



Cynthia Cala Suarez

License #1007006
MySoldHomeNJ.com
info@MySoldHomeNJ.com
(732) 701-7848



Genora & Company Realty
1300 Hwy 35, Plaza 1, Suite 201
Ocean, NJ 07712



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LOOKING AHEAD

1 The Supply of Available Homes

With inventory low and median sale prices steadily increasing—up 22.17% this March compared to March 2021—sellers who work with an expert to properly position themselves on the market can generally expect to secure a nice-sized return.

3 Continued Attraction to The Area

The Northern Jersey Shore area continues to be an attractive place to live for many. Here are just some things to note:

- Proximity to miles on end of beaches, each with its own vibe
- Year-round arts and culture, great local eats, lots of restaurants and fine dining
- Transportation along the NJ Coastline to NYC

2 Buyers Are Searching

Buyers are eager to scoop up the available inventory. The median days on market in March was only 9 days, a 47.06% decrease from March 2021. With inventory as low as it is, only time will tell how long this trend will continue. Regardless, no matter what twists and turns the market takes, to truly maximize your return on investment, you'll want to be strategic with the way you position your home on the market.

4 What to Expect When Selling Your Home

You deserve the help of someone who will not only get you results but who will also offer support and peace of mind throughout your home sale. The market consistently evolves, but with the guidance of a real estate professional who knows your local area and how to properly market to qualified buyers, you can easily ensure your home sells within a reasonable timeframe and for a healthy return on your investment.



JERSEY SHORE

REAL ESTATE
MARKET REPORT
APRIL 2022

Thinking of selling in the next 12 months?

Call today for your Strategic Marketing Consultation.



732-701-7848



Courtesy of **Cynthia Cala Suarez**

DEAR NEIGHBOR,

While your current home provided you with the space and amenities you needed, you might be considering a move. Now, as you consider this move and finalize your decision, you want to make sure you have the right things in place.

For most of us, our homes are the largest asset we'll ever own—so you are right to want to understand this investment in terms of the current market you are in. Here are some important things you need to know about the Northern Jersey Shore real estate market right now:

Inventory is down and demand is up.

Since the start of the COVID-19 pandemic, the Jersey Shore had an extremely limited number of properties available for sale. This was due in part to an influx of people moving out of NYC and other urban areas to get relief from overly crowded conditions, and also many homeowners delaying their plans to move due to the uncertainty of the global health threat.

Although the building of new construction homes from builders such as K. Hovnanian sustained or increased building throughout the span of the pandemic, the amount of new construction still could not meet the demands for the number of homes needed to satisfy the increased buyer pool. A consistent high demand with low inventory causes a perpetual boost in sale prices. The sale-to-list price percentage climbed to 102% and above in surrounding areas for the year, a record by 3 percentage points! To maximize the opportunity in this market, you want to work with a real estate expert who understands how to strategically price your home.

We continue to see homes sell with multiple offers.

The houses that are priced correctly and marketed well are consistently selling at or above list price with very few days on the market. The median sale price climbed even higher to \$507,000 in March 2022, which is a 22.17% increase from March 2021. Median days on market remained exceptionally low as well, at 9 days, compared to 17 days in 2021. These stats really add up and make a big difference in your financial stability when you are selling your largest financial asset. With the guidance of a real estate professional who understands strategic

marketing and positioning, you can generally expect to sell fast.

Buyers are searching now, and competition will only increase come spring.

I worked through the holidays with my buyers due to the extreme demand, and the market is not showing any signs of slowing. This is actually a great time to list your home – buyers are serious and ready to make offers. With my strategic listing preparation and marketing plan, my clients get the highest possible price in the fewest days on market.

As a homeowner in the Northern Jersey Shore area, what does this mean for you?

It's a good time to seek expert guidance to get the information you need and see what the numbers look like for you.

You are right to want accurate information and expert guidance to help you understand what this all means for your bottom line, and you deserve to have a rewarding experience in the process. With my ROI-based property updates, highly targeted pre-listing marketing, and a systematized approach, you get the results you want and the peace of mind to feel confident as you start your next journey.

If you are thinking about selling your home in the next 12 months, call me today for your strategic marketing consultation → 732-701-7848

We will cover your goals and my unique approach to getting you the highest possible price in the fewest days on market.

Call Today → 732-701-7848

To your success,



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SINGLE-FAMILY HOME STATS	MARCH 2021 VS. 2022	ANALYSIS
Average Sale Price	↑ Up 22.17%	Average sale price is now at \$507,000, up 22.17% from \$415,000 in March 2021. When you price correctly from day one, you can maximize offers and ultimately sell for the highest possible price as quickly as possible.
Median Days on Market	↓ Down 47.06%	Median days on market remain low, at 9 days in March 2022. Current high demand and low supply play a major role, especially when compared to March 2021's statistic at 17 days. With strategic pricing and marketing, you can ensure your home sells for top dollar in only a few days on market.
Sale-to-List Price Ratio	↑ Up 3%	Correctly priced, strategically marketed homes sell at or above list price, and sellers focused on ROI often seek my advice on how to invest in strategic updates before listing their home for sale. March's ratio is at a record-setting 102%.

Source: FLEXMLS - Monmouth Ocean Regional Realtors

RECENTLY SOLD



5 Pewter Dr
Tinton Falls NJ 07753
Sold for \$469,000



20 Adelphi Dr
Jackson NJ 08527
Sold for \$ 575,000



10 Princeton Ave
Neptune, NJ 07753
Sold for \$360,000



29 Marion St
Red Bank, NJ 07701
Sold for \$405,000



"Cynthia, we just wanted to take a moment to thank you for your assistance in selling our home in Spring Lake Heights. Your diligence and professionalism were the primary reasons the home sold thirty days after listing. You've earned our confidence and we would not hesitate to use your services again or to refer you to others. Again, many thanks and I'm sure we'll stay in touch."



— Tom and Rose Kunz

"Professional, Courteous, Knowledgeable, Persistent... All words to describe Cynthia Suarez. She was instrumental in assisting me and my parents in selling our two properties. Both sales were very complicated and we ran into several problems. Mrs. Suarez tackled each problem head on without hesitation, and worked very closely with my attorney and quickly resolved every issue and kept us updated religiously during the process. She made me feel as if we were her only clients. I would highly recommend her services to anyone!!!!"

— Kinna F. Perry, PhD, M.B.A

Call me today for your Strategic Marketing Consultation



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