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market data

market share

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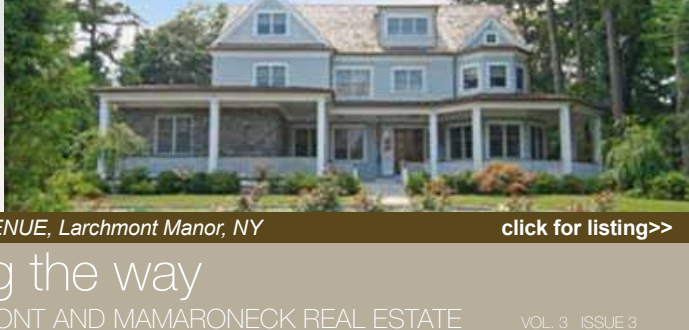
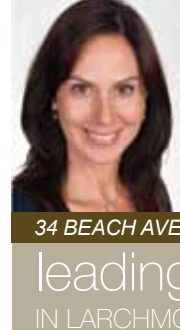
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Ranked #1  
Agent in  
Larchmont  
Mamaroneck

WESTCHESTER  
WINNER 2010

RANKED AGENT #8  
IN WESTCHESTER  
IN TOTAL SALES  
VOLUME  
BY THE REAL DEAL  
APRIL 1, 2011



34 BEACH AVENUE, Larchmont Manor, NY

click for listing>>

leading the way

IN LARCHMONT AND MAMARONECK REAL ESTATE

VOL. 2 ISSUE 3

If you thought you noticed "real estate energy" this Spring in Larchmont and Mamaroneck, you were right! 3Q data reflects our Spring market deals, or contracts, and it was a very strong quarter!

Third Quarter (3Q) 2011 total dollar volume for Mamaroneck Schools of **\$130 million dollars** and **103 units sold sets a 5 year high for this period**. Larchmont sales dominated with \$105.4 million (or 81%) of total dollar volume. Larchmont dollar volume alone was greater than the total Mamaroneck Schools dollar volume in same period in peak years. 3Q '11 total dollar volume reflects a +54% increase vs year ago and +28% increase over the past 5 year 3Q high. [click for more >>](#)

#### MARKET DATA

MAMARONECK SCHOOLS*	3Q '10	3Q '11	% CHG
Total Dollar Volume	\$84.6M	\$130.1M	53.8%
Average Sell Price	\$1.098M	\$1.263M	15%
Median Sell Price	\$999.9M	\$1.1M	10%
\$/Sqft	\$436	\$473	8.5%
Days on Market (DOM)	119	138	+19 Days

\*Single Family Homes Sold, Mamaroneck Schools

LARCHMONT*	3Q '10	3Q '11	% CHG
Total Dollar Volume	\$74.9M	\$105.4M	40.7%
Average Sell Price	\$1.1M	\$1.266M	11.5%
Median Sell Price	\$1.007M	\$1.068M	6.1%
\$/Sqft	\$430	\$466	8.4%
DOM	114	132	+18 Days

\*Single Family Homes Sold, Larchmont

RYE NECK SCHOOLS*	3Q '10	3Q '11	% CHG
Total Dollar Volume	\$21.7M	\$29M	33.6%
Average Sell Price	\$1.444M	\$1.26M	-12.7%
Median Sell Price	\$1.226M	\$850k	-30.7%
\$/Sqft	\$413	\$371	-10.2%
DOM	150	121	-29 Days

\*Single Family Homes Sold, Rye Neck

UNITS SOLD*	YTD '10	YTD '11	% CHG
\$0 - \$499,999	10	12	20.0%
\$500,000 - \$699,999	30	17	-43.3%
\$700,000 - \$999,999	64	69	7.8%
\$1,000,000 - \$1,499,999	50	51	2.0%
\$1,500,000 - \$1,999,999	25	21	-16.0%
\$2,000,000 - \$2,499,999	9	13	44.4%
\$2,500,000 - \$2,999,999	3	6	100.0%
\$3,000,000 - \$4,999,999	5	3	-40.0%
\$5,000,000 and up	0	1	Not Valid
Market Totals	196	193	-1.5%

