Cranford, New Jersey

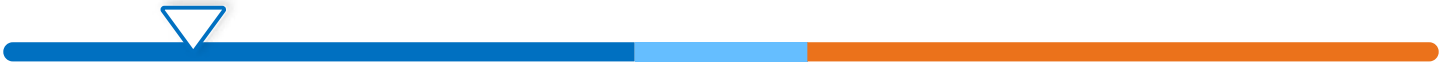
Market Trends

Market Trends for Cranford, New Jersey

Single Family + Condo/Townhouse/Apt.

September 2026

Market Type



Seller's Market | Balanced Market | Buyer's Market

Key Details

Months of Inventory	Sold to List Price %	Median Days in RPR	Median Sold Price
1.59	104%	17	$875,500
↓ 5.92% MoM	↓ 2.25% MoM	↓ 10.53% MoM	↓ 4.32% MoM

September 2026 Median Estimated Property Value

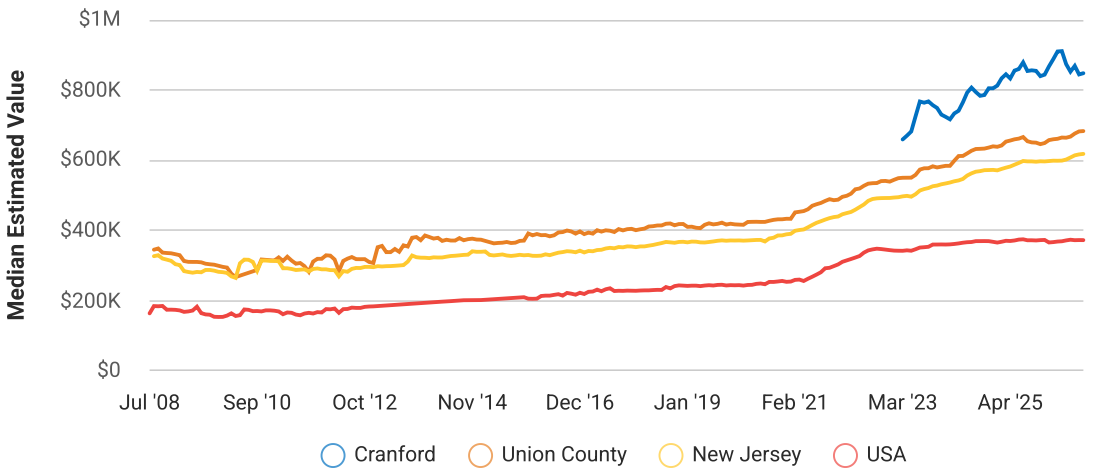
Single Family + Condo/Townhouse/Apt.

This graphic displays property estimates for a market area and a subject property, where one has been selected. Estimated property values are generated by a valuation model and are not formal appraisals.

Source: Public records, and MLS sources where licensed

Update Frequency: Monthly

Median Estimated Value	Last Month Change	12 Month Change
$848,090	+0.4%	-1%



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Cranford, New Jersey

September 2026 Active Listings

Cranford, New Jersey

Single Family + Condo/Townhouse/Apt.

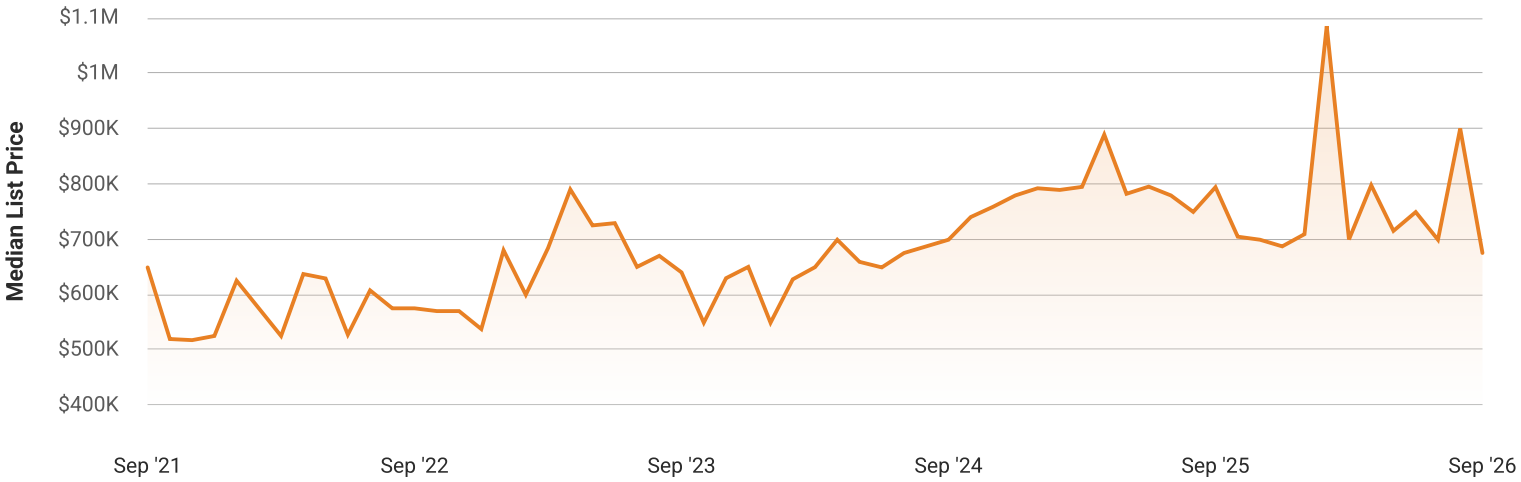
This graphic summarizes key statistics for properties that were in an active status on the last day of each month. RPR uses list date and a derived pending date to determine if the listing was active on the last day of the month. An end-of-month snapshot of active listings helps to understand inventory levels, price points and duration on the market.

Source: Listing sources

Update Frequency: Monthly

Median List Price - $675,000

25% Month over Month



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Cranford, New Jersey

September 2026 Sold Listings

Cranford, New Jersey

Single Family + Condo/Townhouse/Apt.

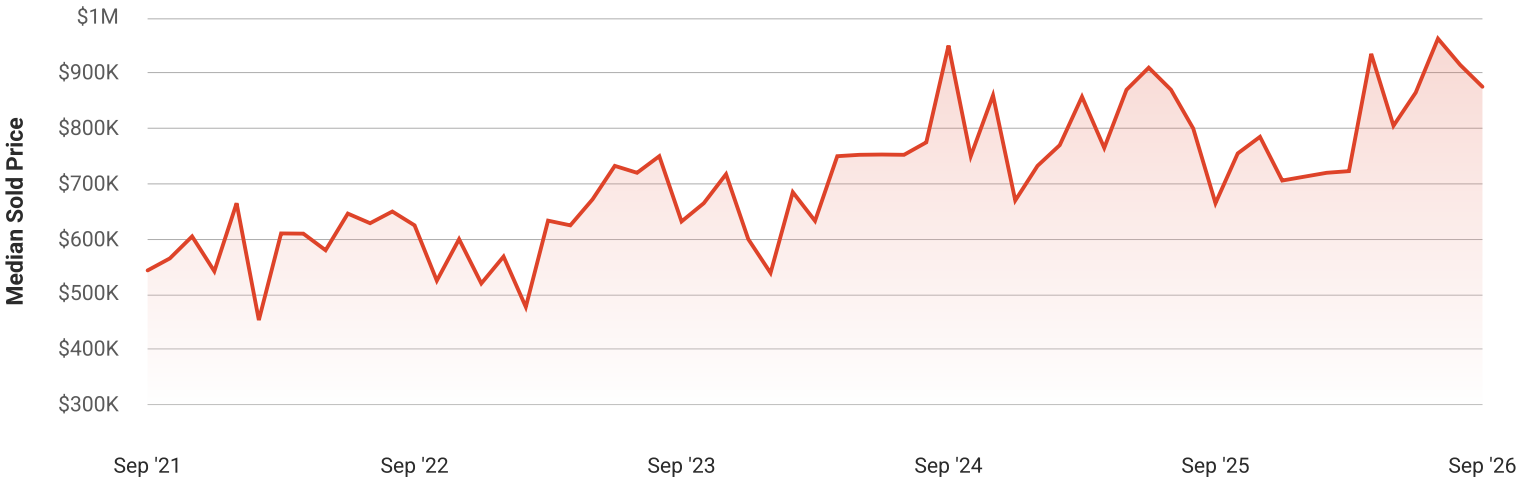
This graphic summarizes key statistics for properties that sold each month. RPR uses a derived sold date to determine when a property moved into a sold status within the given month. These statistics are important for understanding the price points on sold properties as well as the difference between the list price and sold price, which reveals whether buyers are paying over or under the asking price.

Source: Listing sources

Update Frequency: Monthly

Median Sold Price - $875,500

↓ 4.3% Month over Month



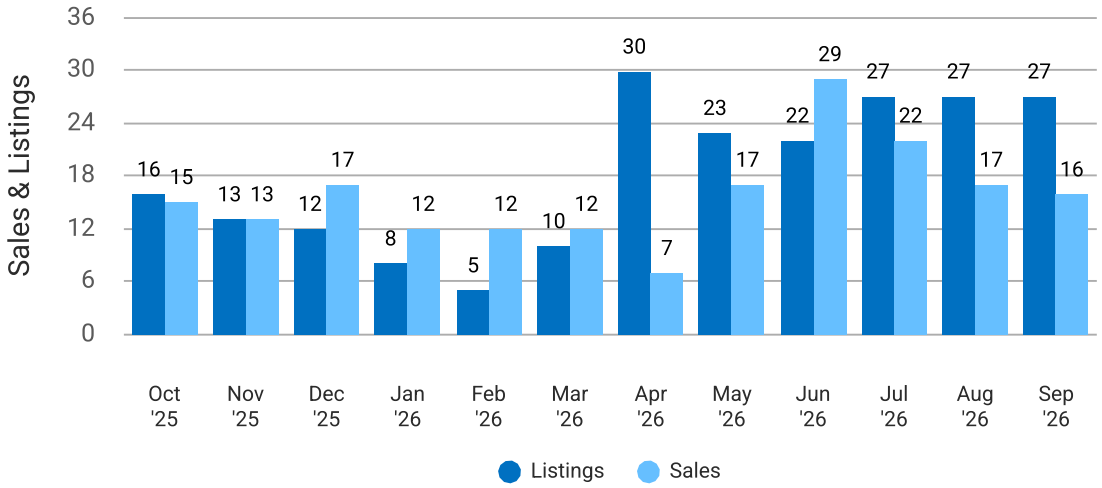
Total Sales and Active Listings in Cranford, New Jersey

Single Family + Condo/Townhouse/Apt.

