NC NANCY CHU HOMES

2026
EDITION

FOR BUYERS MOVING OUT OF MANHATTAN · BROOKLYN · QUEENS · THE BRONX · HOBOKEN · JERSEY CITY

Moving to Bloomfield?

Your budget behaves differently at every price point here.

The honest guide to what homes actually sell for in Bloomfield, why the same town bids three completely different ways depending on your number, and how the two train stations really work.

KELLER WILLIAMS NJ METRO GROUP

Nancy Chu Homes · 237 Lorraine Avenue, Upper Montclair, New Jersey · nancychuhomes.com

186 CLOSINGS, GSMLS
15 SEP 2025 TO 15 SEP 2026

BLOOMFIELD · BROOKDALE · OAKVIEW · DEMAREST · WATSESSING

How to use this later

You are probably not buying this week. Most people who download this are three months to a year out, and that is the right time to be reading it. So do not try to absorb the whole thing now.

Here is what each part is for, and when to come back to it.

Most people reading this have never bought a house before. Nothing in here assumes you have. Where something has a name everyone uses and nobody explains, we explain it on the page where it comes up.

IF THIS IS YOUR FIRST PURCHASE

You are not behind. Three to twelve months out is exactly when to be reading this.

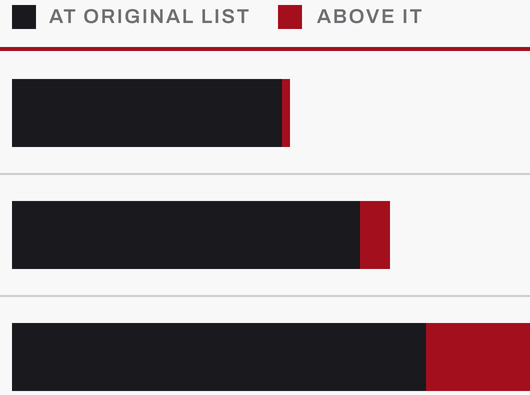
Save the guide, and save the number. The moment most buyers want a straight answer is not during a scheduled appointment. It is a weeknight when a house has just appeared, offers are due Monday, and the list price does not make sense.

TEXT OR CALL NANCY CHU HOMES

917.992.3098

Bloomfield is not one market.

Price is the first thing that divides it. These figures come from homes that closed over a full year, both their original list prices and their final sale prices. Not from today's active listings.



WHAT YOU SPEND	MEDIAN SOLD	TO ORIG. LIST
Under $600,000 61 sold · 25 days · $10,763 tax	$527,000	102.7%
$600,000 to $900,000 98 sold · 15 days · $13,561 tax	$715,000	108.5%
$900,000 to $1,300,000 25 sold · 14 days · $16,775 tax	$979,020	125.0%

Bar length is the median sold price. The crimson segment is the share of it that came in above the original list price. GSMLS, Bloomfield Twp., single-family, non-distressed, three bedrooms and up, closings 15 Sep 2025 to 15 Sep 2026. Two closings above $1,300,000 are not reported, too few to be meaningful.

THE SAME THING IN PLAIN ENGLISH

A list price is what a seller advertises. A sale price is what somebody actually paid. In the top band those two numbers sat twenty-five percent apart last year. That gap is the entire reason this guide exists, and it is not something you did wrong.

IF YOU TAKE ONE THING FROM THIS GUIDE

Find out which band your budget puts you in before you start searching. It sets your search range, and everything else follows.

AND THERE IS A SECOND CUT

Where in Bloomfield you buy changes how hard you compete at the same money. That is page 10.

It describes almost nobody's actual experience.

TOWN-WIDE, THE MEDIAN BLOOMFIELD HOME LAST YEAR

$669,500	107.9%	$12,960	16
MEDIAN SOLD	TO ORIGINAL LIST	MEDIAN TAX	MEDIAN DAYS

GSMLS, Bloomfield Twp., single-family, non-distressed, three bedrooms and up, closings 15 Sep 2025 to 15 Sep 2026, n=186.

At the bottom of the market the list price is close to the asking price. At the top it is an opening bid.

