

# Clayton & Clayton

REALTORS EST 1930

BAY HEAD & MANTOLOKING  
ANNUAL MARKET REPORT 2014



## EXCEPTIONAL PROPERTIES

# BAY HEAD & MANTOLOKING

## ANNUAL MARKET REPORT 2014

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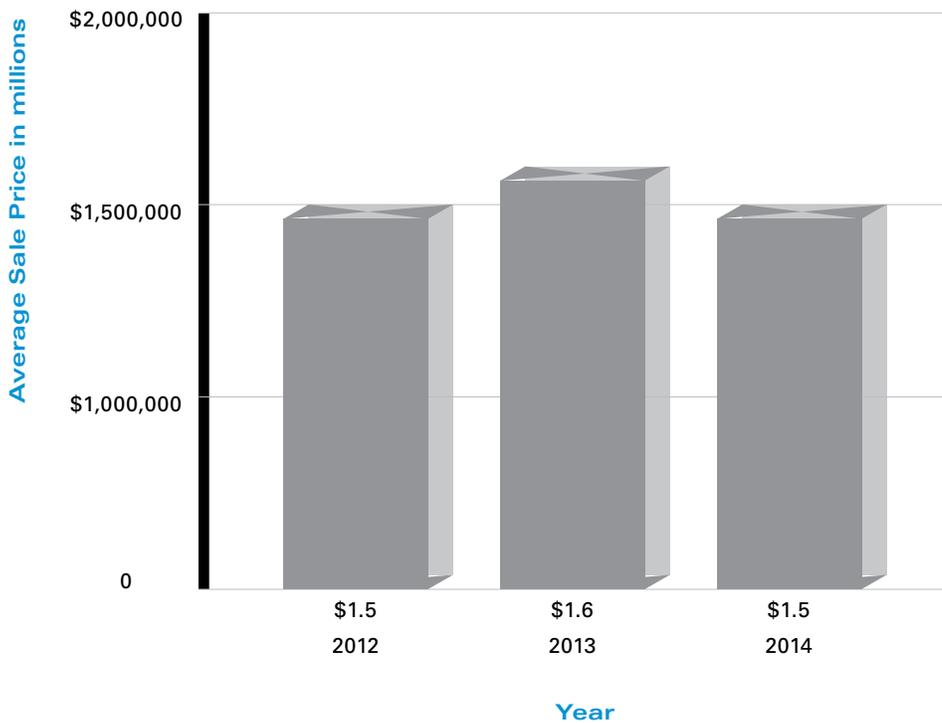
Presented by:

**The Team at Clayton & Clayton Realtors®**

Shawn Clayton, Owner/Broker

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Bay Head & Mantoloking Average MLS Closed Sale Price 2012-2014



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Clayton & Clayton is proud to present the Bay Head & Mantoloking Annual Market Report for 2014. 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. We encourage you to consult with one of our professionals, whether you are a buyer or a seller.



**Barnegat Lane, Mantoloking** – New Construction - 5 Beds, 6 Baths, 4800 Sq. Ft.



**Runyon Lane, Mantoloking** – Bayfront - 6 Beds, 7 Baths, 89 Sq. Ft. on the bay and approval for pool

## Bay Head &amp; Mantoloking MLS Home Sales: 2012-2014

	2014	% Change	2013	% Change	2012
Total Sales (\$ Millions)	\$77.7	82%	\$42.6	(42.3%)	\$73.9
Number of Sales	52	93%	27	(43.8%)	48
Avg. Sale Price (\$ Millions)	\$1.5	(.06%)	\$1.6	0.6%	\$1.5
Avg. Days on Market	138	73%	80	(96.3%)	157
Highest Sale Price (\$ Millions)	\$6.9		\$3.0		\$6.5

Source: MOMLS

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## THE 2014 ANNUAL MARKET REPORT

It is undeniable that in 2014, 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 has seen much progress and is continuing to move forward, as the communities return to their original glory and even an enhanced glory. As the chart above shows, total sales continued to climb in 2014 to over \$77m, which was an 82% increase over 2013. The average sales price however, declined slightly to just over \$1.5m, due to many sales based on land value only. With homes being renovated and new homes being built I expect to see that number increase in 2015. The 2014 figures are comparable to the pre-Superstorm Sandy statistics of 2012, all indicating an improving luxury market.

