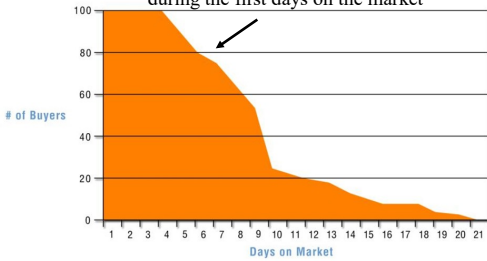
Why buyers who see your home right away are most prepared to buy:

- Have already been working with an agent an average of 10 weeks
- Knowledgeable about the market. Have seen and possibly lost properties previously on the market
- Financially Pre-approved and ready to make an offer when they perceive value

Why pricing it "right"...right from the start is so important:

- It creates a sense of urgency with the buyers.
- First impressions mean everything. Price adjustments later on typically don't get these buyers back in the door.
- The longer a home sits on the market, the more buyers question its worth. Buyers begin to dictate value.
- The Seller controls the negotiations.

Buyers most prepared to buy visit during the first days on the market



SEPTEMBER HOME SALES*

Westfield

| Address | # Beds | # Baths | Selling Price |
|---------------------|--------|---------|---------------|
| 526 W Broad St. | 3 | 2 | \$335,000 |
| 1506 Rahway Ave. | 3 | 1 | \$430,000 |
| 1420 Boulevard | 3 | 2 | \$430,000 |
| 256 Hazel Ave. | 3 | 1 | \$450,000 |
| 1325 Boulevard | 4 | 1 | \$465,000 |
| 565 Cumberland St. | 3 | 1.1 | \$480,000 |
| 645 Hillcrest Ave. | 3 | 1.1 | \$507,000 |
| 124 Marion Ave. | 3 | 2 | \$509,900 |
| 914 Ripley Ave. | 3 | 1.1 | \$575,000 |
| 855 Boulevard | 3 | 2 | \$600,000 |
| 535 Bradford Ave. | 4 | 2 | \$601,151 |
| 528 Edgar Rd. | 4 | 2.1 | \$676,000 |
| 56 Genesee Trail | 4 | 2.1 | \$685,000 |
| 1605 Grandview Ave. | 4 | 2.1 | \$697,500 |
| 211 Baker Ave. | 4 | 2.1 | \$700,000 |
| 961 Rahway Ave. | 5 | 3.1 | \$760,000 |
| 240 Connecticut St. | 4 | 3.1 | \$779,000 |
| 747 Hyslip Ave. | 4 | 3.1 | \$829,000 |
| 846 Summit Ave. | 4 | 2.1 | \$833,000 |
| 210 Twin Oaks Terr. | 4 | 2.1 | \$864,000 |
| 703 Forest Ave. | 4 | 3 | \$910,000 |
| 458 Bryant Ave. | 4 | 4.1 | \$975,000 |
| 452 Bryant Ave. | 4 | 4.1 | \$985,000 |
| 324 E Dudley Ave. | 5 | 4.1 | \$1,075,000 |
| 1001 Wychwood Rd. | 5 | 5 | \$1,100,000 |
| 725 Forest Ave. | 5 | 4.2 | \$1,200,000 |
| 12 Breezeknoll Dr. | 6 | 4.2 | \$1,450,000 |
| 512 Bradford Ave. | 5 | 6 | \$1,500,000 |
| 35 Plymouth Rd. | 6 | 6 | \$1,553,500 |
| 12 Kent Pl. | 5 | 5.1 | \$1,567,500 |

Mountainside

| Address | # Beds | # Baths | Selling Price |
|------------------------|--------|---------|---------------|
| 348 Briar Patch | 2 | 1 | \$440,500 |
| 1238 Cedar Ave. | 4 | 3 | \$452,000 |
| 284 Bridle Path | 5 | 2.1 | \$565,000 |
| 312 New Providence Rd. | 4 | 3.1 | \$588,000 |
| 248 Pembroke Rd. | 4 | 2 | \$600,000 |

Cranford

| Address | # Beds | # Baths | Selling Price |
|--------------------|--------|---------|---------------|
| 34 Tulip St. | 3 | 1.1 | \$375,375 |
| 713 Lincoln Ave. | 2 | 2 | \$385,000 |
| 20 Oraton Dr. | 3 | 2 | \$386,000 |
| 26 Roselle Ave. | 4 | 2 | \$415,000 |
| 28 W Holly St. | 3 | 1.1 | \$474,900 |
| 5 Martin Pl. | 3 | 2.1 | \$482,888 |
| 32 Denman Rd. | 3 | 2.1 | \$575,000 |
| 639 Lexington Ave. | 3 | 2.1 | \$580,000 |
| 331 Walnut Ave. | 4 | 1.1 | \$585,000 |
| 632 Lincoln Park E | 4 | 2.1 | \$639,000 |
| 28 Fairfield Ave. | 6 | 3.1 | \$755,000 |
| 24 Shawnee Rd. | 4 | 2.1 | \$840,000 |

Scotch Plains/Fanwood

| Address | # Beds | # Baths | Selling Price |
|------------------------|--------|---------|---------------|
| 2117 Westfield Ave. | 4 | 2.1 | \$276,288 |
| 411 Myrtle Ave. | 3 | 1 | \$284,000 |
| 179 Mountainview Rd. | 3 | 2 | \$300,000 |
| 315 Westfield Rd. | 3 | 1 | \$335,000 |
| 14 Paterson Rd, Fwd | 3 | 1.1 | \$335,000 |
| 591 Forest Rd. | 2 | 1 | \$339,000 |
| 227 Willow Ave. | 3 | 2 | \$375,000 |
| 2129 Meadowview Rd. | 3 | 3 | \$390,000 |
| 542 Hunter Ave. | 3 | 2 | \$420,000 |
| 327 Westfield Rd., Fwd | 4 | 1.1 | \$420,000 |
| 34 Shady La., Fwd | 4 | 2 | \$428,500 |
| 532 Farley Ave. | 4 | 2 | \$436,500 |
| 560 Pine St. | 3 | 2 | \$455,000 |
| 2030 Birch St. | 4 | 2 | \$475,000 |
| 76 Cray Terr, Fwd | 4 | 2 | \$475,000 |
| 102 Paterson Rd., Fwd | 3 | 1.1 | \$495,000 |
| 845 Westfield Rd. | 3 | 1.1 | \$535,000 |
| 11 Essex Rd. | 3 | 2 | \$545,000 |
| 353 Montague Ave. | 4 | 2.1 | \$548,000 |
| 1712 Oakwood Terr. | 4 | 2.1 | \$577,500 |
| 1540 Rahway Rd. | 3 | 2.2 | \$580,000 |
| 1122 Maple Hill Rd. | 4 | 2 | \$590,000 |
| 2694 Crest La. | 4 | 2.2 | \$620,000 |
| 2255 Old Farm Rd. | 4 | 3 | \$625,000 |
| 1160 Terril Rd. | 4 | 3 | \$662,500 |
| 2070 Oak Hill Rd. | 4 | 4 | \$674,000 |
| 2236 Westfield Ave. | 4 | 2.1 | \$680,000 |
| 45 Rambling Dr. | 4 | 2.1 | \$755,000 |
| 9 Short Hills La. | 5 | 4.1 | \$870,000 |
| 20 Greensview Dr. | 5 | 3.1 | \$999,000 |
| 15 Ditzel Farm Ct. | 7 | 7 | \$1,140,000 |



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