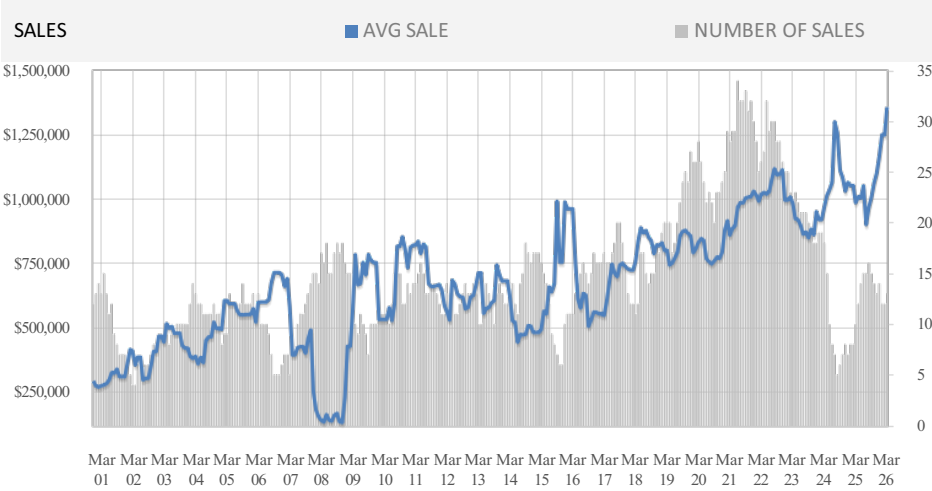


HUDSON COUNTY—NEW JERSEY—GOLD COAST ON THE HUDSON™



HOME SALES & MARKET TRENDS

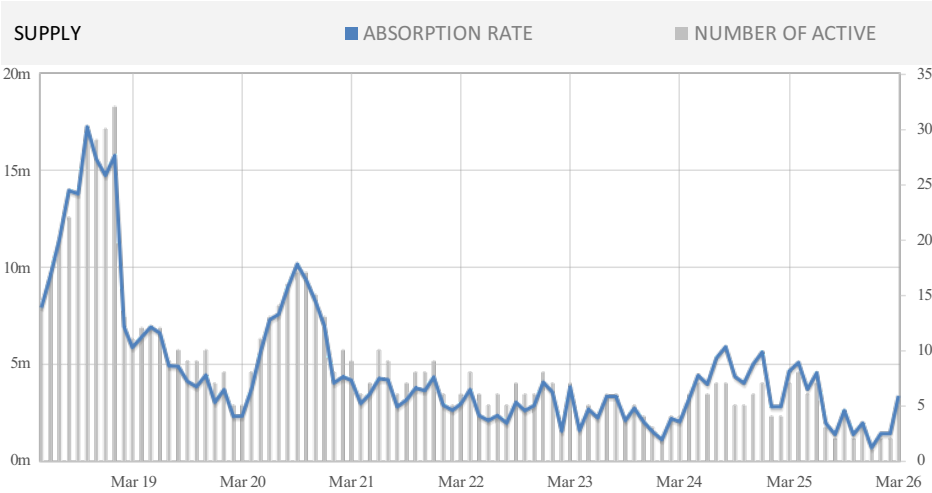
12 MONTH MOVING AVG
As of 03/31/26

PRICES
Average Sale

\$1,358,613 ↑

UNITS SOLD
12 Months

13 ↑



ACTIVE
March

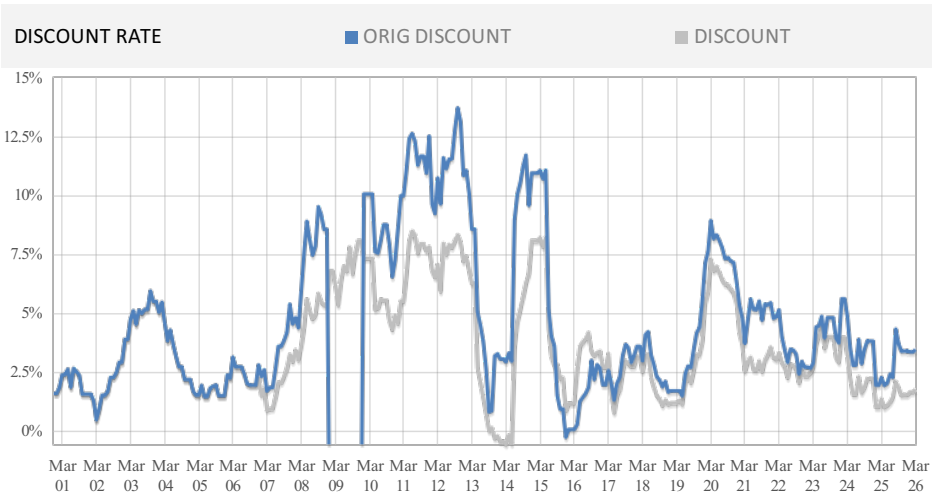
5 ↑

ABSORPTION
Months

3.4 ↑

ORIG DISCOUNT
From First List Price

3.5% ↑

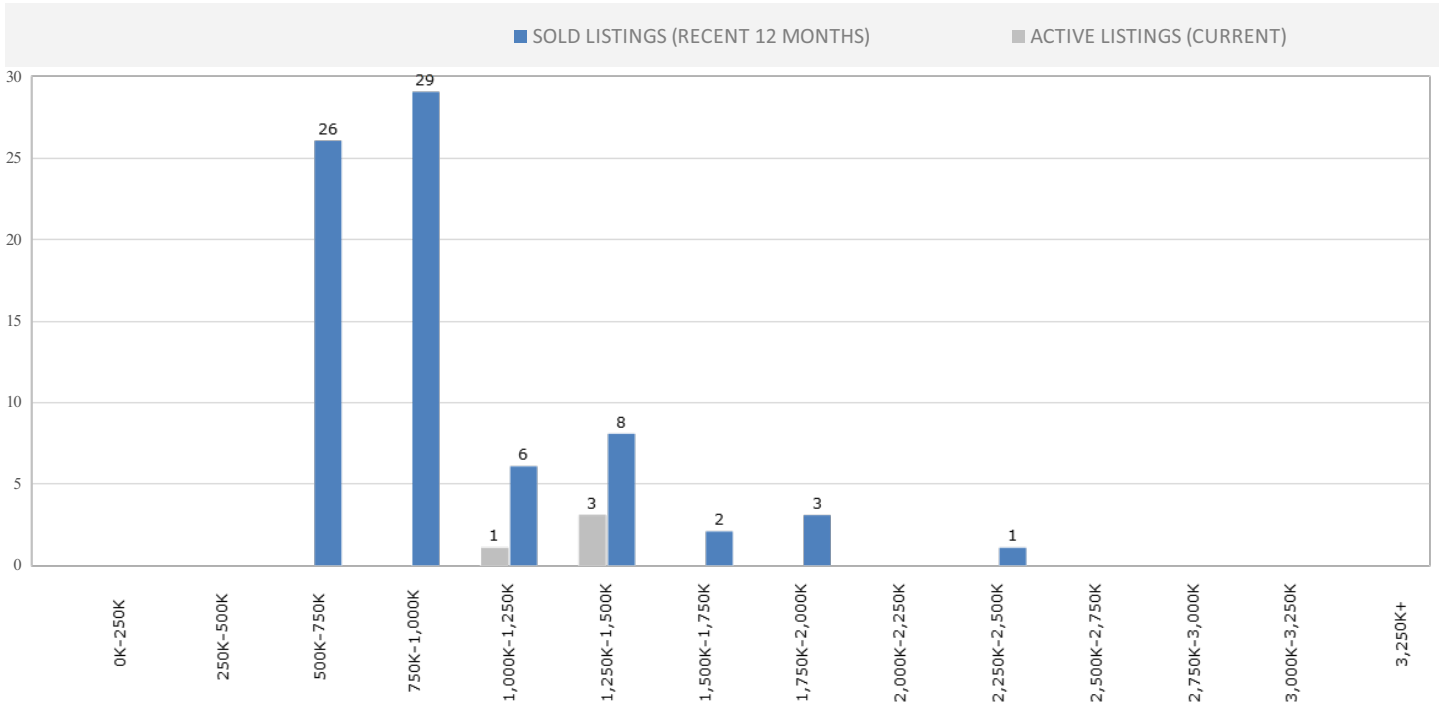


DISCOUNT
From Last List Price

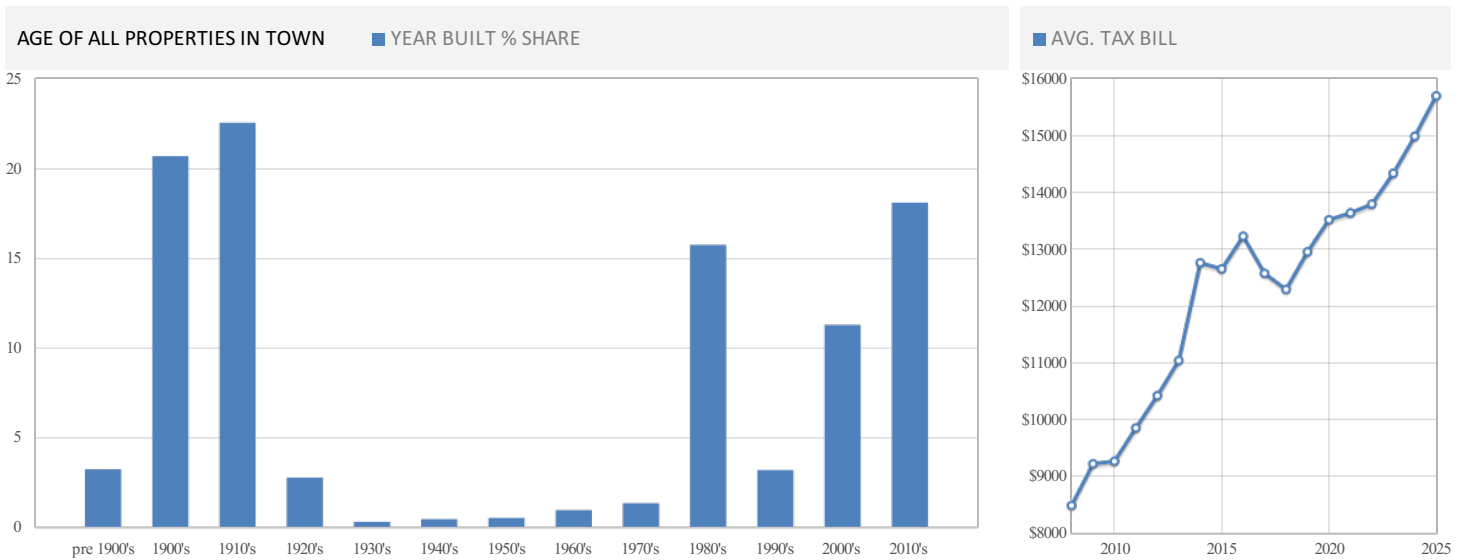
1.8% ↑

TOWN STATS

Population	15,125
Total Housing Units	6,804
Single Family Homes	1,959
General Tax Rate (2025)	2.046%
Average Tax Bill (2025)	\$15,700



VIBRANCY & DEVELOPMENT



For proper use and methodology please go to www.madisonadams.com/reports. For comments or questions about this report please contact us at office@madisonadams.com

Copyright © Madison Adams Real Estate, All Rights Reserved

WE HOLD THESE TRUTHS TO BE SELF-EVIDENT, THAT ALL MEN ARE CREATED EQUAL, THAT THEY ARE ENDOWED BY THEIR CREATOR WITH CERTAIN UNALIENABLE RIGHTS, THAT AMONG THESE ARE LIFE, LIBERTY AND PROPERTY. ALL MATERIAL PRESENTED HEREIN IS FOR INFORMATION PURPOSES ONLY. IT IS DEEMED RELIABLE BUT IT IS NOT GUARANTEED AND IT SHOULD BE INDEPENDENTLY VERIFIED BY THE READER WITH THEIR OWN ATTORNEY, ARCHITECT OR ZONING EXPERT INCLUDING BUT NOT LIMITED TO SQUARE FOOTAGE, ROOM COUNT, BEDROOMS AND SCHOOL DISTRICTS. IT IS SUBJECT TO ERRORS, OMISSIONS, CHANGES