



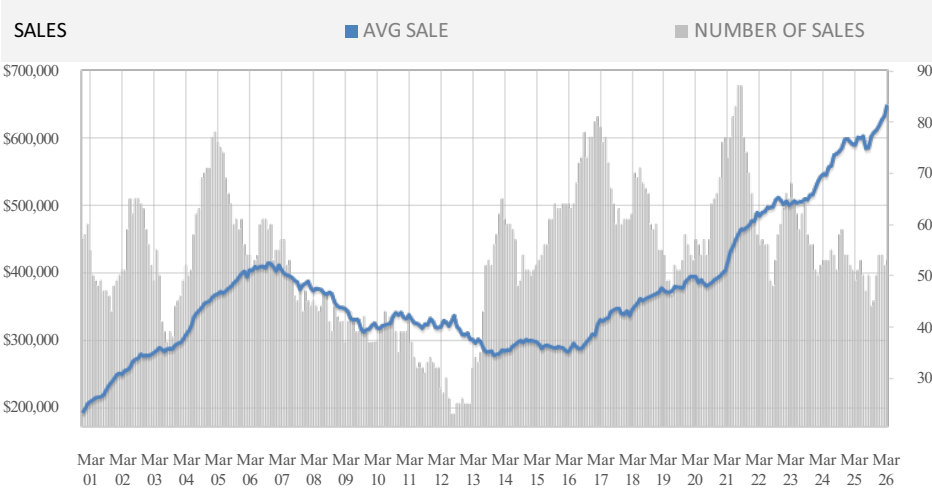
MADISON ADAMS™

REAL ESTATE MARKET REPORT

ROCHELLE PARK

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

03 **2026**
MARKET TRENDS
 Monthly Market Report



HOME SALES & MARKET TRENDS

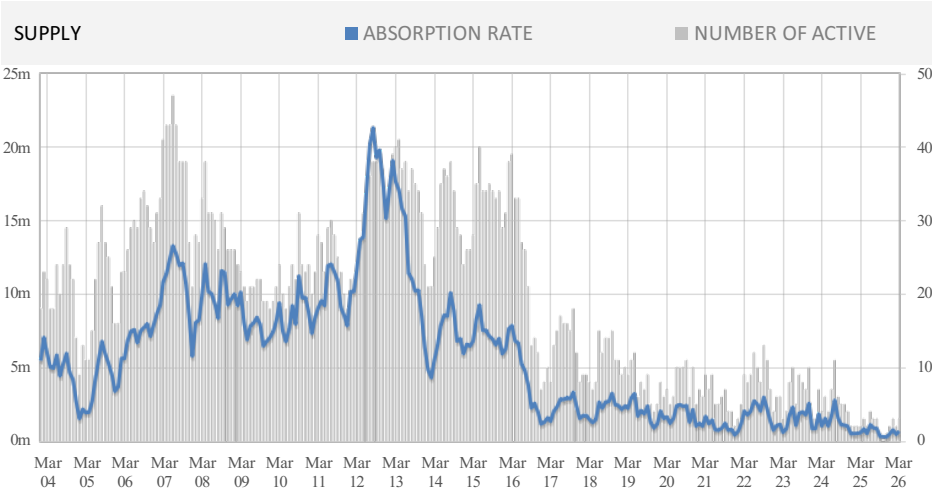
12 MONTH MOVING AVG
 As of 03/31/26

PRICES
 Average Sale

\$649,571 ↑

UNITS SOLD
 12 Months

53 ↑



ACTIVE
 March

3 ↑

ABSORPTION
 Months

0.7 ↑

ORIG DISCOUNT
 From First List Price

-1.8% ↑



DISCOUNT
 From Last List Price

-2.3% ↑

TOWN STATS

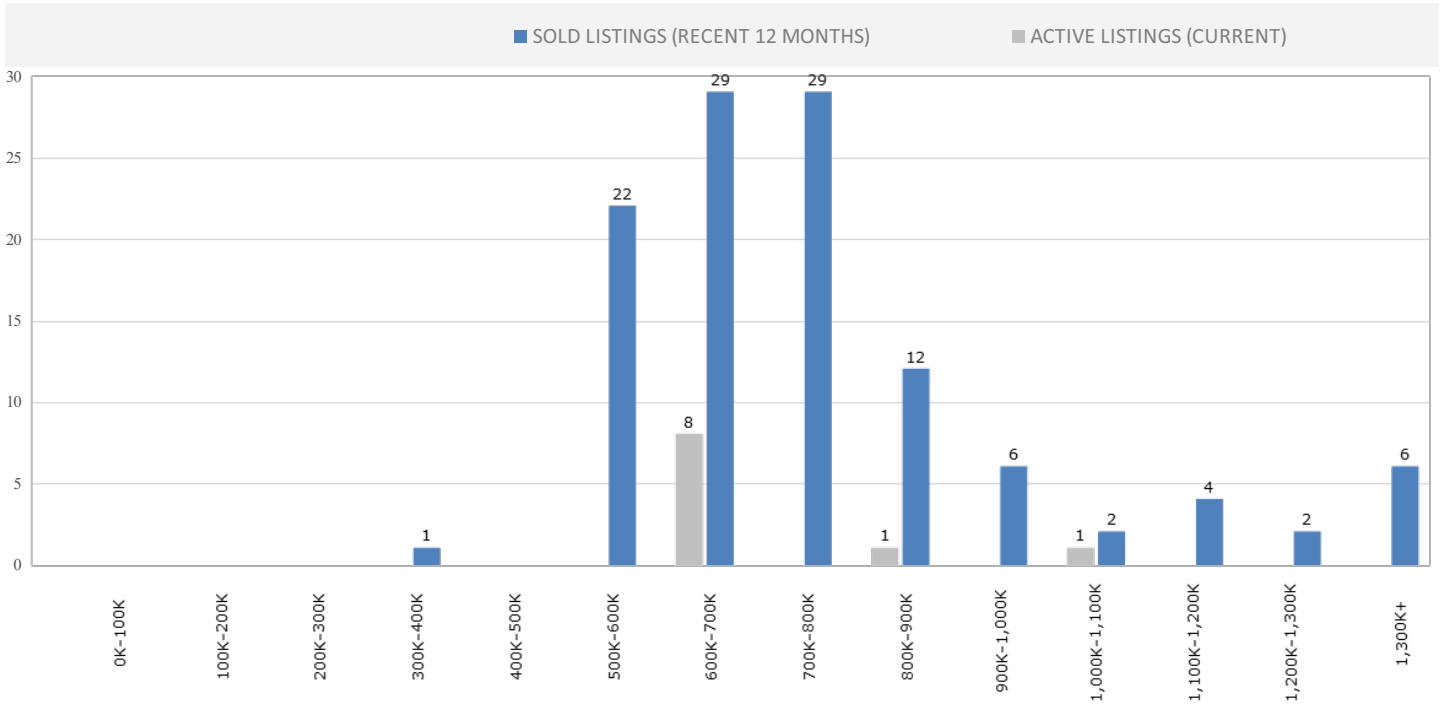
Population	5,530
Total Housing Units	2,170
Single Family Homes	1,809
General Tax Rate (2025)	2.934%
Effective Tax Rate (2025)	2.004%

