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All information is subject to change and should be independently verified. If your property is listed with a real estate agent, please disregard. It is not our intention to solicit the offerings of other real estate agents.

LOOKING AHEAD

1 The Supply of Available Homes

With inventory low and median sale prices steadily increasing—up 11.32% this April compared to April 2021—sellers who work with an expert to properly position themselves on the market can generally expect to secure a nice-sized return.

2 Buyers Are Searching

Buyers are eager to scoop up the available inventory. The median days on market in April 2022 was only 10 days, with a 0% change when compared to April 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

3 Continued Attraction to 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

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.

Thinking of selling in the next 12 months?

Call today for your Strategic Marketing Consultation.



732-701-7848

JERSEY SHORE

REAL ESTATE
MARKET REPORT
MAY 2022



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.

The Jersey Shore is still experiencing an extremely limited number of properties available for sale. New construction is on the rise, but not keeping up in the single-family home sector, which the buyer pool is still hungry for. A consistent high demand with low inventory causes a perpetual boost in sale prices. The sale-to-list price percentage climbed to 105% in Red Bank and surrounding areas for April 2022, up another record 2 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 \$435,000 in April 2022, which is a 11.32% increase from \$390,750 in April 2021. Median days on market remained exceptionally low as well, at 10 days, staying on pace with 10 days in April 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.

As I continue to work with buyers, regardless of the rise in interest rates, the market isn't showing any signs of slowing, and competition is fierce. 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 Red Bank and 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	APRIL 2021 VS. 2022	ANALYSIS
Median Sale Price	↑ Up 11.32%	Median sale price is now at \$435,000, up 11.32% from \$390,750 in April 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	0% Change	Median days on market remain low, at 10 days in April 2022. Current high demand and low supply play a major role, even though April 2021's statistic was also at 10 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 2%	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. April's ratio is at a record-setting 105%.

Source: FLEXMLS - Monmouth Ocean Regional Realtors

RECENTLY SOLD

1 Virginia Ter,
West Long Branch NJ

Listed and Sold for
\$669,000

“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

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Strategic Marketing Consultation



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