A $527,000 house went for about three percent over where it started. A $979,020 house went for twenty-five percent over. Same town, same year, same train line.

HERE IS WHAT HAPPENS TO ALMOST EVERYONE MOVING OUT OF THE CITY

You set a budget. You search at your budget. You lose. You raise the budget. You lose again.

That is not bad luck. In a market that clears well above list, the list price is a marketing decision, set below what the seller expects, designed to gather a crowd and let the crowd set the number. Your search filter and your actual ceiling become two different numbers, and nobody tells you that.

Both things are true here, in the same town.

Depending on what you spend, the list price is either roughly honest or a starting line. That is what makes Bloomfield unusual.

UNDER $600,000

102.7%

of original list · 25 days

The list price is doing roughly what it says. Half of that market cleared within a few percent of where it started. You have time to think.

$600,000 TO $900,000

108.5%

of original list · 15 days

Where most of Bloomfield actually trades. 98 of the 186 homes sold last year landed here.

ABOVE $900,000

125.0%

of original list · 14 days

The other market entirely. That is not a price. It is a starting line.

THE SPREAD INSIDE ANY BAND IS WIDE

Town-wide, the middle half of all sales landed between **100.8% and 117.4%** of original list. So the band tells you what to expect, not what will happen.

Averages describe the market. They do not describe your house.

PART OF THAT SPREAD IS GEOGRAPHY

Two houses at the same price in different corners of Bloomfield do not attract the same crowd. That is page 10, and it is the part most buyers never find out until they have already lost one.

GSMLS, Bloomfield Twp., single-family, non-distressed, three bedrooms and up, closings 15 Sep 2025 to 15 Sep 2026, n=186. Band counts n=61 / 98 / 25.

Your real search range in Bloomfield.

Take the most you can actually pay. Then work backwards through the ratio for the band you are in, and you get the number to type into a search filter.

IF YOUR TRUE CEILING IS	YOU ARE SHOPPING IN	SEARCH AT ABOUT
$550,000	the under-$600k market, 102.7%	**$536,000**
$700,000	the middle market, 108.5%	**$645,000**
$850,000	the middle market, 108.5%	**$783,000**
$1,000,000	the top market, 125.0%	**$800,000**
$1,200,000	the top market, 125.0%	**$960,000**

Your ceiling divided by the band's median sale-to-original-list ratio, rounded to the nearest thousand. GSMLS, closings 15 Sep 2025 to 15 Sep 2026, n=61 / 98 / 25 by band.

READ THE $550,000 ROW AND THE $1,000,000 ROW TOGETHER

The lower buyer searches almost exactly at their ceiling. The million-dollar buyer has to search two hundred thousand dollars below theirs.

A CAUTION ON USING THIS

These are medians. Half of sales came in above the ratio and half below. Use this to set where you start looking, not to decide what to offer. What to offer is a conversation about one specific house, in one specific part of town.

Two stations, not three.

Bloomfield has **two stations on the Montclair-Boonton Line**, Bloomfield and Watsessing Avenue. That is the same line that serves Montclair and Glen Ridge. You are on the same line into the city.

There is also a Grove Street station at the southern end of town, but it is a different system. Newark Light Rail, not commuter rail. Separate network, separate fares, and it runs into Newark rather than toward New York. Useful if you work in Newark. It is not a third route into Manhattan, and anyone who tells you Bloomfield has three train stations is blurring two different things.

THE HONEST TRADE-OFF

Bloomfield is long and narrow, and that shape is the whole story of the town.

The neighbourhoods with the most house for the money, Brookdale and Oakview, are the furthest from the train.

WHICH MATTERS LESS THAN IT SOUNDS

Because of the parking.

This is the part nobody tells you, and it is the reason the far end of town is worth looking at rather than writing off. Four hundred and fifty daily spaces at a dollar an hour, at the main station, with no permit and no waitlist. What each version costs is on page 8.

AND THE LIGHT RAIL LOT, FOR COMPLETENESS

Grove Street, on the separate light rail system, has its own lot at Grove Street and Bloomfield Avenue: 160 spaces plus 6 accessible, $2.35 a day or $47.35 a month, the same rate whether you live here or not, free at weekends until further notice, closed 2:30am to 4am. Source: NJ Transit, checked 15 September 2026.