County: Westchester Sale Date (To): 9/30/2011 Source: EAMLS Property Type: Single Family Zone: Area 5 School Dist: Mamaroneck Price points: 1

5 YEAR LOOK BACK*	3Q11	3Q10	3Q09	3Q08	3Q07
Total Dollar Volume	\$130.1M	\$84.6M	\$72.9M	\$101.6M	\$100.4M
Total Units	103	77	78	79	81
Average Sell Price	\$1.263M	\$1.098M	\$935k	\$1.286M	\$1.239M
Median Sell Price	\$1.1M	\$999.9M	\$820k	\$1.036M	\$1.170M
Maximum Sell Price	\$3M	\$2.115M	\$2.6M	\$3.750M	\$4.850M

\*Mamaroneck Schools, Single Family Homes

#### MARKET SHARE

Sound Shore Market Leader  
through 3Q 2011

Houlihan Lawrence 35.26  
Julia B. Fee/Sotheby's 31.44  
Coldwell Banker 15.51

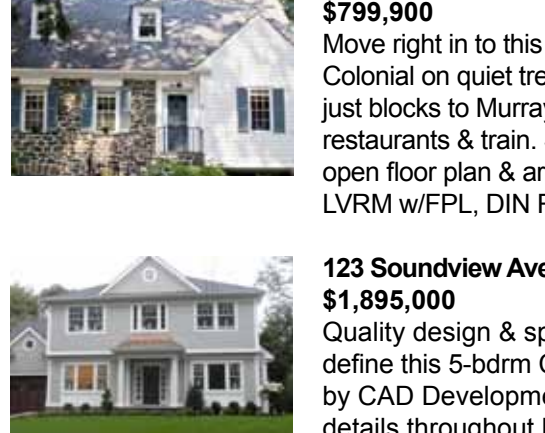
Weichert  
Prudential  
BHG Rand  
Stetson  
Douglas Elliman  
Other

17.79



Sale Date(From): 1/1/2011 Sale Date(To): 9/30/2011 MLS Source: WPMLS Property Type: Single Family Zone: Area 5 School Dist: Mamaroneck Top: 10 Sort By: Total Volume Group By: Company

#### 10-Year Overview — Mamaroneck Schools



\*2011 year-to-date Units are through 9/30/2011

Sale Date(To): 9/30/2011. Source: EAMLS. Property Type: Single Family Zone: Area 5. School Dist: Mamaroneck.

#### ACTIVE LISTINGS



**45 Valley Rd, Larchmont, NY 10538**  
**\$799,900**

Move right in to this 1920's Stone Front Cape Colonial on quiet tree lined street in Larchmont just blocks to Murray Ave Elem., Village shops, restaurants & train. Sunny & bright w/classic open floor plan & arched passageways offers LVRM w/FPL, DIN RM, updat. Kitchen.



**123 Soundview Ave, Rye, NY 10580**  
**\$1,895,000**

Quality design & spectacular craftsmanship define this 5-bdrm Classic Colonial constructed by CAD Development. Refined architectural details throughout home. Gourmet Dine-in-Kitchen w/custom cabinetry, stainless appliances, granite counters & Butler's pantry. EIK flows to Family Room & golf course views.



**20 Maple Hill Dr, Larchmont, NY 10538**  
**\$1,999,000**

Well known LAR builder, CAD Development, offers quality design & superior architectural detail in this Classic 5 Bdrm Colonial to be constructed in prime LAR location. 2 Story Entry w/coffered ceiling hall detail. Gourmet dine-in-kitchen w/ custom cabinetry, stainless appliances.



**34 Beach Ave, Larchmont, NY 10538**  
**\$6,500,000**

One of the most exceptional properties ever offered in Larchmont Manor, this exquisite residence enjoys a rarely available 1-acre setting. A fresh interpretation of a classic Single-Style home incorporating a level of custom design, quality & amenities that is unrivalled.



