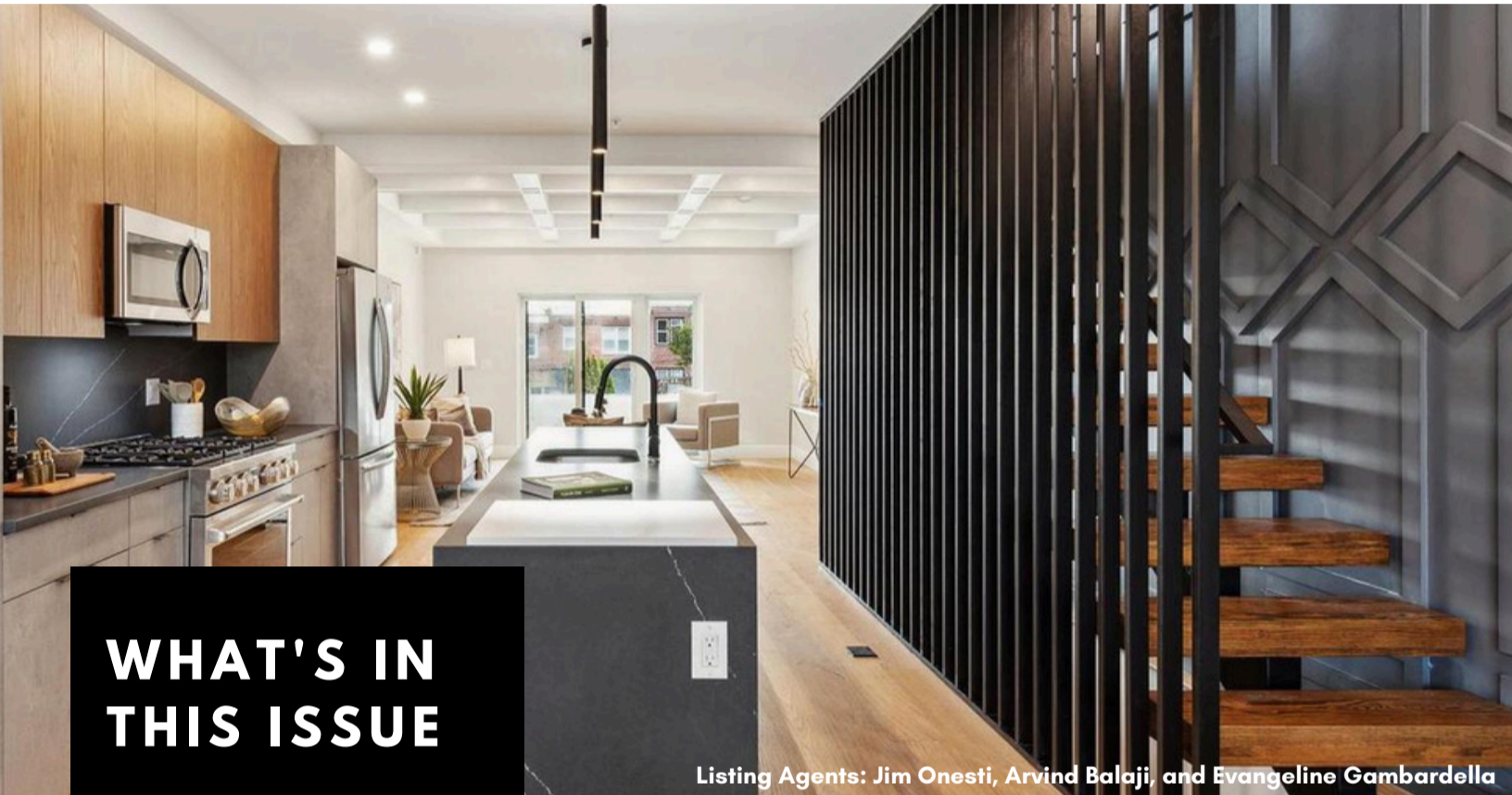


THE McCANN REAL ESTATE RUNDOWN

Your guide to Real Estate and Philly happenings from the #1 team in the industry



Listing Agents: Jim Onesti, Arvind Balaji, and Evangeline Gambardella

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Miss This
January

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THE MARKET SCOOP FROM

Mike McCann "The Real Estate Man"

The final quarter of 2024 was quieter than we had anticipated, but we're optimistic about what lies ahead. We expect the spring market to bring a surge in activity, with a projected 15-20% increase in sales during that time and throughout 2025.

Interest rates, which have recently climbed back near 7%, may start to decline, adding another layer of opportunity for buyers and sellers. All signs point to 2025 shaping up to be a stronger year for real estate.

If you've been considering buying or selling, now is the perfect time to start preparing. Getting ahead of the competition can make all the difference when the market heats up!

ALL THINGS LIFESTYLE + REAL ESTATE

TOP SPRING PROJECTS TO BOOST YOUR HOME'S SALE POTENTIAL

Spring is the perfect time to prep your home for the market, and the right projects can help it sell faster and for more money. A recent Zillow study highlights interior painting, carpet cleaning, and landscaping as top tasks that enhance appearance and curb appeal. While painting costs around \$1,432 and landscaping \$3,782, these updates make a big impact on buyers. Outdoor spaces are especially valuable, with features like patios, firepits, and dining areas creating lasting appeal. For budget-friendly updates, focus on fresh paint and small fixes over full remodels. Smart improvements now can make all the difference this selling season!