What it costs to get to the platform.

STATION	LOT	SPACES	WHAT IT COSTS
Bloomfield	Lackawanna Place	450 plus 18 accessible	**$1 an hour**, resident or not
Bloomfield	Washington St and Farrand St	194 plus 7 accessible	$300 for six months resident, $420 non-resident. Free after 6pm and weekends
Watsessing Ave	Westinghouse Plaza	14	75 cents an hour, daily. Free after 9pm, Sunday free
Watsessing Ave	Myrtle St and Walnut St	45 plus 2 accessible	$110 for six months resident, $220 non-resident

Source: NJ Transit station pages for Bloomfield Rail Station and Watsessing Avenue Station, checked 15 September 2026. Parking utility, (973) 680-8960.

If you have only ever commuted on a subway, none of this is obvious, and you do not have to solve it before you start looking.

ONE THING WORTH DOING EARLY

Drive to the station once, at the hour you would actually leave.

THE ONE CATCH WORTH KNOWING

The Lackawanna Place garage is **closed from midnight to 5am**. If you are regularly coming home on the last train, check that against your actual schedule before you decide where to buy.

WATSESSING IS THE OPPOSITE TRADE

Cheaper, and the daily lot is 14 spaces. That is a station you walk to, not one you drive to.

The township runs a commuter shuttle.

Two fixed routes, both ending at Bloomfield Station on Lackawanna Place.

North End

From the north end of town via Broad Street

South End

Via Belleville Avenue and Montgomery Street

It runs Monday to Friday except municipal holidays, mornings **5am to 9am** and evenings **5pm to 8:30pm**. Passes are bought at the Civic Center.

Source: Township of Bloomfield, bloomfieldtwpnj.com, checked 15 September 2026.

A 50-RIDE PASS

$25

Which works out to fifty cents a ride.

Put the three side by side and the far end of town stops looking like a compromise.

50¢

a ride on the shuttle

$1

an hour at Lackawanna Place, where there are 450 spaces

Walk

if you buy near a station and pay for it in house size

Two things to check against your own schedule. The shuttle stops at 8:30pm and does not run weekends. The garage closes midnight to 5am.

ONE MORE, IF YOU FLY FOR WORK

NJ Transit's **Go Bus 28** is a one-seat ride from Bloomfield Rail Station to Newark Liberty International Airport, stopping at Terminals A, B and C. Nearly 24-hour service, with traffic signal priority along Bloomfield Avenue to keep it moving.

Source: NJ Transit, njtransit.com/go28, checked 15 September 2026.

Train to the city, one bus to the airport, from the same station.

Where you look sets your competition.

Your band sets your search range. Two houses at the same price, in different corners of Bloomfield, do not behave the same way. Brookdale, Oakview and Demarest are where most of our buyers end up, and they are three different propositions.

Brookdale

The far end from the train, closest to Montclair, and the most expensive part of Bloomfield

$773,000	113.4%	64	$14,670
MEDIAN SOLD	TO ORIGINAL LIST	SALES	MEDIAN TAX

THAT 113.4% NEEDS A CAVEAT, AND IT IS THE MOST USEFUL THING ON THIS PAGE

Brookdale is not uniformly competitive. It is mixed.

Almost a quarter of its sales were above $900,000, where the whole town bids at 125%. Inside the $600,000 to $900,000 band, Brookdale sold at **108.1%** on 40 sales, which is the town's middle band almost exactly. So Brookdale looks hotter than it is, because its top end drags the average up.

WORTH NOTICING

Brookdale Park straddles Bloomfield and Montclair, so the park anchoring this corner is shared with the town charging roughly twice as much per home.

GSMLS closings 15 Sep 2025 to 15 Sep 2026, single-family, non-distressed, three bedrooms and up. Areas with fewer than 10 sales are not reported at all.

Two corners that behave nothing like each other.