**21 N Chatsworth Ave #3J, Larchmont, NY 10538**  
**\$220,000**

Spacious and bright 1 Bedroom overlooks trees and offers a BRAND new, high-end Kitchen renovation with new cabinetry, granite counters and stainless steel appliances. Gracious Foyer, oversized living and dining room and updated hall bath.



**21 Oak Ave, Larchmont, NY 10538**  
**\$9,250 / Rental**

Exceptional rental opportunity in premier Larchmont Manor just blocks to LI Sound, beach, parks, schools, Village shops & train. Over 4,000 SQFT of living space with finished lower level. Fabulous architectural detail, wrap around porch & level, manicured 1/4 acre grounds.

#### PENDING/UNDER CONTRACT



**1 Winged Foot Dr, Larchmont, NY 10538**  
**\$1,145,000**

The very best value in Larchmont! Luxurious, spacious main floor w/windows & walk-outs galore to the exquisite gardens & wide wrap-around deck w/private views to nature preserve. Renovated kit w/granite counters w/stainless, sun room, formal dining rm, lg living w/fpl & family rooms.

#### SOLD



**211 Murray Ave, Larchmont, NY 10538**  
**\$749,000**

211 Murray Avenue is a fully renovated home just blocks from Murray Avenue Elementary school and the railroad/town. A great walk everywhere location is balanced by a wonderful backyard complimented by a 16x16 deck for entertaining.



**138 Murray Ave, Larchmont, NY 10538**  
**\$785,000**

Charming Colonial in lovely condition with four bedrooms and three full baths, renovated eat-in kitchen and bright and sunny floor plan with generous sized rooms. Flooded with light, this home is a hop, skip and a jump to school, train, shops and village.



**18 Leatherstocking Ln, Mamaroneck, NY 10543**  
**\$995,000**

This uniquely designed sun-filled Contemporary situated on quiet cul-de-sac has a special Hamptons cache. Dramatic great room beautifully enhanced with numerous architectural details and improvements offers wonderful views to lush landscaped grounds.



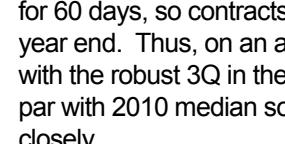
**9 Serpentine, Larchmont, NY 10538**  
**\$899,000**

Lots of natural light in this contemporary home with SOHO feel, interesting layout, private deck and yard with waterfall element/two ponds, 5 bedrms on 3 levels, 3 baths, fireplace and 22' ceiling in Living Room on a wonderful dead end street.



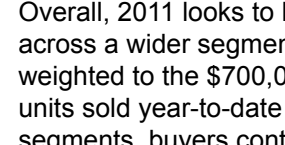
**17 Monroe Ave, Larchmont, NY 10538**  
**\$995,000**

Location X three! Every home is a masterpiece and this beloved Larchmont Village Manor home is a prime place to create your own! This 5 bedroom, 3.1 bath, traditional center hall Colonial with good bones, great traditional space, arched doorways.



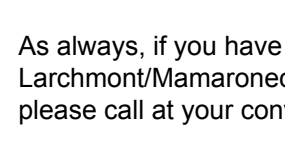
**27 Barlow Ln, Rye NY 10580**  
**\$1,475,000**

Beautifully maintained home offers spacious & updated interior & situated on park-like 1/2 acre. Entry w/marble flrs leads to lg new kitchen w/island, granite counters, stainless appliances, marble flooring & fabulous stone fireplace.



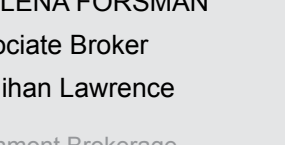
**20 Dimitri Pl, Larchmont, NY 10538**  
**\$1,349,000**

Fantastic Center Hall Colonial in prime location on cul de sac steps to the Village & schools. Stunning gourmet Dine-in-Kitchen offers large center island w/ample seating, solid wood cabinetry, marble counters, stainless appliances incl. double ovens, breakfast seating.



