

Clayton & Clayton

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BAY HEAD & MANTOLOKING MID-YEAR MARKET REPORT 2017



EXCEPTIONAL PROPERTIES

BAY HEAD & MANTOLOKING

MID-YEAR MARKET REPORT 2017

Presented by:

The Team at Clayton & Clayton Realtors

Shawn Clayton, Owner/Broker



Clayton & Clayton

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Clayton & Clayton is proud to present the Bay Head & Mantoloking Mid-Year Market Report for 2017. We hope you find this Report informative and helpful. As market leaders, we continuously look for new ways to meet and exceed our clients' expectations. We are a luxury real estate boutique firm, and it is our excellent marketing program, dedicated and knowledgeable staff, uncompromising integrity and New Jersey real estate sales experience that sets us apart. As a family-owned and operated firm, spanning four generations, rest assured that Clayton & Clayton has a vested interest in perpetuating the best service in the Bay Head & Mantoloking areas.

BAY HEAD & MANTOLOKING BY THE NUMBERS - 2013-2017

(1ST & 2ND QUARTERS ONLY - MID-YEAR COMPARISONS)

\$5.7 million	Total MLS Closed Sales in 2013
\$54.9 million	Total MLS Closed Sales in 2017
863%	5 Year Increase in MLS Closed Sales from 2013-2017
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4	Total MLS Sales in 2013
32	Total MLS Sales in 2017
700%	5 Year increase in Total MLS Closed Sales 2013-2017
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63	Average Days on the Market for Sold Properties in 2013
140	Average Days on the Market for Sold Properties in 2017
122%	Increase in days on the market for sold properties from 2013-2017
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\$1.4 million	Average Closed Sale Price in 2013
\$1.7 million	Average Closed Sale Prince in 2017
21%	Increase in Average Closed Sale Price from 2013-2017

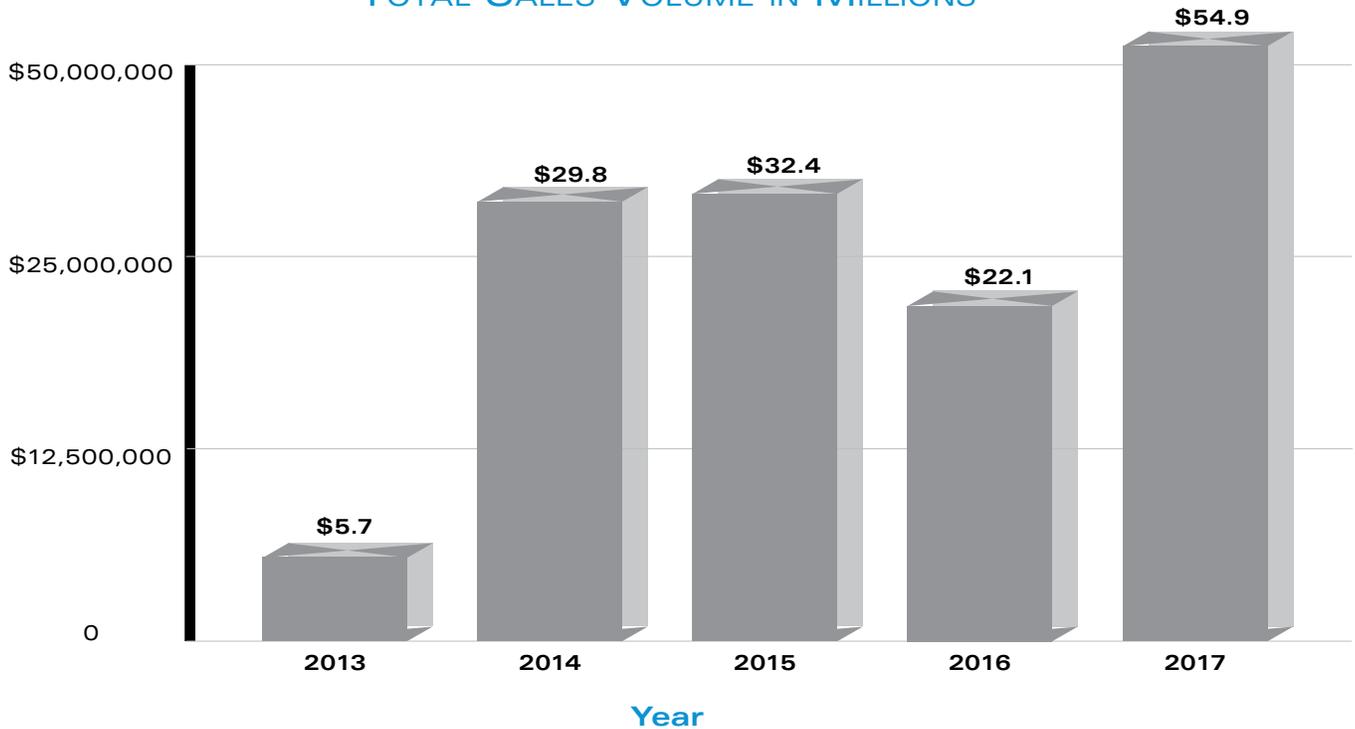
THE MID-YEAR MARKET REPORT

Bay Head and Mantoloking offer some of the most exclusive, luxurious waterfront residences in New Jersey. Therefore, a unique perspective is required when it comes to market analysis. With the diverse properties, facts and figures alone do not give an accurate picture of the area. Clayton & Clayton will provide our clients with insight in the different communities, general data and market trends. We hope you will find this 2017 Mid-Year Market Report interesting and we encourage you to consult with one of our professionals, whether you are a buyer or a seller, as it pertains to specific Bay Head and Mantoloking properties.

