

THE *Bergen* MONTHLY EDIT

JULY EDITION

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TEAM

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KELLERWILLIAMS
VALLEY REALTY

WHAT'S NEW?

JULY EDITION

- The real estate market shows no signs of cooling down as we hit the peak of summer, or does it? July is traditionally one of the most dynamic months for home sales across NJ and NY, driven by a pool of highly motivated buyers eager to secure their next chapter before the upcoming school year begins. While inventory is expanding in certain pockets—giving buyers some welcomed options to compare—the competition for well-situated homes remains incredibly fierce.
- With choices gradually increasing in the market, buyers are naturally taking a more discerning approach. They aren't just looking at properties; they are comparing them side-by-side. Because of this, proper pricing, pristine presentation, and standout digital marketing are no longer optional—they are the baseline requirements to catch a serious buyer's eye right now.
- Think buyers are stepping back to vacation? Think again! The demand for move-in ready homes is stronger than ever. Listings that feature high quality amenities, updated mechanical systems, and thoughtful staging are attracting immediate interest, allowing sellers to maintain maximum leverage, generate cleaner offers, and enjoy smoother transactions.
- The ultimate wildcard in today's landscape is day-one pricing. Homes aligned with current local market realities from the very first day are seeing rapid activity, immediate engagement, and the best negotiating leverage. On the flip side, over-aspirational pricing can cause a listing to linger, ultimately losing its momentum.
- Our biggest takeaway this summer? Partner with a real estate team that is deeply dialed into the nuances of your specific community. Because macro-level data doesn't tell the whole story, you need someone who understands exactly how your neighborhood stacks up against the next town over.

THE MARKET AT A GLANCE

IN NORTHWEST BERGEN COUNTY

1,201,000

MEDIAN SALE
PRICE

104.8%

LIST PRICE TO
SOLD PRICE
PERCENTAGE

209

SOLD
LISTINGS

30

AVG DAYS ON
MARKET

JULY EDITION

July in Bergen County

9 FABULOUS INFERNOS & FIREWORKS AT DUSK

Thursday, July 9th

7pm-9pm

Ramapo College - Mahwah, NJ

Mark your calendar and pack your lawn chair or blanket to enjoy live music and fireworks on the Bandshell Lawn as the sun sets behind the Ramapo Mountains.

10 MOVIES AFTER DARK - OPENING WEEKEND

Friday, July 10th

8:30pm

Van Saun County Park - Paramus, NJ

Bring a blanket, bring the family, and make some great summer memories at this weekly event!

21 PADDLE DAY AT LAKE HENRY

Tuesday, July 21st

5:00pm - 7:00pm

Continental Soldier's Park - Mahwah, NJ

Canoes, kayaks and life jackets will be provided, proof of residency required.

26 FIREFLIES AND FAERIES

Sunday, July 26th

4:00pm - 9:00pm

Tenaflly Nature Center - Tenaflly, NJ

Fireflies & Faeries invites guests of all ages to wander a softly illuminated woodland trail filled with whimsical faerie houses created by local artists, with magical surprises around every bend.



Your July Home Maintenance Checklist

- ✓ Wash windows for a better view and clean door screens to keep the fresh air coming and the bugs out.
- ✓ Mid-summer is peak mosquito season. Walk your property weekly to empty standing water from flowerpots, yard drains and gutters. Consider natural repellents or larvicides.
- ✓ Summer storms are common in Bergen County. Ensure gutters are clear of debris to prevent overflow and protect your home's foundation and basement.
- ✓ July heat can dry out soil quickly. Add a layer of mulch around plants to retain moisture and prevent weed growth.
- ✓ With the July humidity, your air conditioner is working overtime. Prevent sudden water damage or system shutdowns by pouring a cup of white vinegar down your AC condensate drain line to clear out algae and slime buildup.





July New Jersey Bucket List

FOURTH OF JULY FIREWORKS

CELEBRATE THE MAGIC OF AMERICA'S 250TH ANNIVERSARY! FROM RIDGEWOOD TO MAHWAH THERE ARE PARADES AND FIREWORKS DISPLAYS ACROSS THE COUNTY.

GRAB FRESH JERSEY PRODUCE

JULY MARKS THE TRUE PEAK OF JERSEY FRESH PRODUCE. SKIP THE GROCERY STORE AND HIT UP LOCAL FARMER'S MARKETS TO GET THE SWEETEST CORN, BLUEBERRIES AND TOMATOES.

ESCAPE THE HEAT

BEAT THE INTENSE JULY HEAT BY PLANNING A BEACH DAY TRIP AND TAKE THE KIDS TO RIDE THE WAVES. PLAN A SWIMMING DAY AT DARLINGTON COUNTY PARK IN MAHWAH WHERE THE KIDS CAN COOL OFF AT THE SPLASH ZONE.

HAVE DINNER ON THE WATER

BOOK AN OUTDOOR PATIO TABLE AT HAVEN RIVERFRONT RESTAURANT OR BLU ON THE HUDSON ALONG THE EDGEWATER-WEEHAWKEN WATERFRONT. THERE IS NOTHING QUITE LIKE SIPPING A COCKTAIL AND ENJOYING FRESH SEAFOOD WHILE WATCHING THE SUNSET.

FOLLOW ALONG FOR ALL THINGS

BERGEN COUNTY