**7 Glenn Rd, Larchmont, NY 10538**  
**\$1,495,000**

This majestic stone home features a wonderful open layout, architectural details, spectacular eat-in kitchen, and living room with cathedral ceiling and fireplace. The large master bedroom has an updated master bath with whirlpool, shower and double sinks. In move in condition.



**9 South Dr, Larchmont, NY 10538**  
**\$2,295,000**

Exceptional Center Hall Colonial in the heart of Rouken Glen Neighborhood. Updated and decorated to perfection! Come enjoy the 9' ceilings and circular first floor plan that includes an enormous family room and kitchen that opens to a gracious stone patio.



**55 Stuyvesant Ave, Larchmont, NY 10538**  
**\$2,425,000**

Premier location in the Village. Beautiful stone and shingle 4 bedroom/4.5 bath fully renovated Arts & Crafts home. State-of-the-art amenities. Award winning Kitchen/Great Room. Extra large deck, wonderful front porch and beautifully landscaped yard.



**41 Highwood Ave, Larchmont, NY 10538**  
**\$2,850,000**

Proudly ensconced within a picturesque tree-lined neighborhood, Highwood was built in 1925 yet fully transformed into an estate-caliber residence designed for the way we live today. Expertly expanded & rebuilt with unrivaled attention to detail & artisan craftsmanship.



**8 Bayard St, Larchmont, NY 10538**  
**\$2,795,000**

Spectacular turn of the century Colonial Revival in Larchmont Village has undergone full, supreme interior/exterior renovation & offers the highest architectural integrity blended w/design sense for today's every need. Incredible wrap around rear porch overlooks level grounds.



**122 Lawn Terrace #2H, Mamaroneck, NY 10543**  
**\$230,000**

Beautiful, sun-filled 2nd floor unit with spacious, open floor plan. Updated kitchen, Master Bedroom with newly renovated Powder Room. Great deck off DR. Living Room & 2nd Bedroom overlook lovely central courtyard within this well maintained complex.

#### SHARING YOUR VISION — CONTINUED...

It would be prudent however, not to get carried away with one reporting period. The exceptional results of the third quarter may end up covering the balance of our year as the market has cooled with the arrival of Fall. As of September 30th in Mamaroneck Schools, there are 12 homes in contract versus 97 active listings reflecting low demand overall. Properties are generally under contract for 60 days, so contracts need to be signed by early November to impact the year end. Thus, on an annualized basis 2011 may look similar to 2010 even with the robust 3Q in the mix. 2011 YTD median sold price of \$999,000 is on par with 2010 median sold price of \$992,000 and YTD units sold are tracking closely.

You might also be interested to know 3Q 2011 marked a change in the composition of sales with 14 luxury sales (over \$2 million dollars) versus only 4 luxury sales same period year ago. Yet the "high sale" this period recorded at \$3 million, well off the previous quarter high mark of \$5.2 million. Furthermore, with 19 luxury properties currently on the market and only 2 in contract - today's supply/demand ratio for this segment reflects lower demand.

Overall, 2011 looks to be a stable market with solid transaction levels across a wider segment of price categories. The market remains weighted to the \$700,000-\$1,499,000 range which represents 62% of units sold year-to-date in Mamaroneck Schools. Importantly, across all segments, buyers continue to seek value versus the competition as well as versus peak levels - value equates to success.

With the Fall market a bit lackluster, our loose expectation is that the Spring 2012 market may kick off early in the January/February months. In the meantime, serious buyers finding value are slowly moving to contract. And, many of our Spring sellers are beginning to prepare for market entry with pre-marketing preparation with their agents (staging, touch ups and production of marketing materials while there is still color for exterior shots).

As always, if you have any real estate related questions or needs in Larchmont/Mamaroneck or anywhere - through my premier network - please call at your convenience and we can discuss further.

My best,

*Pollena*

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