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## THE SUCCESSFUL REBUILDING OF MANTOLOKING CONTINUES

Superstorm Sandy damaged over 300,000 homes, about 500 in the Borough of Mantoloking. However, the Ocean County gem has been rebuilding at a rapid pace. Currently, there are four points of entry to the 2.2-mile stretch of beach. The construction of a sheet metal revetment and the rock walls are almost complete. We expect decisions to be made in the 1st quarter of 2015 about the timing of the next phase, which is to replenish the beaches, which will provide up to 250 ft. of new sandy beaches.

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## INVENTORY UPDATE

At the time of this report, there were 25 properties in Bay Head for sale, and 11 in Mantoloking. With a low inventory, the demand for homes increases and makes the homes on the market more desirable. This proves that there is a strong thirst for Bay Head and Mantoloking real estate and all along the shore, and they are being bought and sold at a steady pace. Additionally, new property lots with excellent locations are part of this inventory and are in high demand.

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## 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.



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## LEVERAGE GLOBAL PARTNERS

Clayton & Clayton Realtors is honored to have been selected to become a member of **Leverage Global Partners**, the fastest growing network of independent real estate firms in the world. Each member is selected based on their recognition and expertise in the field of Real Estate, their accountability and their high standard of care to their elite clientele. We were selected for being highly respected in the industry and for our deep roots in the shore communities in Monmouth and Ocean Counties. There are currently 138 partners in 31 states and 17 countries. A few of their prestigious members include CORE, one of the most successful independent brokerage firms in NYC featured on HGTV's "Selling New York", and most recently added "Million Dollar Listing" star Madison Hildebrand as a new partner and ambassador. Clayton & Clayton Realtors is now the exclusive representative for Leverage Global Partners in the shore communities of Ocean and Monmouth Counties.

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## CLAYTON & CLAYTON REALTORS IS PROUD TO BE CELEBRATING IT'S 85TH YEAR IN BUSINESS BY OPENING OUR NEW LOCATION IN THE HISTORIC SECTION OF ALLENWOOD

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### CLAYTON & CLAYTON TO OPEN A NEW OFFICE – 3121 ATLANTIC AVENUE, ALLENWOOD

We are proud to announce the opening of a new Clayton & Clayton Realtors office the second half of February, 2015. Our first agency, started by my grandfather, Stanley C. Clayton, was located on Ramshorn Drive. The new office will be located in a building owned by our family for two generations. The historic building was built in 1870 as a carriage house to repair carriages, in a time when Allenwood was a village surrounded by farms. We have been doing business in Monmouth County for a very long time and we felt a strong demand for our presence there. This is a good strategic decision for our company to have offices in both Monmouth and Ocean Counties and we look forward to servicing both areas. Shawn and Amy Clayton will be staffing the Agency and continuing the tradition of our agency, which was established in 1930. As with our agency in Bay Head, our goal is to promote the unique homes in Allenwood and the surrounding communities. Our forte has always been waterfront, as our agency in Bay Head is noted for. We will consider it an honor if you stop by and say hello and let us give you any updates on the current market. Check our website for the Grand Opening announcement.



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## IN CONCLUSION

The statistics for Bay Head and Mantoloking for 2014 continued to show a healthy equilibrium between buyers and sellers. Affluent buyers from around the globe are choosing real estate as a primary investment, both personally and professionally.

From the perspective of Clayton & Clayton, we continue to advise buyers to move while prices are still favorable (even though they are rising). With the limited 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.

Mantoloking and Bay Head are being rebuilt with new barriers, new dunes, and beautiful homes. "The communities will soon be whole again," says owner/broker Shawn Clayton. The infrastructure is being restored, businesses are back and running, there's been an increase in building permits to restore damage from Sandy and our community is back.

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## ABOUT CLAYTON & CLAYTON

Proudly serving the Monmouth and Ocean County real estate community for 85 years of service. 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





# Clayton & Clayton

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“PURVEYORS OF FINE PROPERTIES”

[WWW.CLAYTONANDCLAYTON.COM](http://WWW.CLAYTONANDCLAYTON.COM)



## CLAYTON SIGNATURE COLLECTION

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