7 DECORATING TRENDS PINTEREST PREDICTS FOR 2025

Pinterest's 2025 trends forecast is here, and it's all about bold colors, creativity, and unique inspiration. Say goodbye to neutrals—deep reds, dubbed “Cherry Coded,” are taking center stage with crimson couches and statement decor. Homes are turning into blank canvases, with hand-painted murals and personalized touches transforming walls, furniture, and even doors. Modern Surrealism brings a playful, dream-like aesthetic reminiscent of Salvador Dali, perfect for tablescapes and quirky decor.

For lovers of ornate charm, Rococo Ruffles revives intricate patterns, pastel hues, and flowing furniture. Maximalism continues to thrive with eclectic textures, vibrant colors, and unexpected details filling every corner. Meanwhile, Castlecore channels medieval charm with stone accents, dramatic tapestries, and glowing chandeliers, while Gone Fishing brings the nautical vibe ashore with cable-knit patterns, netting, and seashell decor. Whether you lean bold or whimsical, 2025 promises a year of style and self-expression at home!

JANUARY PHILLY HAPPENINGS



RING IN THE LUNAR NEW YEAR WITH THE PHILADELPHIA ORCHESTRA!

Celebrate the vibrant traditions of the Lunar New Year at The Philadelphia Orchestra's annual celebration on **January 10th** at the Kimmel Center! As they mark their 125th anniversary, the orchestra will present a dynamic, family-friendly performance featuring a mix of Eastern and Western musical selections. In honor of the Year of the Snake, enjoy special guest performances and traditional Chinese instruments in a tribute to Philadelphia's diverse AAPI community. Join the "Fabulous Philadelphians" for an unforgettable experience at Marian Anderson Hall—this is an event you won't want to miss!

INDULGE IN SWEET DELIGHTS AT THE PHILLY CHOCOLATE, WINE & WHISKEY FESTIVAL!

Mark your calendars for the ultimate indulgence at the Philly Chocolate, Wine & Whiskey Festival at The Greater Philadelphia Expo Center! This event brings together three of life's greatest pleasures—chocolate, wine, and whiskey—on **January 25th**. Satisfy your sweet tooth with a decadent array of chocolate bars, bon-bons, truffles, cookies, and a chocolate fondue bar, paired with artisan cheeses and charcuterie. For beverage lovers, enjoy a range of international and domestic wines, craft beers, whiskies, and spirits like bourbon, rye, tequila, Scotch, and even bubbly options like champagne and prosecco. Plus, you can exploring fashion, arts, and craft vendors. Don't miss out on this!



NEW TO MARKET



\$675,000

Listing Agent: Mike McCann
"The Real Estate Man"

1532 NAUDAIN ST

3 bd | 2 ba | Rittenhouse Square

Nestled on a quiet, tree-lined block, 1532 Naudain St is a beautifully maintained 3-story home featuring a bonus space and a private patio. The main level boasts an open layout with a large kitchen offering stainless steel appliances and generous counter space. Handsome hardwood floors extend through the living room, anchored by a cozy brick fireplace.

The second level features a versatile bonus space ideal and a spacious primary suite with a walk-in closet and modern bathroom. The top level hosts two additional bedrooms and another full bathroom, with natural light filling the home throughout. A clean, dry basement offers ample storage and laundry.

PROPERTIES AVAILABLE



\$530,000

Listing Agent: Stuart Cohen

1718 FOLSOM ST #B

2 bd | 1.5 ba | Franciscville

Experience modern, sustainable luxury at this bi-level, LEED Platinum-certified 2-bed, 1.5-bath condo with skyline views from a private roof deck. Built by award-winning Postgreen Homes, this extra-wide residence features high-end finishes, a spacious living area, and a contemporary kitchen. Located steps from Fairmount Ave, it offers easy access to top-rated restaurants, Whole Foods, The Philadelphia Museum of Art, and major transit routes.



\$1,725,000

Listing Agent: Jim Onesti

635 PINE ST

5 bd | 4 full/2 half ba | Society Hill

This custom luxury home in Society Hill features a spacious main floor with a gourmet kitchen, large living areas, and an elegant dining room with access to an interior courtyard and outdoor patio. The second floor includes a primary suite with a walk-in closet and luxurious bath, plus a second bedroom with its own bath. The third floor offers two bedrooms, an entertainment area with a wet bar, and access to a roof deck with city views. A lower level Au-pair suite and four outdoor spaces complete this exceptional home.



\$385,000

Listing Agent: Asa Kurland

4624 PASCHALL AVE

4 bd | 2 ba | University City

This beautifully renovated Southwest Schuylkill home blends modern style and comfort, featuring an open-concept living area, a sleek kitchen with custom finishes, and an incredible double-level deck for entertaining. The finished basement offers a private guest suite or owner's level with a bedroom, full bath, and lounge. Conveniently located near transit, parks, and amenities, this home is the perfect mix of elegance and functionality.

TEAM HIGHLIGHT



Cheers to a Year of Success: McCann Team Holiday Celebration!

The McCann Team wrapped up an incredible year in style at our annual holiday party, hosted at the Philadelphia Distilling Company in the heart of Fishtown. Surrounded by our team family, we celebrated the year's successes with delicious food, craft cocktails, and plenty of holiday cheer. It was a night filled with laughter, toasts to our hard work, and reflections on all we've accomplished together. From sharing stories to dancing the night away, we truly ate, drank, and were merry! Here's to an even more amazing year ahead!