This graph compares the number of sales with the number of active listings in the local market.

Source: MLS data where licensed

Update Frequency: Monthly



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Cranford, New Jersey

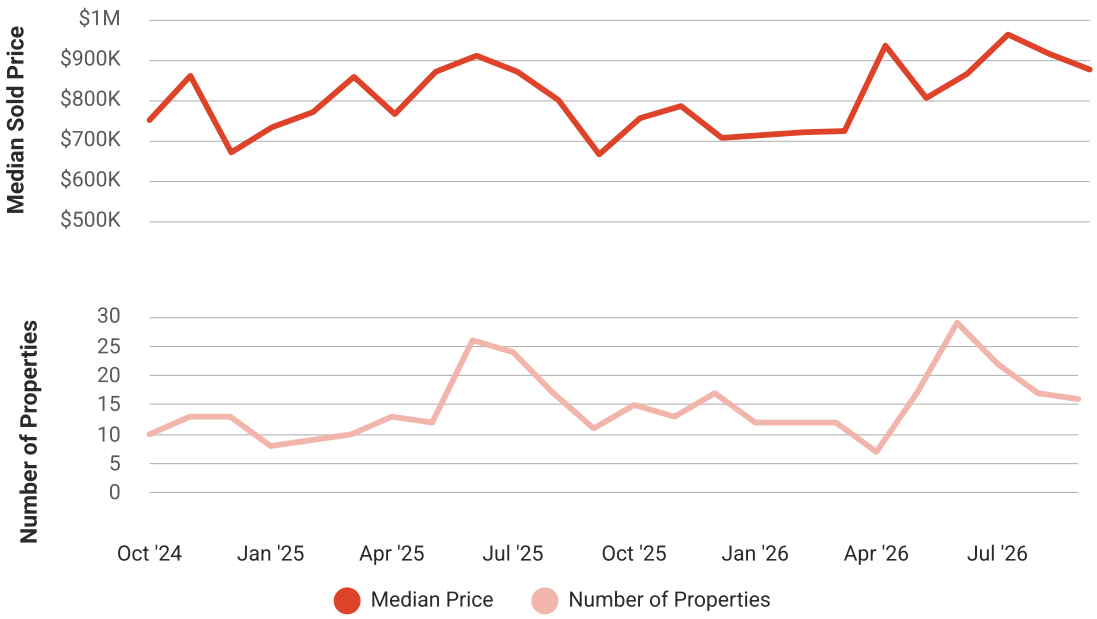
Median Sold Price vs Sold Listings in Cranford, New Jersey

Single Family + Condo/Townhouse/Apt.

This chart compares the trend of median sold price and number of sold listings for the given location.

Source: Listing Data

Update Frequency: Monthly



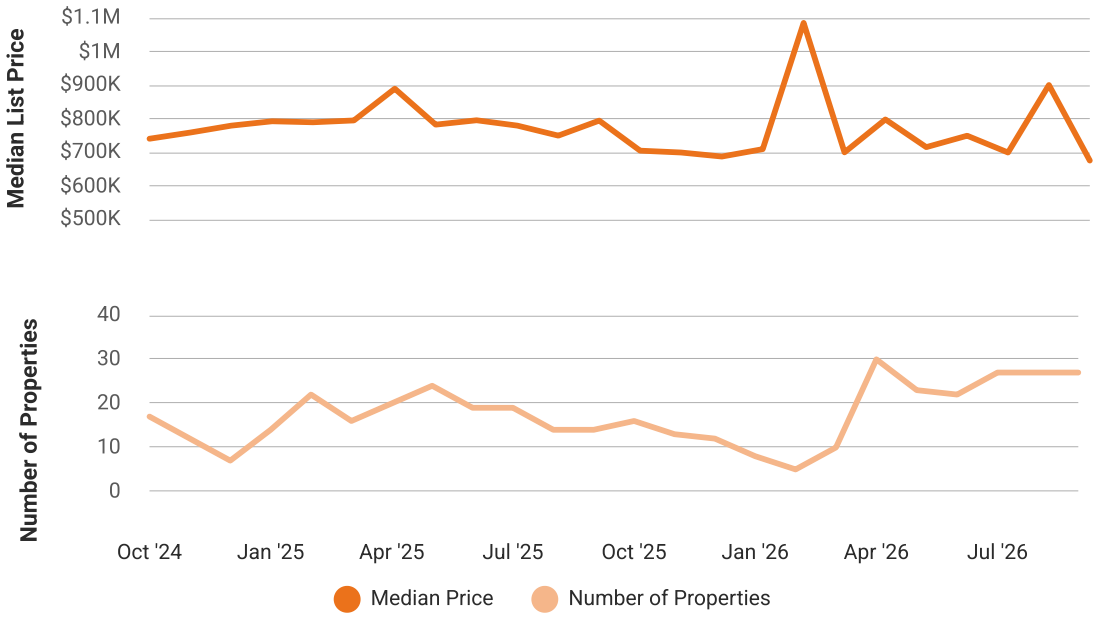
Median List Price vs Active Listings in Cranford, New Jersey

Single Family + Condo/Townhouse/Apt.

This chart compares the trend of median list price and number of active properties for the given location.

Source: Listing Data

Update Frequency: Monthly



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Hallmark REALTORS
Leading Real Estate Companies of the World

Pre-Listing Guide

FOR THE SALE OF YOUR HOME

Alex Smolenski

Broker-Associate

Ph: 732.484.5081

alex@hallmarkrealtors.com

SELLING YOUR HOME

Welcome!

Selling a home is a significant decision, and my goal is to make this experience as smooth and rewarding as possible for you. With years of experience in the real estate market, I bring a wealth of knowledge and a deep commitment to achieving the best possible outcome for my clients.

Enclosed in this package, you will find a comprehensive guide to the selling process, including:

- **Market Analysis:** A detailed report on the current market conditions and comparable properties in your area to help you understand the potential value of your home.
- **Marketing Plan:** An outline of the strategic marketing initiatives I will implement to attract qualified buyers and maximize exposure for your property.
- **Staging Tips:** Professional advice on how to present your home in the best light, ensuring it appeals to a wide range of potential buyers.
- **Listing Agreement:** A sample of the listing agreement for your review, detailing the terms and conditions of our partnership.

I believe that effective communication and a tailored approach are key to a successful sale. I am here to answer any questions you may have and to discuss your specific needs and goals.

Thank you for considering me as your real estate partner. I look forward to the opportunity to work with you and to help you achieve a successful sale of your home.

ABOUT ME

Nice to meet you!

I was originally licensed and started by career as a real estate salesperson in 2008 with Hallmark Realtors. After several years learning the business in my family owned brokerage, I received my Broker-Salespersons license in 2015 and my Real Estate Instructor's license in 2019. I've personally conducted and transacted hundreds of real estate sales and thousands of sales in my capacity as the Managing Broker of Hallmark Realtors.

As a real estate professional, I take my responsibilities and duties to my clients, customers, colleagues and the general public very seriously. The purchase or sale of a home is a very complex and stressful process, my goal is to carry out the transaction in a fair and honest way by treating everything with the utmost care, integrity, and respect.

My attention to detail, continued education, dedication to service, and commitment to integrating the latest technologies will ensure that the home buying or selling process will be as efficient and stress-free as possible. It would be the highest honor and privilege to serve you in your next real estate transaction and be your Realtor for life.

I would be grateful for the opportunity to assist you with any real estate need you might have. If you place your trust in me, be assured that you're going to receive the utmost care, considerable, and attention to detail possible.

LET'S STAY CONNECTED!

732.484.5081

ALEX@HALLMARKREALTORS.COM

WWW.SMOKNOWSHOMES.COM

112 WESTFIELD AVE, CLARK NJ 07066

VISIT MY SOCIAL MEDIA

GET TO KNOW

HALLMARK REALTORS

Hallmark Realtors was originally established in 1985 by our Broker-Owner Walter Smolenski. After many successful years operating throughout Central New Jersey under the umbrella of national franchises, we became an boutique independent brokerage in 2001 and soon after joined **The Leading Real Estate Companies of the World®**, an invitation-only collection of premier independent real estate companies from across the globe.

Through the years, we've helped thousands of your neighbors with the purchase or sale of their homes and continue to provide unparalleled service and satisfaction to all of our valued clients. We've adapted to the ever-changing real estate marketplace by incorporating the latest technology to help streamline the marketing and sales process while remaining focused on 100% client satisfaction and the personal attention that our clients deserve.

Our culture is family, customer, community and we strive to deliver a truly special experience to everyone who entrusts us with their home.

Hallmark REALTORS
Leading REAL ESTATE COMPANIES OF THE WORLD

Leading® REAL ESTATE COMPANIES OF THE WORLD

ALL ABOUT US

Our Professional Experience

OUR MISSION

With integrity, innovation, and a commitment to excellence, we aim to build lasting relationships and create value for our clients. Whether buying, selling, or investing, our goal is to help our clients achieve their real estate dreams with confidence and satisfaction.
Together, we strive to make every real estate experience positive, rewarding, and successful.

