

THE ASCIONE ADVANTAGE



Real Estate Insights, Market Trends & Property News Across Monmouth County



Doing the deep work for every client.

Monmouth County Market Snapshot - May 2024

Median Home Value: \$737,679

Year-over-Year Appreciation: +5.0%

Median List vs Sale Price: \$734,667/\$676,852

Median Days on Market: 34 days

Homes Sold Over Asking: 51% (highly successful sales)

Monmouth County continues to reflect a strong seller's market, with over half of homes selling above their asking price. While the median time on market is just over a month, well-priced and professionally marketed homes are still selling significantly faster — often in competitive bidding situations.

As an experienced REALTOR® highly trained in pricing strategy and market positioning, I've consistently helped my clients sell quickly and at top dollar, maximizing their net proceeds.

From My Desk this Month

[LET'S MAKE A SMART MOVE TOGETHER](#)

What I've been working on — from client deals to new insights worth sharing this month

Buyer Success: Lori & Tim

[Read More](#)



How I won the perfect home, below asking, in a competitive market.

Featured Listing: 1706 Martin Road, Wall



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A luxury oasis inside and out. See what makes this listing shine!

Listed, Launched, and Sold

[Read More](#)



Over Asking
in 5 days

Too Overwhelmed to Sell?



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I'm Leveling Up for You!

New tools,
smarter marketing,
and fresh training.
All to serve you better.

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EXCITING NEWS!

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Call me anytime - I'm at your service 732-216-7643



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Let's Make a Smart Move, Together

If you're thinking about making a move, whether it's this season or sometime down the line—let's talk.

No pressure. No sales pitch. Just clarity.

🔍 **Want to know what your home could sell for in today's market?**

📅 **Need help planning out a timeline that works for your life?**

💡 **Curious how I'd position your home for maximum impact?**

I offer one-on-one consultations to walk through your options, concerns, and goals, all at your pace.

Let's build a strategy that works for you—financially and emotionally.

☎ **Call or text me at 732-216-7643**

✉ **Or reply to this email and I'll take care of the rest.**

📱 **Prefer to download my digital business card? Just text**

FINDKERRY to 85377 and I'll follow up.



Buyer Success Story: Lori & Tim

 2573 Hooper Avenue, Brick, NJ

Listed: February 20, 2025 — List Price: \$489,000

Offer Submitted: February 27, 2025

Under Contract: March 5, 2025

Purchase Price: \$482,500

Scheduled Closing: May 30, 2025

Lori and Tim Klimek toured this property just days after it hit the market and knew it was the right fit. They faced competition from other interested buyers, but I implemented a strategic offer approach that made them the most compelling choice—without having to overpay. In fact, we negotiated a purchase price below asking.

With their new home secured, we arranged for an extended closing timeline to give them the flexibility to sell their current home (more on that next)!

🌟 Just Listed: 1706 Martin Road, Wall Township, NJ 07753

Status: Coming Soon (Listed May 10, 2025)

Showings Begin: Friday, May 16, 2025

Open Houses:

- Saturday, May 17 from 11 AM – 1 PM
- Sunday, May 18 from 2 PM – 4 PM

This large and luxurious home is set on a beautifully landscaped property in one of Wall Township's many desirable neighborhoods. With exceptional indoor spaces, including a spa-style primary bathroom, and nothing short of a backyard oasis, it offers elegance and space inside and out.

As part of my strategic marketing approach, I launched this listing as "Coming Soon" to build buzz, generate traffic, and create buyer urgency. This early exposure gives buyers time to plan their visit and get truly excited.

🗣️ Private showings are already being scheduled, and I'll personally present the property to every buyer—whether they're working with another agent, with me directly, or representing themselves.

💬 What the seller said after our consultation:

"I feel that working together will help all of us reach our goals because you're very professional. We are ready to sign today."

🎥 See the full, high-end video tour of 1706 Martin Road here:

Every seller I work with receives a custom property listing video as part of my listing service. All videos are published on my YouTube channel and advertised to potential local & out-of-state buyers. [Watch the full video tour of 1706 Martin Road here.](#)

Listing Success: 142 Campbell Street, Union Beach, NJ

List Price: \$335,000

Coming Soon Launch: April 28, 2025

Showings Began: May 3, 2025

Open House: May 4, 2025

Offer Accepted: May 8, 2025 (from multiple offers)

Under Contract: May 12, 2025

Scheduled Closing: June 20, 2025

To build momentum, Lori and Tim's home was listed as "Coming Soon" before launching private showings. The first weekend brought strong traffic, including a well-attended open house, and four highly competitive offers, three of which were over asking.