Oakview

Next to Brookdale, the same distance from the station, similar-vintage housing

$710,000	103.2%	10	$13,683	19
MEDIAN SOLD	TO ORIGINAL LIST	SALES	MEDIAN TAX	MEDIAN DAYS

About sixty thousand dollars less than Brookdale on the median, and the longest median time on market of the three. It is the calmest bidding of the three, and in the $600,000 to $900,000 band it ran about six points softer than Brookdale at a similar price. Ten sales is a small number, so treat the precision gently. The direction is consistent.

Demarest

The most affordable of the three and the one that behaves least like its price

$569,500	109.2%	24	$11,145	1,374
MEDIAN SOLD	TO ORIGINAL LIST	SALES	MEDIAN TAX	MEDIAN SQ FT, BUILT ~1927

Small and old by Bloomfield standards, and the part worth knowing is on the next page.

IF THIS IS STARTING TO FEEL LIKE A LOT TO HOLD

You do not have to memorize any of this.

There is one question worth carrying into a showing: at this price, in this corner of town, how many other people are likely to be writing an offer tonight? Ask it out loud. You should get a straight answer on the spot.

GSMLS closings 15 Sep 2025 to 15 Sep 2026, single-family, non-distressed, three bedrooms and up. Square footage and year built from Nancy Chu Homes' comps records, same closings. Areas with fewer than 10 sales are not reported at all.

Same money. Faster, and against more competition.

DEMAREST, UNDER $600,000

108.0% TO ORIGINAL LIST

18 MEDIAN DAYS

On a median price of $525,000

EVERYWHERE ELSE IN BLOOMFIELD, UNDER $600,000

102.3% TO ORIGINAL LIST

28 MEDIAN DAYS

On an almost identical median price of $527,500

The effect is real but it is a tilt, not a chasm. Compare a Demarest sale to another under-$600,000 sale at random and Demarest bid higher about 60% of the time, where 50% would mean no difference. Its range is also wider. Treat it as a reason to move decisively in Demarest, not as a rule.

THE OTHER TWO WE CAN REPORT

AREA	SALES	MEDIAN SOLD	TO ORIGINAL LIST	MEDIAN TAX	DAYS
Franklin	12	**$642,500**	**120.2%**	$11,799	13
Watsessing	11	**$600,000**	**102.5%**	$11,787	17

Franklin had the hardest bidding anywhere in Bloomfield last year and the fastest sales, on a median price near the middle of the town. Twelve sales, so read it as a signal rather than a fact.

Watsessing is the oldest housing stock in Bloomfield, a median build year of 1912 and the smallest houses of the five. It is the only one of the five that did not, on the median, sell above its original list price.

GSMLS closings 15 Sep 2025 to 15 Sep 2026, single-family, non-distressed, three bedrooms and up. A further 49 sales carry no area in the listing data and are not shown. Areas with fewer than 10 sales are not reported at all.

The median tax bill was $12,960.

But the median is close to useless for the house you are standing in, because the bill tracks the band and the corner you are buying in.

HOMES UNDER $600,000	$600,000 TO $900,000	$900,000 TO $1,300,000
$10,763	**$13,561**	**$16,775**

GSMLS closings 15 Sep 2025 to 15 Sep 2026, n=61 / 98 / 25.

That is a spread of roughly $6,000 a year between the bottom and the top band, which is about $500 a month, which at prevailing rates is a meaningful amount of house.

DO NOT SHOP ON ANY OF THESE NUMBERS

What matters is the assessment on that specific address and when the town last revalued. A house assessed years ago in a town that is about to revalue is a different financial proposition from the same house in a town that just did.

WHAT TO ASK INSTEAD

Ask for the actual figure on every house you get serious about, and ask when the assessment was set.

THERE IS A GUIDE FOR THIS TOO

We have a separate guide on North Jersey property tax and revaluation. It is not written yet. If you want it when it lands, say so when you reach out.

Your strategy comes from your band, not from the town.

A buyer under $600,000 and a buyer at $1,000,000 are playing two different games in the same municipality, and the advice that serves one will cost the other money.

UNDER $600,000

Patience is worth something.

25
MEDIAN DAYS

102.7%
TO ORIGINAL LIST

You are usually not in a same-day decision. Bringing a top-of-market offer to this band is a way to overpay for something nobody else was fighting you for.