OUR VALUES

We value integrity, dedication, and exceptional service. We are committed to building lasting relationships with our clients through transparency and personalized attention, ensuring every transaction is smooth and successful.

OUR SERVICE

Our real estate team is dedicated to making your home-selling experience smooth and successful. We leverage our expertise and market knowledge to ensure you get the best value for your property.

THE HOME SELLING PROCESS

Seller

- Agent presents Market Analysis
- List Price is Established
- Listing Agreement and Paperwork is signed

- Staging & Photos
- Enter property into MLS
- Showings & Open Houses
- Advertising & Marketing

Buyer

- Initial contact
- Formal buyer consultation
- Buyer Agency Agreement
- Preapproval

- Receive new listing alerts
- Schedule showings and visit properties
- Discuss terms and write up offer

Purchase Offer presented to Seller

Negotiation of price and terms

- Sale price, closing date, appraisal/inspection, contingencies, etc.

Seller — Agent

Agent — Buyer

Acceptable Sales Contract

Attorney Review period

Provide all disclosures

Facilitate property inspections

Make any agreed-upon repairs

Conduct Certificate of Occupancy inspections as necessary

Inspection, Appraisal, Mortgage contingency timelines begin

Title Search

Deed/Closing Document preparation

Conduct all property inspections

Negotiate any home inspection repairs or credits

Obtain Homeowner's Insurance Policy

Provide earnest money deposit

Submit documents for loan approval

Conduct appraisal

Receive Mortgage Commitment

All Contingencies Satisfied

Schedule Closing of Title & Walkthrough

Closing Of Title Occurs

- Bank funds the loan
- Buyer provides additional funds for down payment & closing costs
- Seller provides keys & arranges utility transfers

Seller vacates and receives the proceeds of sale

Buyer takes possession and ownership of the property

THE IMPORTANCE OF
PRICING CORRECTLY

ATTRACTING POTENTIAL BUYERS

A correctly priced home immediately captures the attention of potential buyers. Overpricing can deter interested buyers, as they may perceive the property as unaffordable or unjustified for its value. On the other hand, a competitive price generates more interest and can lead to multiple offers and a faster sale.

REDUCING TIME ON THE MARKET

Overpricing can lead to an extended time on the market. The longer a house sits unsold, the more likely buyers will question its appeal or condition. This can lead to a negative perception of the property

APPRAISAL CONCERNS

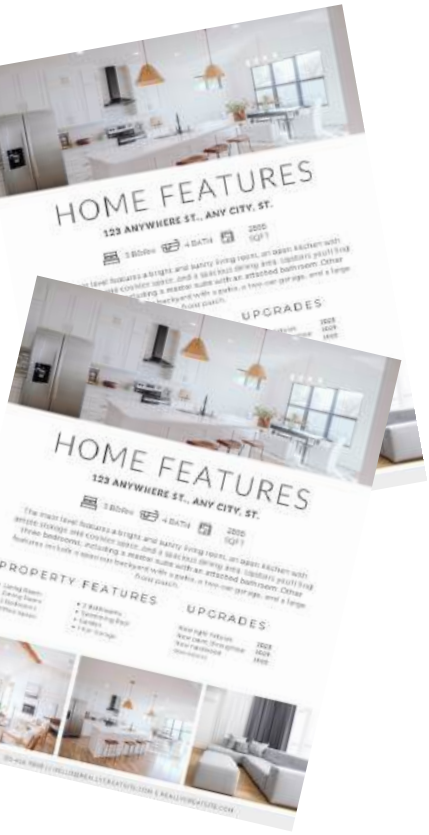
When buyers require a mortgage to purchase a property, the lender will conduct an appraisal to ensure the property's value matches the loan amount. If the appraisal comes in lower than the agreed-upon price, the deal may fall through, leaving both parties back at square one. Pricing the home correctly increases the chances of a smooth appraisal process.

OUR STRATEGY FOR SUCCESS

Marketing Your Home

To successfully market properties and attract potential buyers, a comprehensive and multi-channel approach is essential. This strategy aims to maximize visibility, engage the target audience, and generate leads through both online and offline methods.

PRINT MARKETING



PROFESSIONAL-QUALITY BROCHURES

We create visually appealing, high-quality property brochures that showcase the property's key features, captivating images, and essential details. These brochures are perfect for open houses, property showings, and community outreach.

EYE-CATCHING FLYERS AND POSTCARDS

Our eye-catching flyers and postcards are strategically designed to stand out and grab the attention of potential buyers. These materials are distributed in high-traffic areas, local businesses, and targeted neighborhoods.

LOCAL MAGAZINE AND NEWSPAPER FEATURES

As part of our print marketing offer, we collaborate with local magazines and newspapers to feature select properties. This exposure expands the property's reach to a broader audience, including readers who may not actively search online real estate portals.

DIRECT MAIL CAMPAIGNS

We implement targeted direct mail campaigns, delivering property information directly to potential buyers' mailboxes. This personalized approach increases the chances of engagement and generates valuable leads.

My Fiduciary Responsibilities

Our Promise to You

Loyalty

Real estate agents must prioritize their clients' interests above all others, including their own. They should avoid any conflicts of interest and act solely in the best interests of their clients.

Disclosure

Agents are obligated to provide all relevant and material information to their clients. This includes disclosing any known defects or issues with a property, as well as sharing information about market conditions that may affect the clients' decisions.

Confidentiality

Real estate agents must keep their clients' information confidential, even after the professional relationship ends. This includes not disclosing sensitive personal or financial information without the client's consent.

Obedience

Agents are expected to follow their clients' instructions, as long as those instructions are legal and ethical. This obedience extends to the terms outlined in any contractual agreements.

Reasonable Care and Diligence

Agents must exercise a reasonable degree of care and diligence in representing their clients. This involves staying informed about market conditions, property values, and other factors that may impact a real estate transaction.

Accounting

If necessary, real estate agents are responsible for accurately handling their clients' funds and providing an account of all transactions. This includes managing earnest money deposits and ensuring they are handled appropriately.

Duties
of a Listing Agent
What we do for you

Property Evaluation:
Assess the property and help the seller determine an appropriate listing price based on market conditions, comparable sales, and the property's features.

Market Analysis:
Conduct a comparative market analysis (CMA) to understand the current market trends and prices, helping the seller make informed decisions.

Marketing Strategy:
Develop and implement a comprehensive marketing plan to showcase the property to potential buyers. This may involve online and offline strategies, such as professional photography, virtual tours, open houses, and advertising.

Listing Presentation:
Create a compelling listing presentation to highlight the property's strengths and attract potential buyers.

Disclosure Assistance:
Assist the seller in preparing and disclosing all necessary documents, ensuring compliance with legal requirements and providing potential buyers with the necessary information about the property.

Negotiation:
Represent the seller during negotiations with potential buyers or their agents. Work to secure the best possible price and terms for the seller.

Communication:
Keep the seller informed about the progress of the sale, providing updates on marketing efforts, showings, and any feedback from potential buyers.

Contract Management:
Handle the paperwork involved in the transaction, including drafting, reviewing, and providing contracts to the assigned attorneys, ensuring that all legal and regulatory requirements are met.

Coordination of Inspections and Repairs:
Coordinate home inspections and address any necessary repairs or issues that may arise during the inspection process.

Closing Process:
Facilitate communication between all parties involved, including the seller, buyer, lenders, and other professionals, to ensure a smooth closing process.

Market Trends Awareness:
Stay informed about current real estate market trends and conditions that may impact the sale of the property.

Buyer Agent Compensation Explained

Option 1: No Upfront Offers of Compensation

- You can decline to offer any amount of compensation to the Buyer's Agent upfront.
- It is important to also acknowledge that ALL buyers are now required to have an Representation Agreement signed which includes an amount that their Agent expects to be compensated.
- If the Buyer's Agent is not compensated by the Seller, they would expect to be compensated by the Buyer

Option 2: Upfront Offer of Compensation to Buyer's Agents

- You can elect to offer a percentage or dollar amount to compensate Buyer's Agents upfront.
- I will communicate this amount to Buyer's Agents and it will be included in their offer to purchase your home.

Option 3: Upfront Offer of a Seller Concession to Buyers

- You can elect to offer a percentage or dollar amount to the Buyers as a Concession to reduce their closing costs which may be an enticement for Buyers to purchase your home.
- Buyers can use this Concession to pay their Buyer's Agents in accordance with their signed Buyer Representation Agreement

Benefits of Offering Compensation

How Will Compensation Affect the Sale?

Broader Market Exposure

- Increased showings: Buyer's agents are more likely to show properties that offer competitive compensation
- Access to more buyers: You'll reach clients who exclusively work with buyer's agents
- MLS visibility: Properties with competitive buyer's agent compensation often receive priority visibility

Professional Representation in Negotiations

- Buyer's agents help qualify potential buyers, filtering out those who aren't financially prepared
- They facilitate smoother transactions by guiding buyers through the complex process
- They can help resolve issues that arise during inspections and closing

Market Competitiveness

- Standard practice in most markets; not offering compensation may put your listing at a disadvantage
- Helps your property compete effectively with similarly priced homes that do offer compensation
- May reduce your home's time on market by attracting more agent-represented buyers

Risk Mitigation

- Buyer's agents have a fiduciary responsibility to their clients, helping ensure legitimate offers
- They typically pre-qualify buyers before showings, reducing time wasted on unqualified prospects
- They can help manage buyer expectations, potentially reducing post-inspection renegotiations

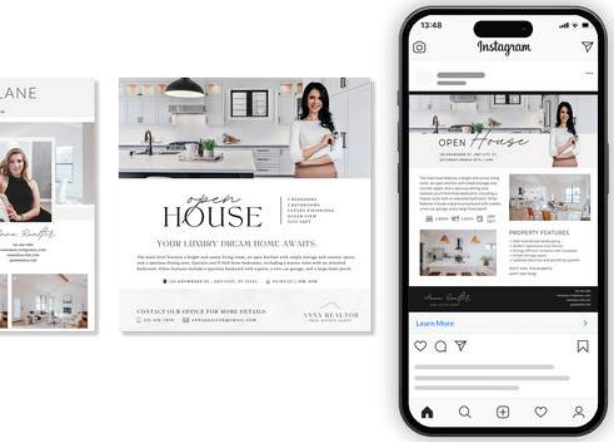
Transaction Efficiency

- Buyer's agents handle significant paperwork and coordination on the buyer's side
- They help ensure buyers meet deadlines for financing, inspections, and other contingencies
- They can assist with explaining complex contract terms to buyers, reducing misunderstandings

While there is a cost to paying buyer's agent compensation (potentially up to 3% of the purchase price), many sellers find the benefits outweigh this expense through a faster sale and potentially higher selling price due to increased buyer interest and competition.