ROCHELLE PARK

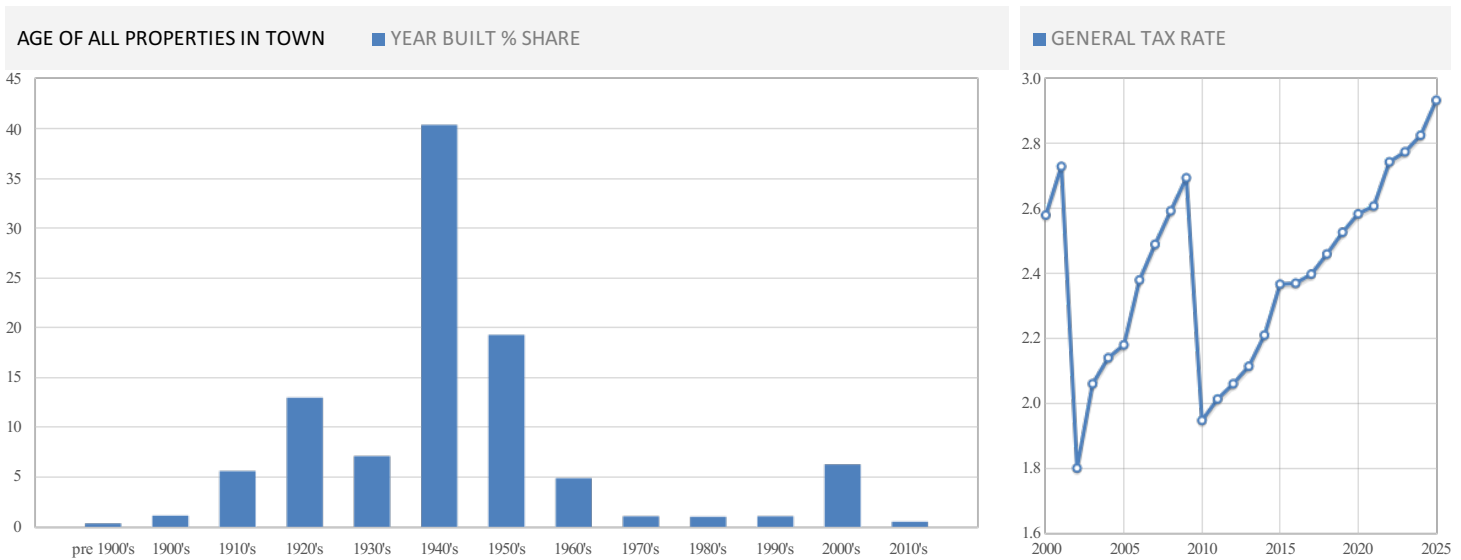
SINGLE FAMILY HOMES

MARKET DEPTH ANALYSIS

MARCH 2026



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

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SELLER GUIDANCE - Rochelle Park is clearly a stronger seller market, with demand outpacing supply and buyers competing for the best homes. Mispricing risk is low, a well-positioned home can usually maintain its pricing posture without needing mid-listing reductions. The recommended approach is to hold price and protect terms, prioritize clean contract structure, limit unnecessary concessions, and use strong positioning to preserve leverage. Closing behavior reflects a bidding-up trend, many deals tend to sell at or above the final asking price, consistent with competitive buyer behavior. 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.

90

STRONG SELLER'S MARKET

Buyers are competing and homes move quickly. Sellers can usually hold firmer on price and terms.

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.

16

VERY LOW MISPRICING RISK

The market is highly forgiving. Well-presented homes can often hold the price without the need for reductions.

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).



BIDDING-UP TREND

Homes are commonly selling above the final asking price, which usually means buyers are competing and sellers can hold firm.

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.



HOLD PRICE AND PROTECT TERMS

Sellers have leverage while buyers compete. Sellers can hold the price and keep concessions tight.