ABOVE $900,000

Speed and certainty are the whole game.

14
MEDIAN DAYS

125.0%
TO ORIGINAL LIST

If you are shopping here, your financing needs to be settled before you tour, not after you fall in love.

AND WHERE YOU ARE LOOKING MATTERS ON TOP OF THAT

At the same price, some corners of Bloomfield move faster and draw more offers than others. Pages 10 to 12 have the detail. It is the difference between writing a careful offer and writing a fast one.

ONE THING THAT IS TRUE IN EVERY BAND

The highest number does not automatically win. Sellers weigh certainty as much as price.

What your offer says about whether you will actually close matters. The mechanics are on page 15.

Four things nobody explains until you are already behind.

Cap an appraisal gap instead of waiving it

If the appraisal comes in under the contract price, a lender uses the lower of the two to size your loan. Waiving the gap means agreeing to cover whatever the difference turns out to be. Capping it names your number, and you set it with your agent, not off a template.

The offer instructions usually exist and you cannot see them

When a house is getting multiple offers, the listing agent often publishes exactly what the seller wants, in the agent-only section of the MLS. Buyers do not see it. A Nancy Chu Homes agent does, and makes sure to read it with you.

Inspection is not optional

Every buyer should get a general inspection, a tank sweep, a sewer scope, a radon test and a wood destroying insect report. Three out of four Bloomfield homes sold last year were built before 1950, so the tank sweep is not a formality.

Know how a seller credit works before you ask for one

After an inspection, one way to handle a repair is a credit from the seller at closing rather than the work being done first. There are limits on how large a credit can be, set by your lender and the loan type. Past those limits the deal usually gets restructured as a reduction in the purchase price instead.

THE ORDER OF OPERATIONS

Ask your lender what your loan allows before you ask a seller for anything.

The number is specific to your financing, not to the house, and nobody can promise you a credit in advance.

Pre-1950 share from GSMLS closings 15 Sep 2025 to 15 Sep 2026, n=186. Nothing here is a guarantee of any outcome. Lender limits, appraisal results and inspection findings vary by property, financing and loan type.

Sixteen homes went under contract, fell out, and came back.

They are worth understanding, because they sold on measurably different terms from everything else.

SOLD ON THE FIRST CONTRACT · 130 HOMES

110.4% TO ORIGINAL LIST

14 MEDIAN DAYS

CAME BACK, THEN SOLD · 16 HOMES

104.5% TO ORIGINAL LIST

60 MEDIAN DAYS

GSMLS closings 15 Sep 2025 to 15 Sep 2026. A further 40 sales sit between these two patterns and are not shown.

A house that has already lost one buyer sold for about six points less against its original list price, and it took four times as long.

That is the closest thing to a discount that exists in this market, and almost nobody is watching for it.

IT IS NOT FREE MONEY

A deal falls apart for a reason, and sometimes the reason is a problem you also do not want. But sometimes it is a buyer's financing, a job that moved, or a family that changed its mind, and none of that has anything to do with the house.

THE SKILL IS TELLING ONE FROM THE OTHER

And the way to do that is to ask.

The same logic applies to houses that simply sit. **Page 17.**

Four reasons a house sits.

Mispriced

Listed above what the market will pay and never corrected.

Mismanaged

Bad photos, hard to show, slow responses.

Mismarketed

Never reached the people who would have wanted it.

A flaw

A busy street, power lines, a layout that needs work.

The first three are somebody's mistake. The fourth is a preference, and preferences are not universal.

If the thing that thinned out the crowd does not bother you, you are looking at a house with less competition and a seller who has been waiting.

And the other way round: walking away from a house you have already paid to inspect is not money wasted. That is the inspection doing the job you hired it to do.

WORTH HEARING ONCE

In New Jersey, either side can cancel during attorney review for any reason. Ask your attorney how that applies to your deposit.

Telling a flaw that is a choice from a flaw that is a defect is the skill.

A busy street is a choice. A failing structural element is not.

You do not need to line anything up in advance.