DIGITAL MARKETING

In the fast-evolving world of real estate, staying ahead of the curve is essential to effectively reach and engage with potential buyers. At [Your Real Estate Agency Name], we are proud to present our innovative Real Estate Digital Marketing Offer, designed to leverage the power of digital platforms and technology for unparalleled property exposure and lead generation.



DYNAMIC PROPERTY WEBSITES

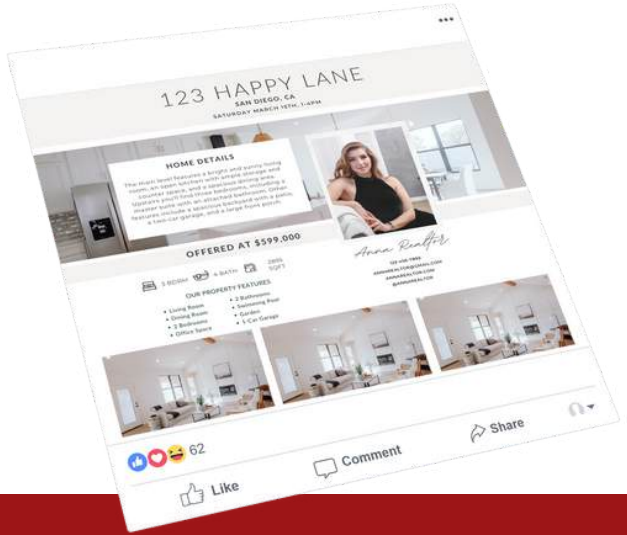
We develop customized, mobile-responsive property websites that highlight the property's unique features and amenities. These visually appealing websites provide detailed information, interactive elements, and clear calls-to-action to encourage inquiries.

SOCIAL MEDIA CAMPAIGNS

We leverage the power of social media platforms to target specific buyer segments, promoting properties through engaging content, sponsored ads, and effective retargeting strategies.

VIRTUAL TOURS AND VIDEO MARKETING

We create immersive virtual tours and captivating property videos, providing potential buyers with an in-depth and interactive experience from the comfort of their homes.



EMAIL MARKETING

Our targeted email campaigns keep potential buyers informed about new listings, price reductions, and market updates, nurturing leads and maintaining active engagement.

OPEN HOUSE

STAGE THE PROPERTY

- Ensure that the property is clean and well-maintained. Consider hiring professional cleaners if necessary, paying attention to every room, the exterior, and landscaping.
- Declutter the space, remove personal items, and organize furniture to create a welcoming and spacious atmosphere.
- Properly stage the property to showcase its potential and help buyers envision themselves living there.

GATHER MARKETING MATERIALS

- Print high-quality brochures or flyers that highlight the property's key features, amenities, and location details.
- Prepare attractive signage, including an eye-catching "Open House" sign to place at strategic locations near the property.
- Utilize technology to your advantage by providing virtual tours or 360-degree photos of the property for interested buyers who cannot attend the open house in person.
- Promote the open house through various channels, such as social media, email newsletters, and real estate websites.
- Prepare a welcome kit for open house visitors, including property brochures, business cards, and a sign-in sheet to collect their contact information for follow-up.

FOLLOW-UP PLAN

- Reach out to visitors who showed particular interest in the property and schedule private showings or provide additional information as needed.

OUR 9 STEP SYSTEM

TO GET YOUR HOME SOLD!

The home selling strategy system is a comprehensive, step-by-step guide designed to effectively market and sell your home. This system ensures that each stage of the selling process is meticulously planned and executed to maximize results.

9 STEPS
TO SOLD!

1 Prepare the Property

1. Conduct a Thorough Inspection
   - Identify necessary repairs and maintenance tasks.
   - Address any structural or cosmetic issues.
2. Enhance Curb Appeal
   - Maintain the lawn and garden.
   - Clean and paint the exterior if needed.
   - Ensure the front door and entryway are inviting.
3. Stage the Interior
   - Declutter and depersonalize.
   - Arrange furniture to maximize space and flow.
   - Add decorative touches to create a warm and appealing atmosphere.

2 Determine the Right Price

1. Perform a Comparative Market Analysis (CMA)
   - Research recent sales of similar properties in the area.
   - Consider current market trends and conditions.
2. Set a Competitive Listing Price
   - Price to attract potential buyers while maximizing the seller's return.
   - Be prepared to adjust based on market feedback and interest levels.

3 Create a Marketing Plan

1. Professional Photography and Videography
   - Hire a professional photographer for high-quality images.
   - Create a virtual tour or video walkthrough of the property.
2. Develop Compelling Property Descriptions
   - Highlight unique features and amenities.
   - Include key selling points such as location, size, and recent upgrades.

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Communication:
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9 STEPS
TO SOLD!

4 Leverage Online Marketing

1. List on MLS and Real Estate Portals
   - Ensure the property is listed on Multiple Listing Services (MLS).
   - Utilize popular real estate websites like Zillow, Realtor.com, and Redfin.
2. Utilize Social Media
   - Share listings and engaging content on platforms like Facebook, Instagram, and LinkedIn.
   - Use targeted ads to reach potential buyers in specific demographics.
3. Email Marketing
   - Send property details to your email list.
   - Highlight the home in newsletters and market updates.

5 Offline Marketing Efforts

1. Print Advertising
   - Use high-quality brochures and flyers.
   - Place ads in local newspapers and magazines.
2. Signage
   - Place a “For Sale” sign in the yard with contact information.
   - Use directional signs to guide potential buyers to the property.

6 Host Open Houses and Showings

1. Schedule Open Houses
   - Advertise open house dates and times.
   - Prepare the home to look its best for visitors.
2. Private Showings
   - Arrange for individual showings to accommodate serious buyers.
   - Be flexible with scheduling to increase opportunities for viewings.

9 STEPS
TO SOLD!

7 **Engage with Potential Buyers**

1. Follow-Up
   - Promptly respond to inquiries and showing requests.
   - Provide additional information and answer questions as needed.
2. Gather Feedback
   - Solicit feedback from buyers and agents after showings and open houses.
   - Use feedback to make any necessary adjustments to the marketing strategy or property presentation.

8 **Negotiate Offers**

1. Review Offers
   - Evaluate the terms and conditions of each offer.
   - Consider not only the price but also contingencies, financing, and closing timelines.
2. Negotiate Terms
   - Work with the seller to negotiate favorable terms.
   - Aim to reach a mutually beneficial agreement with the buyer.

9 **Manage the Closing Process**

1. Coordinate Inspections and Appraisals
   - Schedule and attend necessary inspections and appraisals.
   - Address any issues that arise promptly.
2. Prepare for Closing
   - Ensure all paperwork and documentation are in order.
   - Communicate with the buyer's agent, lender, and attorney to ensure a smooth process.
3. Final Walkthrough
   - Conduct a final walkthrough with the buyer to confirm the property's condition.
4. Closing Day
   - Attend the closing to finalize the sale.
   - Ensure the transfer of ownership and distribution of funds.

Why work with me?

TO GET YOUR HOME SOLD!

Choosing the right real estate agent can make all the difference in your buying or selling experience.

MY COMMITMENT

1 EXTENSIVE MARKET KNOWLEDGE

As an experienced real estate agent, I have a deep understanding of the local market trends, property values, and buyer preferences. This knowledge allows me to strategically price your home for maximum returns and a timely sale.

2 EFFECTIVE COMMUNICATION

I believe in transparent and open communication throughout the selling process. You will receive regular updates, feedback from showings, and guidance on how to optimize your property's appeal.

3 CUSTOMIZED SALES STRATEGY

I understand that every home is unique, and I tailor my approach to fit your specific needs and goals. Your satisfaction and success are my top priorities.

When you hire me as your real estate agent to sell your home, you can trust that you have a dedicated and results-driven professional by your side. I am committed to providing exceptional service, working tirelessly to sell your home at the best possible price, and making the entire process a positive and rewarding one.

Let's work together to make your real estate goals a reality!

Thank you for placing your trust and confidence in my expertise. Your belief in my abilities as a real estate professional motivates me to continuously strive for excellence in everything I do. It has been a privilege to guide you through the buying/selling process, and I am grateful for the opportunity to assist you in achieving your real estate goals.

Alex Smolenski

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Managing Broker

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Cranford, New Jersey

Market Snapshot

Value and Price Changes

	Current	Last Month	Last 3 Months	Last 12 Months	Last 24 Months	Last 36 Months
Median Est. Property Value Last Updated: 9/30/2026	$848,090	$844,590 +0.41%	$852,500 -0.52%	$856,270 -0.96%	$783,600 +8.23%	$767,710 +10.47%
Median Sold Price Last Updated: 9/30/2026	$875,500	$915,000 -4.32%	$865,000 +1.21%	$664,999 +31.65%	$950,000 -7.84%	$632,000 +38.53%
Median List Price Last Updated: 9/30/2026	$675,000	$900,000 -25%	$749,000 -9.88%	$794,000 -14.99%	$699,000 -3.43%	$639,950 +5.48%

About this Data: Because some brokerages may choose not to include their MLS listing content within the RPR platform, the analysis contained in this report may not have been created using all the available listing data within this geographical market.
Median estimated property values are generated by a valuation model and are not formal appraisals. Valuations are based on public records and MLS data where licensed. The Metrics displayed here reflect **All Residential Single Family, Condo, Townhouse and Apartment properties** data.