OR WITHDRAWAL NOTICE. MADISON ADAMS™ REAL ESTATE MAKES NO WARRANTY, EITHER EXPRESSED OR IMPLIED, AS TO ACCURACY OF THE DATA CONTAINED WITHIN OR OBTAINED FROM THIS ADVERTISEMENT. THIS ADVERTISEMENT IS NOT INTENDED TO SOLICIT PROPERTY ALREADY LISTED WITH A LICENSED REAL ESTATE BROKER. IF YOUR PROPERTY IS CURRENTLY LISTED WITH ANOTHER LICENSED REAL ESTATE BROKER PLEASE DISREGARD THIS OFFER.

SELLER GUIDANCE - Weehawken is a buyer-leaning market, with more choice and more negotiating leverage on the buyer side, so homes must be positioned carefully to avoid stalling. Mispricing is often penalized, overreaching can quickly slow momentum and force reductions, so the pricing range must be tight and defensible. The recommended approach is to price for certainty, optimize for speed, clean execution, and a higher probability of contract by pricing into the most active segment of buyer demand. Closing behavior is discount-driven, many deals negotiate meaningfully below the final asking price, often through price, credits, or concessions at the finish line. Practical takeaway: align the list price with the most defensible value range, match the strategy to current leverage and risk, and use early-market feedback, including showing activity, offer quality, and timing to confirm the listing is positioned appropriately.

MARKET LEVERAGE INDEX (MLI)