NANCY CHU

Sales Associate
NJ Real Estate License #0568990

Attorney review

In New Jersey the contract is signed first and reviewed after. The clock starts when the fully signed contract is delivered to both parties, and it runs in business days. Nobody picks an attorney before an offer is accepted. We have several we work with who are fast and responsive.

Inspection

Booked after attorney review, not before. You do not need an inspector lined up in advance. We handle the booking.

The team

You work with Nancy Chu and her buyer specialists, plus Nancy's transaction team once you are under contract. More than one person on your file.

WHAT WE DO THAT YOU DO NOT HAVE TO

- Working out which band your budget actually puts you in
- Which corners of town are worth your time at that number
- Building your real search range from both
- Introducing you to a lender
- Booking every inspection
- Reading the offer instructions with you
- Setting the appraisal gap number together
- Remote buying, which is routine for us

PRINT THIS PAGE

Before you tour. Before you write.

BEFORE YOU TOUR

- [ ] Your true ceiling, not your comfortable number
- [ ] Which band that ceiling puts you in
- [ ] Your search range for that band, from page 6
- [ ] Which corners of town are realistic at that number, from pages 10 to 12
- [ ] How you will reach the platform. Walk, drive and park, or the shuttle
- [ ] Lender conversation done, so a pre-approval is not the thing that delays you
- [ ] The actual tax bill on any address you are serious about

BEFORE YOU WRITE

- [ ] The offer instructions, read with your agent
- [ ] Your appraisal gap cap, a number you chose
- [ ] Your inspection structure, with the tank sweep in it
- [ ] Whether this house has been under contract before, and why it came back
- [ ] What you would do if the appraisal comes in low
- [ ] Whether anything you are conceding is something you actually need

IF THAT IS TOO MUCH FOR ONE WEEK

Do the first three lines of the left column and stop. Your true ceiling, which band it puts you in, and the search range that comes out of it. Everything else can wait until you are touring.

STUCK ON ANY LINE ABOVE

Text the question. We answer these all day and it does not cost you anything.

917.992.3098

Winning the house is half of it.

Closing it is the other half, and that is where deals actually fall apart. Here is what our own records say, with the window each figure covers.

70%

of the offers we write get accepted

Nancy Chu Homes' own figures, the 12 months to September 2026

9 in 10

of the deals that go under contract with us close

NCH tracker, November 2024 to September 2026

4.99

stars across 319 reviews

Experience.com aggregate, checked 12 September 2026

1,300+

transactions and $560M+ since 2005

Nancy Chu Homes career totals

EVERY LISTING STAYS ON THE BOARD

Every sale listing we have signed since November 2024 has either closed or is still on our board.

WHEN A DEAL FALLS APART

Half of the buyers whose contract fell apart bought their house with us anyway. Four of eight households, NCH tracker, November 2024 to September 2026.

150+

TRANSACTIONS IN BLOOMFIELD

We have been working this town for twenty years, which is why the band and the corner detail in this guide exists at all.

Based on Nancy Chu Homes' own transaction records for the periods stated. Outcomes vary by property, financing, inspection, appraisal, title and other factors. Not a guarantee of future results.

Send us the address.

If a Bloomfield house comes up and you want to know what its list price is really doing, we will tell you what the comps say and what the number in the listing is actually doing.

Which band it is in

And therefore what the list price is likely signalling.

Which corner of town it is in

And how hard you are likely to have to compete at that number.

What the comps say

What the recent comparable sales suggest about the finish number.

TEXT OR CALL NANCY CHU

917.992.3098

Or email nancy@nancychuhomes.com. No obligation, and it takes about five minutes.

Most of the people who text us are months away from buying anything, and that is genuinely fine. You will not be asked to sign anything to get an answer about one house.

AND WHEN YOU WANT THE WHOLE PLAN

The Buyer SUCCESS Strategy Session is a conversation, not a pitch. A needs analysis, a plan built around your budget and your commute, and a straight answer on which band and which corner of Bloomfield actually fits. You do not need to be ready to buy this month.

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Your budget behaves differently at every price point here.

Built from 186 closed Bloomfield sales over a full year, not from a listings site.

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Town Minutes, week by week.

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