Market Activity

Market Activity Filters

Sort Order: Date
Maximum Properties Per Change Type: 10
Change Types: New Listings, Pending, Closed, Distressed
Property Types: Single Family, Condo/Townhouse/Apt
Property Features: Sale Price: Any, Lease Price: Any, Beds: Any, Baths: Any, Living Area: Any, Lot Size (acre): Any, Year Built: Any

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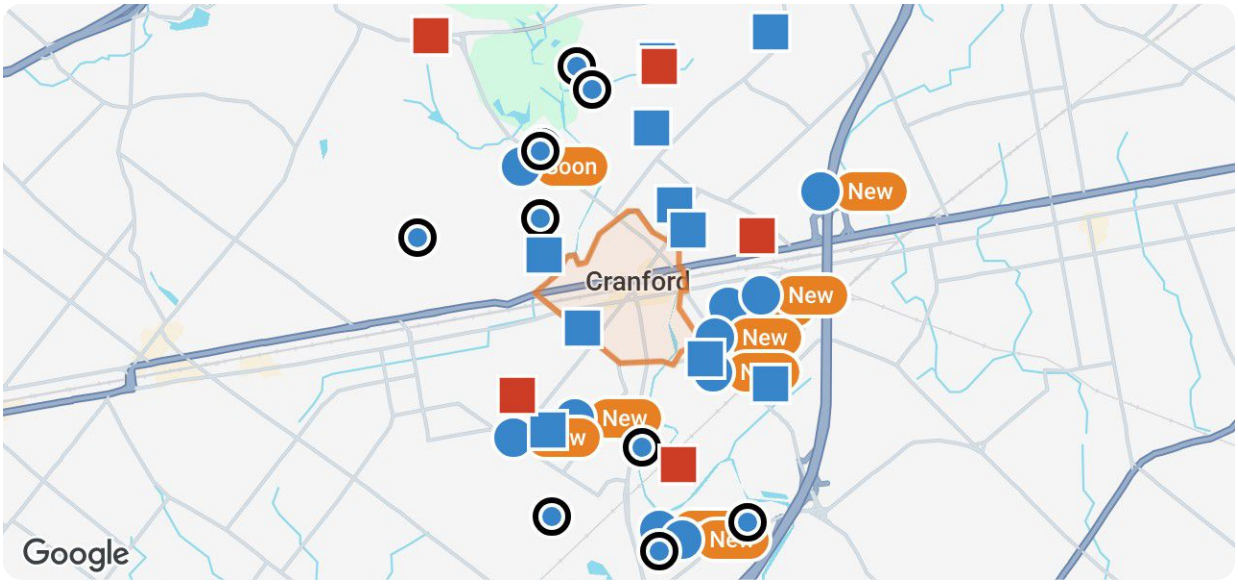
Cranford, New Jersey

Summary

For Sale Activity in the Last 3 Months



Legend

- For Sale
- For Sale Pending
- Recently Closed
- Distressed

	New	Pending	Closed	Distressed
Number of Properties	10	10	10	2
Lowest Listing Price / Est.Value	$369,000	$548,000	$400,000	$752,090
Median Listing Price / Est.Value	$709,500	$807,000	$777,500	$803,325
Highest Listing Price / Est.Value	$1,770,000	$1,099,000	$1,362,500	$854,560
Average Price / sqft	$434	$520	$444	$546
Median Price / sqft	$422	$517	$437	$546
Average Days in RPR	7	31	23	–
Median Days in RPR	6	17	17	–
Total Volume	$8,064,000	$7,942,000	$8,125,500	$1,606,650
Source	Listings	Listings	Public Records & Listings	Public Records & Listings

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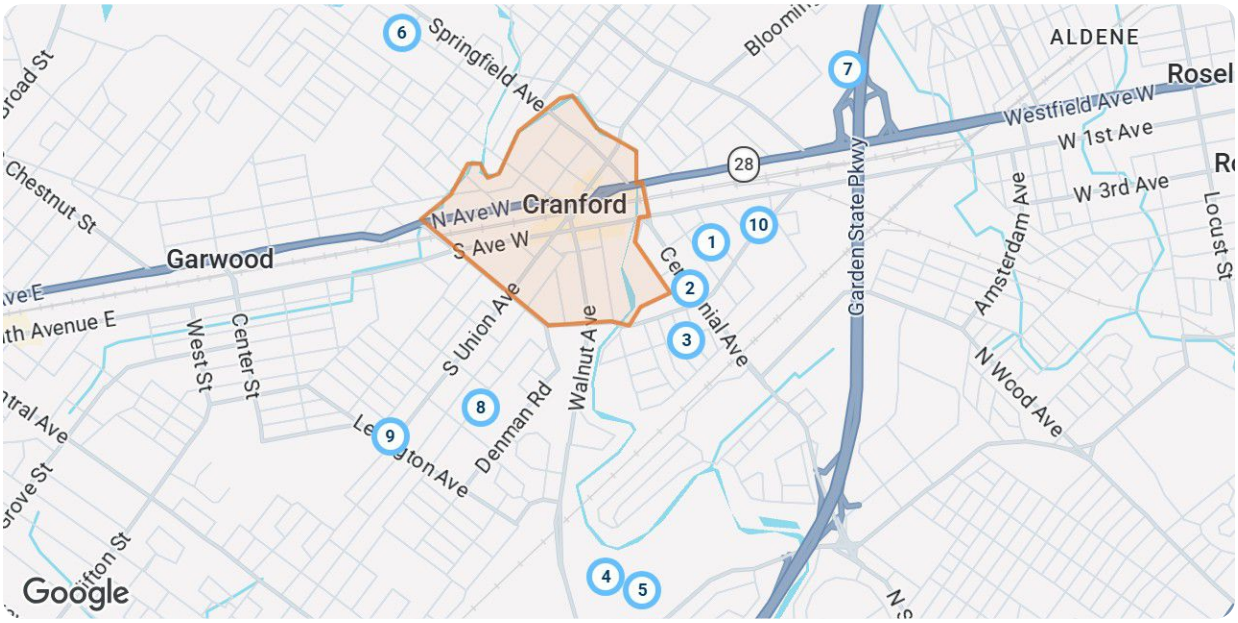
Cranford, New Jersey

Market Activity Breakdown

New

Source: Listings



Legend

Active For Sale

	New: 10 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size	Year Built	List Date / Days in RPR	List Price / $ Per Sq Ft
1	**111 Makatom Dr** **Cranford, NJ 07016** MLS ID: 4060360 Active / For Sale *Listing Courtesy of MARC KELLEY REALTORS*	Single Family	5/6	4,007	7,405 sqft	1914	10/21/2026 – days	$1,770,000 $442/sq ft
2	**515 Elm St** **Cranford, NJ 07016** MLS ID: 4059853 Active / For Sale *Listing Courtesy of CORCORAN SAWYER SMITH*	Single Family	4/2	1,376	4,356 sqft	1921	10/19/2026 2 days	$700,000 $509/sq ft
3	**217 Prospect Ave, #2A** **Cranford, NJ 07016** MLS ID: 4059794 Active / For Sale *Listing Courtesy of WEICHERT REALTORS*	Condo/Townhouse/Apt.	1/1	–	871 sqft	1940	10/19/2026 2 days	$369,000 –/sq ft
4	**716 Willow St** **Cranford, NJ 07016** MLS ID: 4059764 Active / For Sale *Listing Courtesy of COLDWELL BANKER REALTY*	Single Family	5/4	–	9,583 sqft	1905	10/19/2026 2 days	$1,289,000 –/sq ft
5	**15 Roselle Ave** **Cranford, NJ 07016** MLS ID: 4059531 Active / For Sale *Listing Courtesy of COLDWELL BANKER REALTY*	Single Family	4/2	1,808	6,534 sqft	1962	10/16/2026 5 days	$719,000 $398/sq ft

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Cranford, New Jersey

New: 10 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size	Year Built	List Date / Days in RPR	List Price / $ Per Sq Ft
6 **72 Lawn Ter** **Cranford, NJ 07016** MLS ID: 4059292 Active / For Sale *Listing Courtesy of WEICHERT REALTORS*	Single Family	4/2	2,198	6,534 sqft	1920	10/15/2026 6 days	$595,000 $271/sq ft
7 **14 Woodside Ave** **Cranford, NJ 07016** MLS ID: 4058827 Active / For Sale *Listing Courtesy of KELLER WILLIAMS REALTY*	Single Family	3/2	–	7,840 sqft	1956	10/14/2026 7 days	$629,000 –/sq ft
8 **15 Waverly Pl** **Cranford, NJ 07016** MLS ID: 4058616 Active / For Sale *Listing Courtesy of KELLER WILLIAMS REALTY*	Single Family	3/2	–	6,969 sqft	1952	10/13/2026 8 days	$739,000 –/sq ft
9 **16 Hillside Pl** **Cranford, NJ 07016** MLS ID: 4057915 Active / For Sale *Listing Courtesy of COLDWELL BANKER REALTY*	Single Family	3/2	1,420	6,098 sqft	1948	10/9/2026 12 days	$829,000 $584/sq ft
10 **25 Park Ter** **Cranford, NJ 07016** MLS ID: 4057689 Active / For Sale *Listing Courtesy of KELLER WILLIAMS ELITE REALTORS*	Single Family	2/2	1,056	3,484 sqft	1947	10/6/2026 15 days	$425,000 $402/sq ft

