



sharing your vision

market data

market share

on the market

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10 MAPLE HILL DRIVE, Larchmont, NY click for listing>>

leading the way IN LARCHMONT AND MAMARONECK REAL ESTATE VOL. 2 ISSUE 1

Welcome to the 1Q 2010 edition of E-REALTY NEWS ... The 2010 market overall is showing signs of a healthy recovery. Across all measures for 1Q 2010 positive increases are notable. Important to note, the increases reflected are dynamic due to the fact that the 1Q '09 data was bleak given the financial crisis that began in the Fall '08 with the collapse of Lehman Brothers which virtually froze all sales. Nonetheless, to-date in 2010 we are transacting at a far better pace and with more buyer certainty than 2009. click for more >>

MARKET DATA

Table with 4 columns: MAMARONECK SCHOOLS*, 2010, 2009, % CHG. Rows include Total Dollar Volume, Average Sell Price, Median Sell Price, Price Per Square Foot, Days on Market.

*Single Family Homes Sold, Mamaroneck Schools

Table with 4 columns: LARCHMONT*, 2010, 2009, % CHG. Rows include Total Dollar Volume, Average Sell Price, Median Sell Price, Price Per Square Foot, Days on Market.

*Single Family Homes Sold, Larchmont.

Table with 4 columns: NEW ROCHELLE SCHOOLS*, 2010, 2009, % CHG. Rows include Total Dollar Volume, Average Sell Price, Median Sell Price, Price Per Square Foot, Days on Market.

*Single Family Homes Sold, New Rochelle.

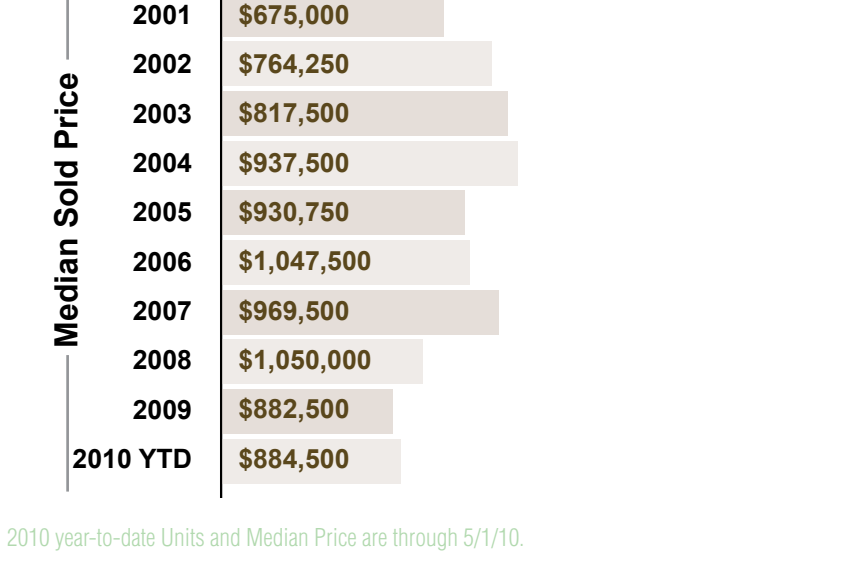
MARKET SHARE

Market Share Leader 1Q 2010 — Mamaroneck Schools

List of market share percentages: Houlihan Lawrence 41.66, Julia B. Fee/Sotheby's 25.49, Coldwell Banker 5.50, Weichert 5.27, Prudential 5.11, Merritt Associates 1.79, ALL OTHERS 15.17. Includes a pie chart.

Through 3/31/10.

10-Year Overview — Mamaroneck Schools



2010 year-to-date Units and Median Price are through 5/1/10.

ON THE MARKET

7 Tulip Lane, Larchmont, NY 10538 \$1,149,000. Just like new construction on quiet cul de sac in Larchmont Village! Classic center hall colonial w/new front portico & fabulous open, bright floor plan.

606 Shore Acres Dr, Mamaroneck, NY 10543 \$1,999,000. Nearly 1/2 acre of direct LI Sound waterfront with deep water dock in desirable Shore Acres. Deeded rights. First time on the market in over 40 years!

65 Circle Avenue, Larchmont, NY 10538 \$8,000 per month. Fabulous Manor Colonial with beautiful yard available immediately for short term rental! Rent for 4 months or for the summer!

10 Maple Hill Drive, Larchmont, NY 10538 \$1,190,000. Stunning Murray Avenue Tudor on desirable tree lined street in close proximity to all. Fabulous 1st floor offers gracious foyer with elegant stair, dramatic sunken formal living room, enormous formal dining room and family room/4th bedroom with slider to stone terrace.

SOLD

39 Vine Road, Larchmont, NY 10538 \$799,000. English Tudor offers open floor plan w/generously sized, proportioned rooms. Sunken living room w/hearth fireplace & exposed beams.

47 Valley Road, Larchmont, NY 10538 \$869,000. Renovated 1929 Tudor with spacious vaulted-ceiling living room and Juliet balcony, original leaded and stained glass windows.

815 Pirates Cove, Mamaroneck, NY 10543 \$1,299,000. Private location at end of a cul de sac. Professionally landscaped grounds from lovely rear-screened porch and slate patio.