The Market Leverage Index (MLI) is a 1–100 score that shows how much negotiating power sellers have right now in your town. Higher scores mean buyers are competing more, and sellers can typically hold firmer on price and terms.

37

BUYER LEANING

Buyers have more choices and negotiate more. Homes may take longer to sell unless priced and positioned carefully.

MISPRICING RISK INDEX (MRI)

The Mispricing Risk Index (MRI) is a 1–100 score that estimates how likely a home is to sit longer and require price reductions if it's listed above what buyers are currently paying in the market.

62

ELEVATED MISPRICING RISK

Overpricing is often punished. Pricing needs to be precise to avoid staying on the market longer and price reductions before the property sells.

DISCOUNT CLIMATE INDICATOR (DCI)

The Discount Climate Indicator (DCI) shows whether homes are typically selling below the final asking price (buyers negotiating discounts) or at/above it (buyers competing and paying premiums).



DISCOUNT-DRIVEN MARKET

Homes are often selling meaningfully below the final asking price, so overpricing is penalized and sellers may need stronger pricing and/or concessions.

MARKET PRICING GUIDE (MPG)

The Market Pricing Guide (MPG) helps sellers choose the best listing price approach by showing how strong the market is right now and how risky it is to start too high.



PRICE FOR CERTAINTY

Market is more price-sensitive and/or overpricing penalty is high. Pricing for speed and certainty reduces the chance of reductions later.