Pending

Source: Listings

Legend

Pending

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Cranford, New Jersey

	Pending: 10 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	List Date	List Price / $ Per Sq Ft	Pending Date / Days in RPR
1	**203 Balmiere Rd** **Cranford, NJ 07016** MLS ID: 4056652 Pending / For Sale *Listing Courtesy of KELLER WILLIAMS REALTY*	Single Family	3/2	–	6,098 sqft 1927	10/2/2026	$765,000 –/sq ft	10/19/2026 17 days
2	**333 Manor Ave** **Cranford, NJ 07016** MLS ID: 4057069 Pending / For Sale *Listing Courtesy of REAL*	Single Family	4/2	1,408	4,791 sqft 1958	10/6/2026	$849,000 $603/sq ft	10/16/2026 10 days
3	**33 Pine St** **Cranford, NJ 07016** MLS ID: 4049910 Pending / For Sale *Listing Courtesy of WEICHERT REALTORS*	Single Family	5/2	–	7,840 sqft 1920	9/1/2026	$675,000 –/sq ft	10/14/2026 43 days
4	**212 Stoughton Ave** **Cranford, NJ 07016** MLS ID: 4052989 Pending / For Sale *Listing Courtesy of COLDWELL BANKER REALTY*	Single Family	4/2	–	6,534 sqft 1954	9/15/2026	$659,000 –/sq ft	10/12/2026 27 days
5	**16 Elizabeth Ave** **Cranford, NJ 07016** MLS ID: 4037532 Pending / For Sale *Listing Courtesy of RE/MAX PREMIER*	Single Family	5/2	–	7,405 sqft 1925	6/29/2026	$548,000 –/sq ft	10/7/2026 100 days
6	**12 Dorchester Ave** **Cranford, NJ 07016** MLS ID: 4053028 Pending / For Sale *Listing Courtesy of CORCORAN SAWYER SMITH*	Single Family	4/3	–	6,534 sqft 1969	9/16/2026	$999,000 –/sq ft	10/3/2026 17 days
7	**321 North Ave, Unit 114** **Cranford, NJ 07016** MLS ID: 4053619 Pending / For Sale *Listing Courtesy of THE AGENCY ONE ROCK*	Condo/Townhouse/Apt.	3/4	–	4,791 sqft 1974	9/17/2026	$599,000 –/sq ft	10/2/2026 15 days
8	**2 Braemar Cir** **Cranford, NJ 07016** MLS ID: 4054119 Pending / For Sale *Listing Courtesy of WEICHERT REALTORS*	Single Family	3/3	1,928	0.43 acres 1962	9/14/2026	$849,000 $440/sq ft	10/1/2026 17 days
9	**22 Macarthur Ave** **Cranford, NJ 07016** MLS ID: 22624056 Pending / For Sale *Listing Courtesy of Keller Williams Realty Monmouth/Ocean*	Single Family	3/3	1,740	5,662 sqft 1945	8/5/2026	$900,000 $517/sq ft	10/1/2026 57 days
10	**9 Cornell Rd** **Cranford, NJ 07016** MLS ID: 4053712 Pending / For Sale *Listing Courtesy of COLDWELL BANKER REALTY*	Single Family	4/3	–	7,405 sqft 1958	9/18/2026	$1,099,000 –/sq ft	9/28/2026 10 days

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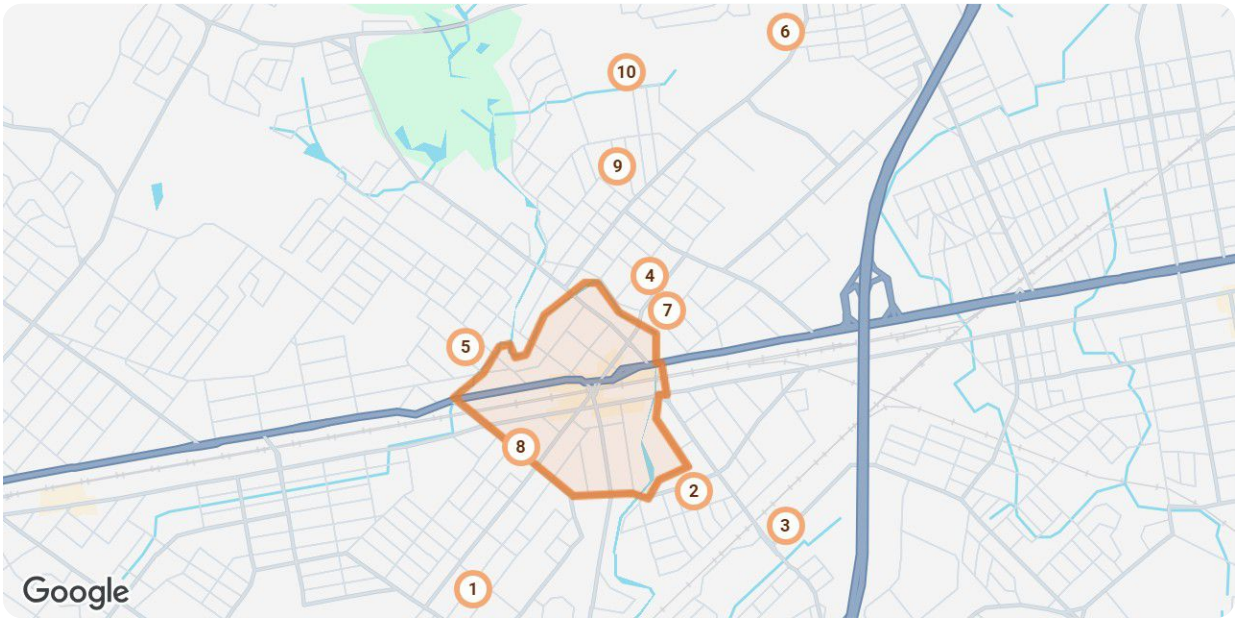
Cranford, New Jersey

Closed

Source: Public Records and Listings



Legend

Closed

Closed: 10 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	Closed Date / Days in RPR	Closed Price / $ Per Sq Ft	List to Sold Price %
1 **8 Cherokee Rd** **Cranford, NJ 07016** MLS ID: 4047121 Closed / For Sale *Courtesy of WEICHERT REALTORS*	Single Family	4/3	1,620	8,276 sqft 1940	10/21/2026 5 days	$845,000 $522/sq ft	↑ 8.47%
2 **611 Brookside Pl** **Cranford, NJ 07016** MLS ID: 4046112 Closed / For Sale *Courtesy of COLDWELL BANKER REALTY*	Single Family	3/2	–	6,534 sqft 1939	10/20/2026 13 days	$850,000 –/sq ft	–
3 **233 Cranford Ave** **Cranford, NJ 07016** MLS ID: 4052981 Closed / For Sale *Courtesy of COLDWELL BANKER REALTY*	Single Family	5/4	3,000	6,534 sqft 1959	10/20/2026 23 days	$1,362,500 $454/sq ft	↑ 0.93%
4 **8 Doering Way** **Cranford, NJ 07016** MLS ID: 4049018 Closed / For Sale *Courtesy of MARC KELLEY REALTORS*	Single Family	4/3	2,527	9,147 sqft 1931	10/20/2026 9 days	$1,123,000 $444/sq ft	↑ 17.1%
5 **117 Severin Ct** **Cranford, NJ 07016** MLS ID: 4048809 Closed / For Sale *Courtesy of RE/MAX SELECT*	Single Family	3/3	–	0.34 acres 1920	10/20/2026 21 days	$1,025,000 –/sq ft	↑ 10.33%

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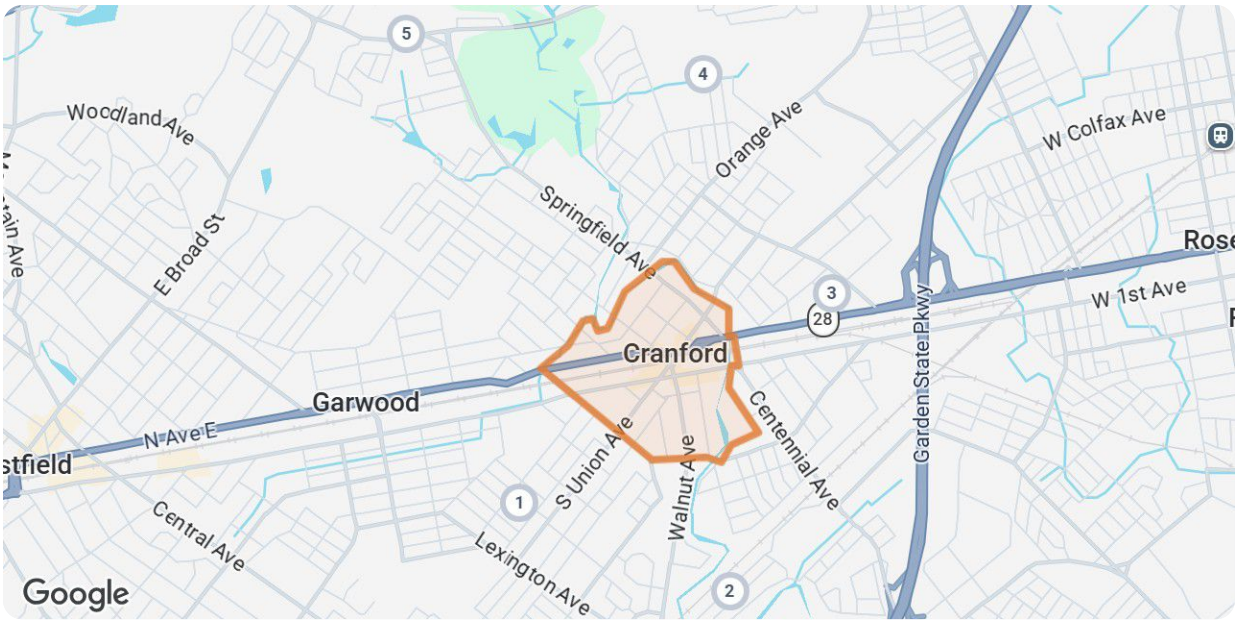
Cranford, New Jersey