601 Brook Street, Mamaroneck, NY 10543 \$1,475,000. Totally renovated Colonial with huge chefs' MEIK/great room leads to bluestone patio and professionally landscaped yard.

27 Flint Avenue, Larchmont, NY 10538 \$1,835,000. Classic Manor Center Hall Colonial, fabulous floor plan boasts six bedrooms & gourmet dine-in kitchen with custom cabinetry and generous center island that opens to great room and access to private deck & rear yard.

65 Circle Avenue, Larchmont, NY 10538 \$1,750,000. Sparkling, light filled, beautifully maintained Manor Colonial with incredible flow, generous closets & storage, lovely property & plantings, slate patio, new roof.

640 Shore Acres Dr, Mamaroneck, NY 10543 \$2,249,000. WATERFRONT residence with dock, tranquil views of Mamaroneck harbor & deck w/awning & hot tub.

20 Pryer Lane, Larchmont, NY 10538 \$4,995,000. The elegance, character and enchantment of a romantic European country estate is captured in this spectacular 7-bedroom property in the heart of Larchmont Manor.

UNDER CONTRACT

40 Carleon Avenue, Larchmont, NY 10538 \$1,735,000. A gem in Larchmont's Howell Park. The finest architectural elements coupled with top quality construction - fabulous gourmet kitchen, custom built wine cellar, home office and master suite w/ WIC/updated bath.

8 Locust Ridge Road, Larchmont, NY 10538 \$1,575,000. Center hall Colonial located on a charming tree-lined cul-de-sac. Amenities include slate roof, random-width hardwood floors, spacious family room with vaulted ceiling and doors to large deck and patio.

34 Colonial Avenue, Larchmont, NY 10538 \$1,275,000. FABULOUS 5 bedroom, beautifully renovated Colonial! Master suite w/oversized dressing room & new bath. Gourmet dine-in-kitchen w/new cabinetry and all amenities you'd expect.

951 Orienta Ave, Mamaroneck, NY 10543 \$1,595,000. Classic stone & shingle Colonial on an acre of beautifully structured gardens. Sprawling manicured grounds create a haven for OUTDOOR LIVING and ENTERTAINING.

531 Orienta Ave, Mamaroneck, NY 10543 \$2,999,000. Spectacular new center hall sun-filled Colonial features spacious rooms, high ceilings and state-of-the-art amenities.

7 Byron Lane, Larchmont, NY 10538 \$875,000. Lovely suburban location. A diamond in the rough. Tudor with characteristic English detail - stone and stucco exterior, archways, solid wood doors and trim, hardwood floors, stone fireplace.

17 N. Chatsworth Ave #5J, Larchmont, NY 10538 \$525,000. Rare Pre-War renovated apartment in mint condition - cathedral ceilings, terracotta terrace and quality cabinetry.

SHARING YOUR VISION — CONTINUED...

Mamaroneck Schools total dollar volume of \$51.1M measures an increase of 182% vs prior year (YAG) and is virtually on par with 1Q '07 dollar volume of \$53.1M. The median sell price for 1Q '10 in Mamaroneck Schools is \$1.097M, up +19% from \$905k same period '09.

The bulk of the 1Q '10 transactions occurred in Larchmont (vs Mamaroneck), with total dollar volume of \$35M, up +230% vs YAG at \$10.6M. Larchmont's median sell price of \$999.9k reflects a +10% increase vs YAG. Again, YTD median sell price (thru 5/1) for Larchmont is \$826k trending at 2003 levels; the 2009 year end median price in Larchmont was \$900k.

40 Units SOLD in Mamaroneck Schools in 1Q 2010 versus the 16 units this period 2009. The unit level was slightly below 1Q '07 where 47 units sold. Importantly, more higher priced homes (over \$1M) are moving in 2010 with the number of transactions fairly equally balanced between homes under \$1 million and between \$1-\$2M.

The New Rochelle market was seriously paralyzed in 2009 as home prices in neighboring Villages of Larchmont/Mamaroneck and others dropped, opening doors for buyers previously looking to New Rochelle as affordable alternatives to these Villages.

Overall, our marketplace has benefitted from an under supply and an over demand. The under \$800k market moved feverishly as buyers took advantage of low rates plus the first time home buyer credit.

The luxury market has seen a solid bump up in deals under contract-- while most recently it appears this inventory is on the rise. Nonetheless, the NYC luxury buyer pool is present and the local move up buyer has come out, more confident in his ability to sell his existing home to allow the trade.

It is worth noting that relevant and "on market data" pricing levels continue to be the catalyst. The properties that had the greatest exposure and attracted quick, strong bids were marked at levels anywhere from 15-20% off the 2007 highs.

As always, your referrals continue to be my greatest source of business and highest commitment. I thank you.

Please call or email with any questions or if you need any real estate guidance or input in the near term.

My best,

Pollena

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POLLENA FORSMAN Associate Broker Houlihan Lawrence

Larchmont Brokerage 2070 Boston Post Road Larchmont, NY 10538

Office: 914-833-0420 Ext. 360 Cell: 914-420-8665

pforsman@houlihanlawrence.com

pollenaforsman.houlihanlawrence.com

Want to Join my LinkedIn Network? www.linkedin.com/in/pollenaforsman