After strategic negotiations with the top contenders, we accepted the offer with the best combination of price, strongest terms, and lowest risk. The June 20 closing date gives Lori and Tim the perfect 3-week window to settle into their new Brick home without pressure. **The final sale price?** Let's just say it was well over asking—a great win for a wonderful couple!

I'm Also Guiding More Potential Buyers and Sellers

While some clients are actively buying or selling right now, I'm also guiding several clients through the earlier stages of their real estate journey—whether they're prepping a home for sale, feeling uncertain about timing, or just trying to figure out what makes sense financially and emotionally.

For many, the decision to move is a deeply personal one. It can feel overwhelming or risky. My role isn't just to help people buy or sell—it's to help them make smart, confident decisions that align with their goals and lead to greater happiness.

Because in the end, it's not just about real estate—it's about helping people move into the next chapter of their lives with more clarity, comfort, and joy. That's what makes this work so meaningful to me. And I'll always offer my best insight, patience, and support, honestly, and without pressure.

Growing, Learning & Leveraging New Tools to Serve You Better

Behind the scenes this past month, I've invested significant time and energy into refining my skills and enhancing the tools I use to help buyers and sellers succeed.

Client Care & Community Building

I completed a 100-day training program focused on nurturing long-term client relationships and building stronger connections within the communities I serve.

Smarter Marketing with AI

I began a 2-year long training program to help me:

- Create more compelling, high-quality property videos and social media content
- Improve my paid advertising strategy and analytic tracking
- Achieve stronger reach and targeting to attract the right buyers to my sellers listings

A New Listing Experience

I recently launched a completely redesigned Listing Presentation—built to inform and empower sellers whether they're preparing to list soon or just starting to explore their options. It includes:

- A full overview of the entire selling process, explained step-by-step
- How I approach pricing and strategy differently—through deep market research, data analysis, and thoughtful timing decisions designed to give sellers a measurable advantage
- Details about my Premium Listing Package, which includes all the services that I would personally use to sell my own home
- A breakdown of optional a la carte services, so sellers can customize their approach
- A transparent summary of all the services I personally pay for on your behalf—to help ensure that your listing stands out and sells for the best possible price.

A Game-Changer for Sellers Who Feel ‘Stuck’

In my work with homeowners across Monmouth County, one challenge comes up again and again:

People want to sell, but feel overwhelmed by everything that needs to happen before listing. From decluttering, painting, and flooring updates to deep cleaning, minor repairs, or landscaping... it's a lot. And that often causes people to delay selling, even if it's the right time for their life and finances.

That's why I'm so excited to now offer access to a trusted home preparation partner — a one-stop solution that helps homeowners get their property market-ready quickly, beautifully, and affordably.

Here's the best part:

There's no upfront payment required.

Through my relationship with the vendor, the costs are often covered and repaid at closing, making it easy and low-risk for you to maximize your home's sale price.

What Services Are Included?

- Interior painting
- Flooring replacement or repair
- Kitchen and bathroom cosmetic updates
- Lighting or hardware refreshes
- Landscaping and curb appeal work
- Deep cleaning and staging support

Why It Matters

Homes that show well sell faster and for higher prices. And because I pair these updates with my strategic pricing and marketing approach, you'll not only attract better offers, but you'll keep more of your proceeds.

If you've been thinking about selling but aren't sure where to start, this resource could make all the difference.

 **Want more details or a private consultation?**

Just reply to this email or give me a call — I'll walk you through how it works and whether it's the right fit for your home.

Big News from Kerry at Shore Insight Group!

I'm thrilled to share that I've officially transitioned my real estate business into a formal entity: **Shore Insight Group LLC**.

This move reflects not only my long-term commitment to serving Monmouth County, but also the growing scope and sophistication of the services I offer.

Here's what's new and exciting:

 **Shore Insight Group** is now officially an LLC!

This strengthens my business foundation and helps me continue to raise the bar when it comes to professionalism, client service, and community presence.

Introducing Netflix Relocation Services

With the new Netflix production facility at Fort Monmouth on the rise, many buyers and renters are preparing to relocate to the area. I'm now offering dedicated relocation support, curated town tours, and custom guidance for those moving here for work, or investing in local housing.

Whether you're a buyer, seller, or just curious how this development may affect local property values, I'm on the pulse and ready to help.

New Website Coming Soon!

Behind the scenes, I've been working hard to launch a powerful new website focused on helping Netflix relocators and existing homeowner and local buyers explore the Monmouth County market. It will include:

- Town by Town Info: Real Estate & Lifestyle
- Property Search Capabilities within the site
- Custom Curated Driving Tour requests/bookings
- New Local Real Estate Development Projects (single-family, condos, over 55)
- Free selling/buying/relocation consulting services, and much more

 Once it goes live, I'll be inviting everyone to check it out – and you'll be among the first to know!