Over the last several years, Bay Head and Mantoloking have experienced a true “market revival”. With the rebuilding of Bay Head and Mantoloking homes, the funds and efforts placed on restoring the infrastructure of the area, the real estate market continues to increase, indicating an improving luxury market. As the charts below show, total sales for 2017 (\$52.3 million) increased significantly (148%) compared to the same period last year (\$22.1 million), and the average sale price for 2017 of \$1.7 million increased by 41.7% over 2016 for the same time period.

BAY HEAD & MANTOLOKING 2013-2017 (1ST & 2ND QUARTERS ONLY)

TOTAL SALES VOLUME IN MILLIONS



AVERAGE SALES PRICE IN MILLIONS



OUR EXCLUSIVE LISTING – FEATURED ON THE FRONT COVER

Very special & simply desirable is what you'll find in this Exceptional Mantoloking Bay Front. Quality and design come together with the finest materials in this home situated in a perfect location. A spacious living room with fireplace and glass doors leads to an oversized porch overlooking the bay. A custom designed kitchen with state of the art appliances include a sub zero refrigerator, Quartzite countertops, in addition to a large island and Butler's pantry. The home features many personal touches including Italian blown glass chandeliers, 9 foot ceilings, decorative molding throughout, and a billiards room. The second & third floors offer a Master Suite, 5 guest suites with signature bathrooms and private balconies. The elevator will accommodate your guests to all three floors including the lower level where you will find the most spectacular room with fireplace and blue stone floors leading to the spacious backyard where you could easily design your own outdoor oasis with custom pool and outdoor kitchen. Walking distance to the Yacht Club & Mantoloking's prestigious beaches makes this perfect in every way.



REBUILDING OF BAY HEAD & MANTOLOKING

These two Ocean County gems continue to rebuild at a rapid pace. Over the last several years the rock revetment wall in Bay Head and the steel sheet piling sea wall project in Mantoloking were completed as well as the roadways on Route 35. The beach replenishment project by the US Army Corp of Engineers is set to begin mid to late August starting the 1st phase at the southern border of Mantoloking. Mantoloking Township will continue to update the community as they are informed by the US Army Corp of Engineers.

INVENTORY UPDATE

The economic model of supply and demand directly affects the equilibrium of a market. At the time of this report, there were 45 properties in Bay Head for sale and 36 in Mantoloking. With a slight increase in inventory over this time last year, buyers are reacting in a positive way as the demand for these properties remains healthy.

SO WHY DON'T SOME PROPERTIES SELL?

When a property sits on the market, you will hear questions about why it hasn't sold or why has it been on the market this long. The answer: even in a healthy market, there are always properties that simply don't sell. Oftentimes, the property is not priced correctly. While the market is improving, there are still buyers who are looking for a "deal" and if the price isn't low enough, they may pass up a good well-priced property. According to our studies, homes that sell quickly are priced to sell and in turn they often yield bidding wars and multiple offers.



#SellingMantoloking

CLAYTON & CLAYTON REALTORS IS PROUD TO BE CELEBRATING IT'S 87TH YEAR IN BUSINESS

IN CONCLUSION

The statistics across the board for Bay Head and Mantoloking clearly points to a healthy equilibrium between buyers and sellers. Affluent buyers from around the globe continue to choose real estate as a primary investment, both personally and professionally.

We are proud to report the first 6 months kicked off an unprecedented start to 2017. Clayton & Clayton had 35 closed/pending sales transactions for a total of \$47.3 million for on and off marketed properties. This shows there continues to be a strong desire for Bay Head and Mantoloking as well as our other signature properties along the shore. Our success shows our deep roots within these communities and our continued strength in getting properties for our clients bought and sold at a steady pace. Additionally, new property lots with excellent locations are part of this inventory and are in high demand.

From the perspective of Clayton & Clayton, we continue to advise buyers to move while prices are still favorable (even though they continue to rise). With the healthy inventory, we suggest that buyers act quickly if they find a suitable property. We make careful pricing suggestions to our sellers. We try to price properties to entice buyers and possibly bring multiple offers. Plus, we take time to properly market the property to further attract buyers.

“INVESTING IN REAL ESTATE IS INVESTING IN YOUR FAMILY’S FUTURE.”

—QUOTE FROM SHAWN CLAYTON, OWNER/BROKER OF CLAYTON & CLAYTON

ABOUT CLAYTON & CLAYTON

Proudly serving the Monmouth and Ocean County real estate community for 87 years, Clayton & Clayton has remained family owned and dedicated to handling their client’s properties “quietly” while publicly... “we just simply produce.”

Combining knowledge and local connections, extremely aggressive and protective of their elite clientele, the firm remains focused primarily on properties of special interest. The company is recognized as the finest, most reputable and most productive in it’s market. Offering a variety of waterfront properties in Bay Head and Mantoloking and surrounding areas, as well as superior horse farms, Clayton & Clayton thrives on serving those seeking to buy, sell or rent luxury properties.

Our expertise in the real estate field is unmatched. The agents will help you to explore the different communities and find the perfect home for you. Bay Head and Mantoloking afford great luxury waterfront communities, and we are seeing buyers take advantage of its unrivaled lifestyle opportunities once again.

Shawn Clayton

Shawn Clayton, Owner/Broker





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“PURVEYORS OF FINE PROPERTIES”

WWW.CLAYTONANDCLAYTON.COM



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512 MAIN AVENUE, BAY HEAD, NEW JERSEY
732-295-2222 | 732-295-4872 FAX

3121 ATLANTIC AVENUE, ALLENWOOD, NEW JERSEY
732-800-3131 | 732-800-3133 FAX

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