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Real Estate with

Debbie White



Property Brokers Limited MREINZ
Licensed under the Real Estate Agents Act 2008

March 2013

HASTINGS 06 878 3878 HAVELOCK NORTH 06 877 7161 NAPIER 06 834 4255
TARADALE 06 845 9101 CLIVE & COASTAL 06 872 6015 WAIPUKURAU 06 858 7280

From the desk of Debbie

We've had a bit to be pleased about in our office of late. Not the least of which was the Hawkes Bay Cancer Society Relay for Life on the weekend of March 2-3. We have a strong relationship with the Cancer Society right throughout the company and it was again a fantastic experience seeing the great level of participation by local businesses and schools to raise funds for such a deserving organisation. The Property Brokers barbecue got a good workout and dozens of our staff gave their time to walk the track.

Right on the heels of that success story came the official residential real estate sales figures for February. There's daylight between Property Brokers and all other agencies.

When we ask people why they chose Property Brokers they often say, "because I see your signs everywhere". But to be honest we could do with a few more signs going up—especially in Taradale where things are selling very well. Keep me in mind if you're thinking of selling.

Napier & Taradale Sales February 2013



Property Brokers 31.63%

February was a fantastic month for Property Brokers. Of the 98 residential sales in Napier and Taradale our team accounted for 31 of them - almost one in three. **More** proof that **more** agents and **more** listings means **more** sales!

Reasons people are buying properties

Each month BNZ asks over 10,000 licensed real estate agents their views on whether things are increasing or decreasing with regard to such things as numbers through Open Homes, requests for appraisals, presence of investors and first home buyers, plus factors motivating buyers and vendors. This month we look at the main reasons people are buying.

	Latest %	Month ago %	Average %
Fear of missing out / time is right	9.7	9.7	10.6
Trading up	10.4	10.9	13.3
Trading down	10.0	11.0	14.7
Shifting into town	10.3	10.9	14.3
Arriving from overseas	6.5	4.6	5.5
Relationship breakdown	8.6	7.8	11.1
Commuting costs	1.5	1.3	2.2
Schooling	6.7	7.2	7.8
Want closer proximity to shops	1.9	2.1	2.0
Want closer proximity to relatives	2.1	2.0	2.6
Want closer proximity to healthcare	1.4	1.9	1.9
Investing	0.2	0.4	0.4
First home	14.6	14.7	5.2
Earthquake	0.4	0.3	1.2
Good interest rates	14.3	14.0	4.4
Other	1.4	1.4	2.8

Where are the foreign buyers coming from?

Mainly in Auckland, anecdotes have been flying thick and fast regarding Chinese buyers snapping up properties. The evidence does not support these anecdotes. In Auckland an estimated 11% of sales are to people offshore. Only 19%



of those buyers are from China. 42% of those buyers say they plan on shifting to New Zealand. Therefore we can state that at most 1.2% of dwelling sales in Auckland are to buyers from China not planning to shift to New Zealand and all up just 2.1%



of dwelling sales in Auckland are to people living in China. Another 2.1% of Auckland sales are to people living in the UK. 1.7% are to people living in Australia. (BNZ - REINZ Survey)

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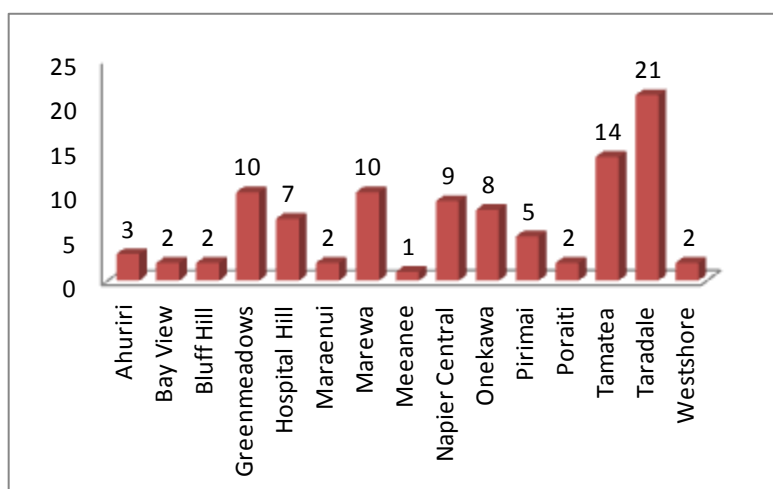
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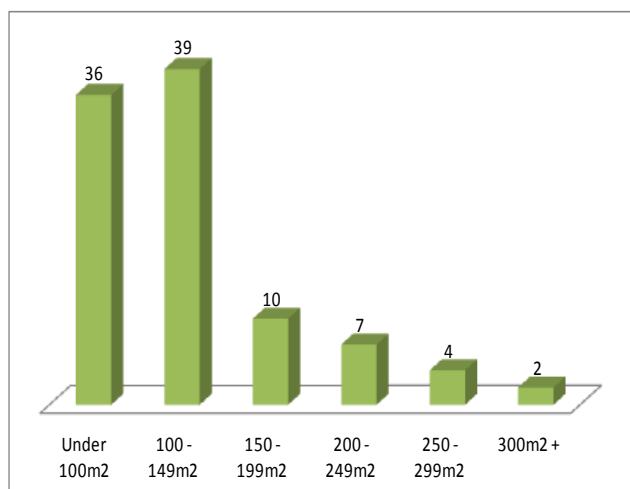
Hawkes Bay medians and numbers sold

	Feb-11			Feb-12			Feb-13		
	Median	No. Sold	Days to Sell	Median	No. Sold	Days to Sell	Median	No. Sold	Days to Sell
Napier City	\$313,125	70	60	\$292,500	85	64	\$300,000	99	36
Hastings City	\$290,000	77	52	\$282,500	80	55	\$300,000	89	58
HB Country	\$305,000	7	70	\$315,000	14	65	\$206,000	8	69
Waipawa Area	\$230,000	4	24	\$170,000	7	76	\$150,000	3	95
Waipukurau Area	\$112,250	8	79	\$325,000	3	14	\$235,000	7	95
Dannevirke Borough	\$119,500	10	139	\$130,000	7	127	\$139,500	8	285
Hawkes Bay	\$285,000	176	60	\$287,750	196	59	\$284,250	214	57

Napier Sales by Suburb - February 2013



Napier Sales by floor area - Feb 2013



Easter is fast approaching

Real Estate Agencies are not covered under the Shop Trading Hours Repeal Act 1990 and hence are not subject to the restricted trading hours during the Easter break. Although, while strictly the legal position allows it, Property Brokers has taken into account the special nature of Easter Sunday and will not be conducting open homes on that day. In the majority of cases Easter Sunday Open Homes will be brought forward a day to Saturday March 30th. We hope this won't be an inconvenience for you.



During this week I will be providing market appraisals for properties in your street.

This service is completely free of charge and without obligation to you.

It's part of my on-going service to your community.

The appraisal will be especially useful should you be considering a change of address now or in the near future. My viewing of your property takes very little of your time. After this I can fully assess market changes, property values and recent sales indicators.

The information is valuable because it allows you to have an approximate market value of one of your most important assets.

The Highs and Lows

Of the 98 residential sales in Napier in February, the lowest sale price was \$86,000 while the highest was \$900,000. Nationally 295 properties sold for more than \$1million last month

Interested in receiving an appraisal of your property?

Give me a call to make a time

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