Closed: 10 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	Closed Date / Days in RPR	Closed Price / $ Per Sq Ft	List to Sold Price %
6 **49 Blake Ave** **Cranford, NJ 07016** MLS ID: 4045762 Closed / For Sale *Courtesy of RE/MAX SELECT*	Single Family	4/3	1,662	6,969 sqft 1955	10/16/2026 32 days	$675,000 $406/sq ft	↓ 3.56%
7 **530 Lexington Ave** **Cranford, NJ 07016** MLS ID: 4052082 Closed / For Sale *Courtesy of KELLER WILLIAMS REALTY*	Single Family	3/3	–	6,534 sqft 1954	10/16/2026 7 days	$710,000 –/sq ft	↑ 7.59%
8 **182 Baltimore Ave** **Cranford, NJ 07016** MLS ID: 4033127 Closed / For Sale *Courtesy of EXP REALTY, LLC*	Single Family	2/1	1,070	5,227 sqft 1900	10/14/2026 94 days	$460,000 $430/sq ft	↑ 2.24%
9 **18 Concord St** **Cranford, NJ 07016** MLS ID: 4043442 Closed / For Sale *Courtesy of REAL*	Single Family	3/1	–	3,920 sqft 1922	10/12/2026 22 days	$400,000 –/sq ft	↓ 11.11%
10 **13 Macarthur Ave** **Cranford, NJ 07016** MLS ID: 4047843 Closed / For Sale *Courtesy of COLDWELL BANKER REALTY*	Single Family	4/2	1,663	5,662 sqft 1942	10/12/2026 8 days	$675,000 $406/sq ft	↑ 7.16%

Distressed

Source: Public Records and Listings



Legend

Off Market, Hold, Withdrawn, Expired, or Canceled

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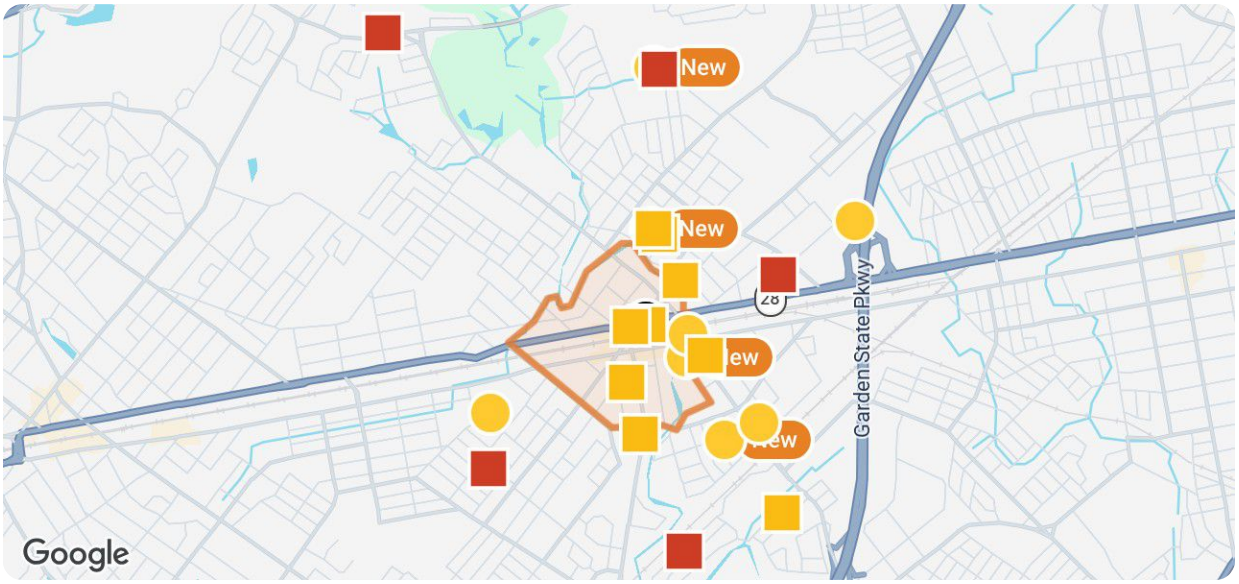
Cranford, New Jersey

	Distressed: 2 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	List Date / Days in RPR	List Price / $ Per Sq Ft	Distressed Date / Type
1	**233 Hillside Ave** **Cranford, NJ 07016** Off Market / Public Record	Single Family	–/–	1,681	6,000 sqft 1955	– – days	– $447/sq ft	9/10/2026 Notice of Foreclosure Sale
2	**41 John St** **Cranford, NJ 07016** Off Market / Public Record	Single Family	–/–	1,324	7,382 sqft 1915	– – days	– $645/sq ft	9/3/2026 Notice of Foreclosure Sale

Summary

For Lease Activity in the Last 3 Months



Legend

- For Lease
- For Lease Pending
- Distressed
- Recently Leased

	New	Pending	Closed	Distressed
Number of Properties	7	1	6	2
Lowest Listing Price / Est.Value	$1,950	$4,100	$2,650	$752,090
Median Listing Price / Est.Value	$2,900	$4,100	$3,398	$803,325
Highest Listing Price / Est.Value	$5,250	$4,100	$6,500	$854,560
Average Price / sqft	$2	–	$3	$546
Median Price / sqft	$3	–	$3	$546
Average Days in RPR	49	36	41	–
Median Days in RPR	43	36	31	–
Total Volume	$21,900	$4,100	$23,345	$1,606,650
Source	Listings	Listings	Public Records & Listings	Public Records & Listings

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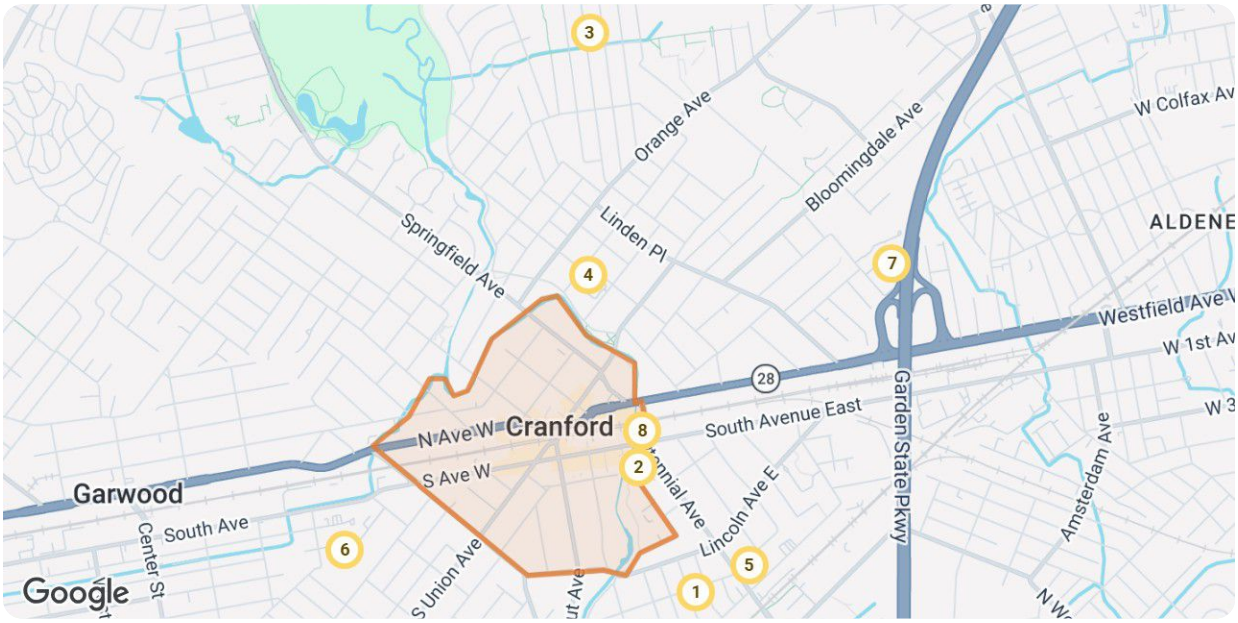
Cranford, New Jersey

Market Activity Breakdown

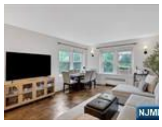
New

Source: Listings



Legend

Active For Lease

New: 7 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size	Year Built	List Date / Days in RPR	List Price / $ Per Sq Ft
1 **511 Gallows Hill Rd** **Cranford, NJ 07016** MLS ID: 4057339 Active / For Lease *Courtesy of THE AGENCY ONE ROCK*	Condo/Townhouse/Apt.	4/3	2,000	7,840 sqft	1958	10/7/2026 14 days	$5,250 mo. $3/sq ft
2 **123 New St** **Cranford, NJ 07016** MLS ID: 4056683 Active / For Lease *Courtesy of COLDWELL BANKER REALTY*	Condo/Townhouse/Apt.	4/3	2,101	4,791 sqft	1935	10/3/2026 18 days	$3,950 mo. $2/sq ft
3 **1517 North Ave, #3B** **Cranford, NJ 07016** MLS ID: 4054721 Active / For Lease *Courtesy of REAL*	Condo/Townhouse/Apt.	1/1	1,000	2,613 sqft	2024	9/23/2026 28 days	$2,950 mo. $3/sq ft
4 **112 Lincoln Park** **Cranford, NJ 07016** MLS ID: 4051338 Active / For Lease *Courtesy of EXP REALTY, LLC*	Condo/Townhouse/Apt.	1/1	–	2,178 sqft	1941	9/8/2026 43 days	$2,200 mo. –/sq ft
5  **217 Prospect Ave, Unit 5-2A** **Cranford, NJ 07016** MLS ID: 26031511 Active / For Lease *Courtesy of PROMINENT PROPERTIES SOTHEBY'S INTERNATIONAL REALTY-ENGLEWOOD CLIFFS*	Condo/Townhouse/Apt.	2/1	–	1,259 sqft	1940	8/20/2026 62 days	$2,900 mo. –/sq ft

