



This is Property Brokers' Country!

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Real Estate with

Debbie White



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July 2014

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

From the desk of Debbie

Hello again! I hope you're staying safe and warm through these winter months. The good news is that we're past the longest day now and steaming towards springtime, so maybe it's time to think about that big move to the home you've always wanted.

It's a great time to sell and buy now—there's plenty of buyer demand and competition for your property if you're an owner, and it's also a great opportunity to lock in a competitive fixed mortgage rate before the Reserve Bank moves to raise interest rates. If you're a first home buyer, don't be dissuaded by the higher deposit ratios—there's already lots of great opportunities to get a home loan at a low deposit rate, so give me a call if you want to learn more.

Please remember that if you have any property related questions, whether it be selling, buying, or something else, I am always happy to discuss them with you. My contact details are on the back of the page, along with some interesting information about the local property market. Have a great month!

seven tips for selling your house

- 1 **Don't overprice your property.** This is the age old dilemma of the vendors expectations being beyond the rational desire of the buyer to pay what they believe the property is worth
- 2 **Set your price to show up in web searches.** When buyers see a property that interests them they want to know if they can afford it
- 3 **Best day to list a property.** most searches on realestate.co.nz are undertaken on a Monday lunchtime – listing on the weekend with an email alert on Monday morning can coincide with the peak searching at work on Monday mornings
- 4 **Stay engaged.** Your property is your most valuable asset so applying the time to the selling process would be a good investment in your time
- 5 **Market the property online.** with over 80% of real estate searches starting online this is logical
- 6 Don't move out of your house when you're selling. The US research shows a reduce price results as a perception of a distressed vendor
- 7 **Don't list when others around you may be suffering mortgagee sales** – a panicked marketplace is not the time or the place to sell. There are more, but statistics support these tips



BNZ's Chief Economist

Tony Alexander

Weekly Overview

12 June 2014

When your economy grows strongly the rate of inflation eventually rises. Houses are in short supply in Christchurch and Auckland so their prices are rising firmly. In response to the shortages of houses the construction of dwellings is rising strongly. That is placing hefty demands upon supplies of building materials and builders. So their prices are rising. Businesses will find it difficult to grow their outputs as resource shortages get more problematic. To ration their output they will start raising their selling prices and THAT is where you really start to see inflation getting away from you - increased business pricing power. Thus our central bank for now is raising interest rates to take away the depression-fighting stimulus. Then at some stage next year these rate rises will instead become aimed at suppressing resource-sapping growth. When that happens the language of the Reserve Bank used during their six weekly official cash rate reviews will shift from merely warning about rising house prices (boring) to warning businesses about their pricing actions.

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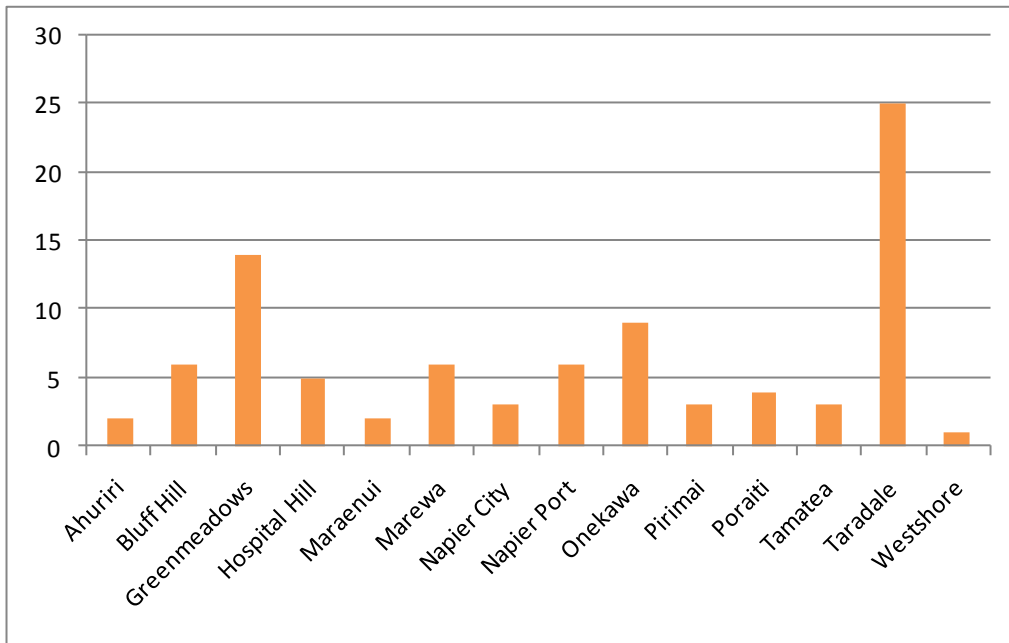


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Real estate with Debbie White

In May, sales volumes in Hawkes Bay rose by 35% compared to April with volumes rising 57% in Hastings and 43% in Napier. The median price rose by \$16,000 (+5.9%) compared to April with prices rising 17% in Napier, but falling elsewhere across the region. Compared to May 2013, the median price was steady at \$285,000 with prices rising in Napier and Hawkes Bay Country but falling in other parts of the region.

The median days to sell for Hawkes Bay eased by seven days compared to April, from 54 days in April to 61 days in May. Over the past 10 years the median number of days to sell for the Hawkes Bay region in May has been 50 days. The median price trend continues to ease, although the days to sell trend and the sales volume trend are now falling. The overall trend for the region continues to ease.



Residential Property Sales in Napier and Taradale - May 2014

There were 86 sales in the Napier / Taradale area in May.

This was a significant improvement on the previous month where there were 60 residential sales.

The median sale price was \$331,500 - up almost \$50k on the previous month.



Did You Know?

There are 118 streets in New Zealand where every house in the street is valued at over a million dollars!

Twenty four New Zealand streets have more than 100 properties valued at a million dollars or more. Remuera Rd has the most at 319.

Property of the Week

17 Pania Place, Poraiti, Napier



- ◇ 611m2 land area
- ◇ 176m2 floor area
- ◇ 3 bedrooms + Study
- ◇ Double Garage
- ◇ BEO \$435,000

Call Debbie White on 027 440 7607

Interested in getting an appraisal on your home?

Appraisals by a licensed real estate agent are a great way to give you a good idea what your home is currently worth, what other properties are for sale in your area and what has sold recently. Call me to make a time.



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