



pollena  
forsman

# Market Insights – Leading the Way

LARCHMONT • MAMARONECK • RYE • HARRISON REAL ESTATE

## Overall in the Sound Shore Region

Hello & Welcome to Summer 2019!

Our data for the 2nd Quarter 2019 is a little mixed with Mamaroneck Schools luxury market \$2M+ up 57%, reporting 11 homes sold vs 7 year ago, while overall sales are down 10%. The average price per sq. foot is off 3% to \$459. In Larchmont, home sales are down 6.5%. However, nine (9) homes sold over \$2M vs just 5 year ago which is encouraging demand. Q2-19 home sales in Harrison are down 6% and the luxury market weakened; \$2M+ homes dropped off 29% vs year ago. Interestingly, Harrison's \$375 avg\$pf was up nearly 9% from \$345 and remains the best value in the Region.

Rye Neck and Rye City's Q2-19 numbers were sluggish with home sales off 21% in both areas and luxury sales down 33% to just two (2) sales in Rye Neck and down 41% in Rye City to sixteen (16) luxury sales, yet, still the highest number of luxury sales in the Sound Shore. Rye City's average price per foot dropped 12% to \$536psf.

Market data for the First Half of the year is showing sales declines across the Sound Shore ranging from 7% to 41% in homes sold. Mamaroneck Schools have fared the best to-date with homes sales declining only 7% with the median price, \$1.15M down just 3% vs year ago. Harrison's homes sales were down nearly 11% with median price of \$1.25M off nearly 12% vs year ago. Rye City posted significant declines year-to-date ending June with homes sales off 33% and the median price down 17% to

\$1.625M. And, Rye Neck's home sales were off 41% with the median price of \$999k holding, off approximately 6% vs YAG.

The 2019 Market is proving to be challenging and navigating successfully requires a high degree of experience, market expertise and sound marketing strategies. I'm pleased to report personal sales volume of nearly \$75 million so far this year which I attribute to my clients, buyers and sellers, benefiting from carefully designed strategies, techniques and representation yielding valuable transactions in this environment.

Now is a good time to meet with Seller Clients who are considering Fall '19 and Spring 2020 Sales to ensure we have the best marketing plan in place to maximize value upon Launch. I would welcome the opportunity to engage my strategies for you or your friends, colleagues and neighbors if they are considering buying or selling.

Lastly, I am honored to mention being named to the Top 110 Agents in the Nation by the Wall Street Journal/Real Trends 2018 rankings just released. This achievement includes being the #16 Agent in New York State too! Thank you to all of my amazing clients through many years of working together!

Looking forward to a strong finish in 2019!

All the best,



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### #1 Agent Westchester County

SINGLE-FAMILY HOMES 2018  
5 Years in a Row

### #1 Agent Larchmont/Mamaroneck

SINGLE-FAMILY HOMES 2018  
9 Years in a Row

### #1 Agent Larchmont

SINGLE-FAMILY HOMES 2018  
9 Years in a Row

### #1 Agent Larchmont Manor

SINGLE-FAMILY HOMES 2018  
7 Years in a Row

### #16 Agent in New York State

INDIVIDUAL AGENT AMONGST ALL FIRMS

### #106 Agent in the Nation

OUT OF 1.4 MILLION REAL ESTATE  
PROFESSIONALS BY SALES VOLUME



HOULIHAN LAWRENCE  
SINCE 1888