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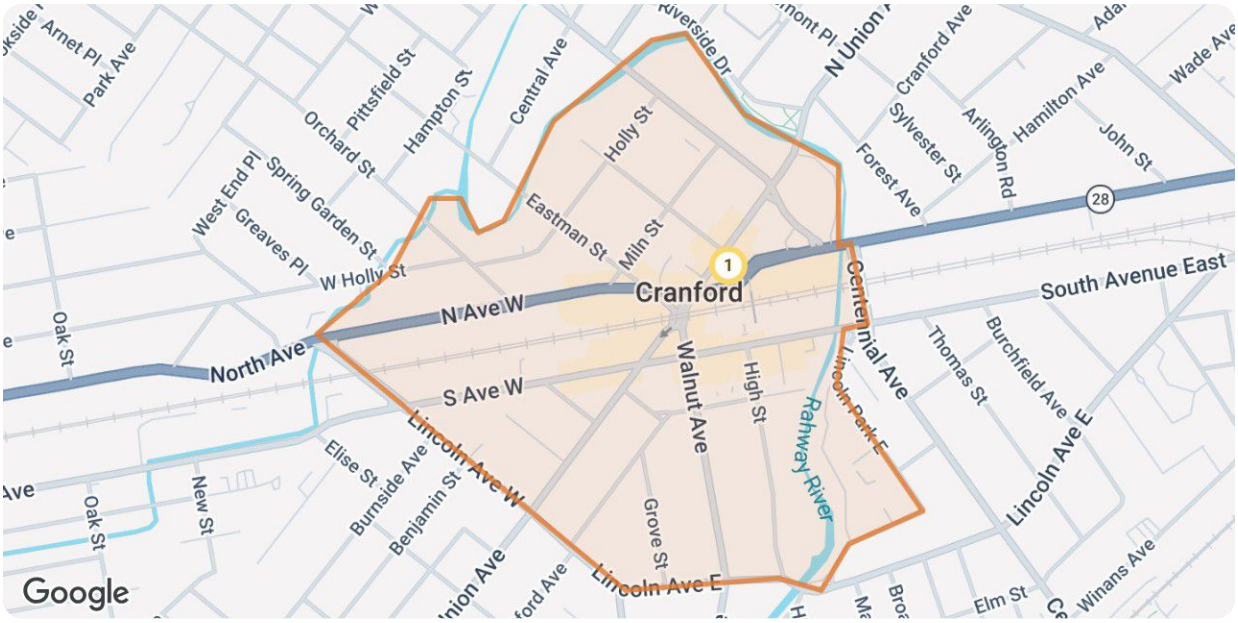
Cranford, New Jersey

New: 7 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size	Year Built	List Date / Days in RPR	List Price / $ Per Sq Ft
6 **52 Johnson Ave** **Cranford, NJ 07016** MLS ID: 2701391R Active / For Lease *Courtesy of KELLER WILLIAMS ELITE REALTORS*	Condo/Townhouse/Apt.	3/1	2,268	8,999 sqft	1964	7/23/2026 90 days	$2,700 mo. $1/sq ft
7 **46 Parkway Vlg, Apt F** **Cranford, NJ 07016** MLS ID: 4045595 Active / For Lease *Courtesy of DAUNNO REALTY SERVICES LLC*	Condo/Townhouse/Apt.	1/1	637	2,178 sqft	1948	7/23/2026 90 days	$1,950 mo. $3/sq ft

Pending

Source: Listings



Legend

Active For Lease

Pending: 1 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	List Date	List Price / $ Per Sq Ft	Pending Date / Days in RPR
1 **503 Orange Ave** **Cranford, NJ 07016** MLS ID: 4052246 Pending / For Lease *Courtesy of COLDWELL BANKER REALTY*	Condo/Townhouse/Apt.	4/3	–	6,098 sqft 1925	9/11/2026	$4,100 mo. –/sq ft	10/17/2026 36 days

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Cranford, New Jersey

Closed

Source: Public Records and Listings

Legend

Closed

Closed: 6 properties	Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	Closed Date / Days in RPR	Closed Price / $ Per Sq Ft	List to Sold Price %
1 **149 Severin Ct** **Cranford, NJ 07016** MLS ID: 4045001 Closed / For Lease *Courtesy of WEICHERT REALTORS*	Condo/Townhouse/Apt.	3/1	1,152	6,534 sqft 1942	10/2/2026 58 days	– $3/sq ft	–
2 **18-20 N Union Ave, Unit 5** **Cranford, NJ 07016** MLS ID: 4034393 Closed / For Lease *Courtesy of EXP REALTY, LLC*	Condo/Townhouse/Apt.	2/3	–	3,920 sqft 2020	9/18/2026 96 days	– –/sq ft	–
3 **430 Manor Ave** **Cranford, NJ 07016** MLS ID: 4048135 Closed / For Lease *Courtesy of COLDWELL BANKER REALTY*	Condo/Townhouse/Apt.	3/2	1,450	7,405 sqft 1962	9/15/2026 25 days	– $3/sq ft	–
4 **11 North Ave, Apt 3** **Cranford, NJ 07016** MLS ID: 4044443 Closed / For Lease *Courtesy of KELLER WILLIAMS REALTY*	Condo/Townhouse/Apt.	2/1	–	2,613 sqft 1906	8/28/2026 27 days	– –/sq ft	–
5 **21 Springfield Ave, #4** **Cranford, NJ 07016** MLS ID: 4043477 Closed / For Lease *Courtesy of KELLER WILLIAMS REALTY*	Condo/Townhouse/Apt.	2/2	–	2,613 sqft 1910	8/3/2026 6 days	– –/sq ft	–

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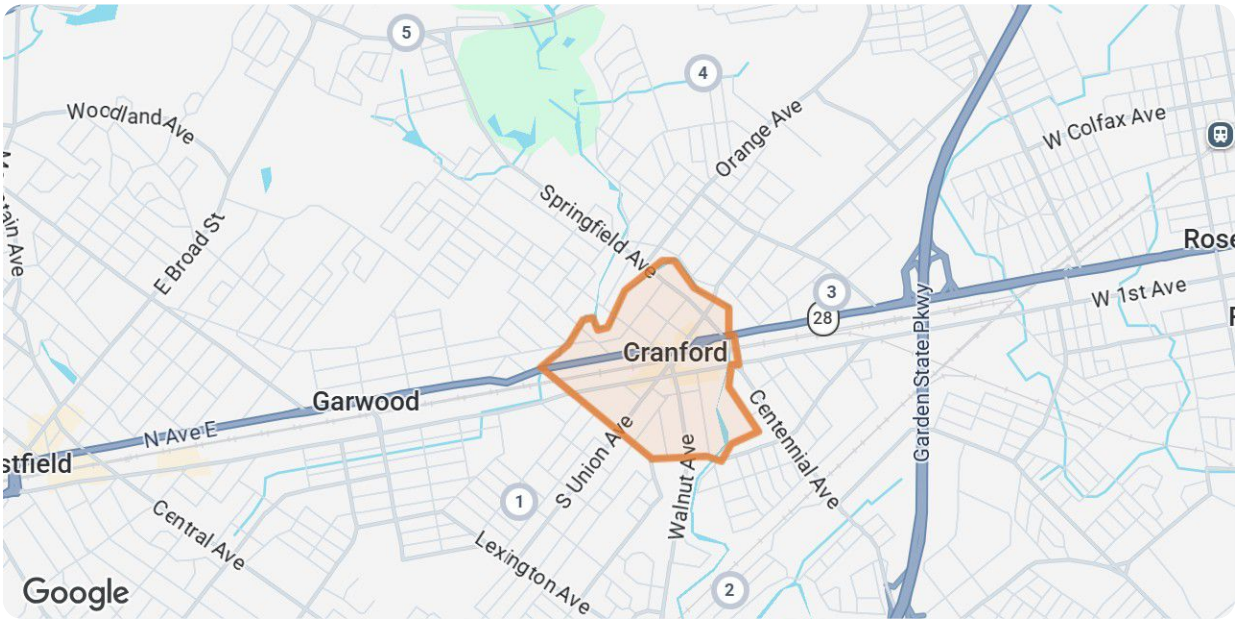
Cranford, New Jersey

Closed: 6 properties		Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	Closed Date / Days in RPR	Closed Price / $ Per Sq Ft	List to Sold Price %
6	**12 Forest Ave** **Cranford, NJ 07016** MLS ID: 4035978 Closed / For Lease *Courtesy of WEICHERT REALTORS*	Condo/Townhouse/Apt.	5/5	4,300	0.49 acres 1915	7/27/2026 35 days	– $2/sq ft	–

Distressed

Source: Public Records and Listings



Legend

Off Market, Hold, Withdrawn, Expired, or Canceled

Distressed: 2 properties		Property Type	Beds / Baths	Living Area (sq ft)	Lot Size / Year Built	List Date / Days in RPR	List Price / $ Per Sq Ft	Distressed Date / Type
1	**233 Hillside Ave** **Cranford, NJ 07016** Off Market / Public Record	Single Family	–/–	1,681	6,000 sqft 1955	– – days	– $447/sq ft	9/10/2026 Notice of Foreclosure Sale
2	**41 John St** **Cranford, NJ 07016** Off Market / Public Record	Single Family	–/–	1,324	7,382 sqft 1915	– – days	– $645/sq ft	9/3/2026 Notice of Foreclosure Sale

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Cranford, New Jersey

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- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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