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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

In Red Bank and much of the Northern Jersey Shore area, inventory is still low with median sale prices still increasing—up 19.79% this September compared to September 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 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

Despite rising interest rates, buyers are eagerly looking and ready to buy. The median days on market in September was only 13 days, a 38.10% decrease from September 2021. With inventory remaining low, the higher interest rates have not yet negatively affected this current trend. 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
OCTOBER 2022



Thinking of selling in the next 12 months?

Call today for your Strategic Marketing Consultation.



732-701-7848



Courtesy of

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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 we are in. You deserve an expert guide. Here are some important things you need to know about the Jersey Shore real estate market right now:

Inventory is down, and demand is still strong.

The local housing market is starting to cool. However, in Red Bank and most parts of the Northern Jersey Shore area, we are still very much in a seller's market. With higher interest rates at this time, demand has slowed down a bit, but it's still strong with the low inventory keeping sale prices steady. The number of homes listed in September 2022 were 63, whereas September 2021 had 51 homes listed. Even with an increase of 23.5% more homes available, that is still not enough to push us past two month's supply of inventory, so sale prices remain stable. The good news is that homes continue to sell at or above list price!

We continue to see homes sell at list price or higher.

The houses that are priced correctly and marketed well are consistently selling at or above list price with very few days on the market. Median sale price has climbed even higher to \$575,000 in September 2022 compared to \$480,000 in September 2021, which is a 19.79% increase. Median days on market remained exceptionally low as well, at 13 days in September 2022, compared to 21 days in September 2021. These stats really add up and make a big difference in your financial stability when you are selling your largest financial asset.

Buyers are searching now.

Even with inflation on the rise, buyers are still in the market to buy. Some are buyers who sold their homes at the height of the market and rented for a while. Others were approved at lower rates before the interest hikes and are eager to buy before their rates expire, and still others are buying

with cash. This is actually a great time to list your home - buyers are serious and ready to make an offer. And with my strategic listing preparation and marketing plan, my clients get the highest possible price in the fewest days on market.

As a homeowner, 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. If you are looking to buy again after selling, it is important to know that most lenders have lending products with interest rates lower than what the national average reflects, and speaking to a lender is advantageous in knowing what buying would look like for you.

If you're thinking about selling in the next 12 months, now is the time to start preparing for market.

You are right to want accurate information and expert guidance to help you understand what it all means for your bottom line, and you deserve to have a rewarding experience. 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 move forward with your life.

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	SEP 2021 VS. 2022	ANALYSIS
Median Sale Price	↑ Up 19.79%	The Jersey Shore is seeing large home price increases, now at an average of \$575,000, up a whopping 19.79% since September 2021.
Median Days on Market	↓ Down 38.10%	Median days on market are still low at 13 days for the year. Current demand and low supply play a major role, especially when compared to 2021's statistic at 21 days.
Sale-to-List Price Ratio	↓ Down 1%	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. This year's ratio for September 2022 is at 100%.

Source: FLEXMLS - Monmouth Ocean Regional Realtors

RECENTLY SOLD



708 Bingham St,
Neptune, NJ 07753
Sold for \$493,000



"Cynthia, you were so supportive and dedicated in helping me find and buy my new home in this very challenging market. With my house already under contract and on the verge of closing, I was feeling desperate. I'm so glad I found you to help me. You took my situation seriously and never let me lose hope, and now I can rest easy with all this behind me. I couldn't have done it without you. I am happy to refer you, and thanks again!"

— Albert Wright

**Call me today for your
Strategic Marketing Consultation**



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