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Real Estate with

**Debbie White**



Property Brokers Limited MREINZ  
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**December 2014**

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HAVELOCK NORTH 06 877 7161 / CLIVE & COASTAL 06 872 6015 / WAIPUKURAU 06 858 7280



# Merry Christmas



With Christmas and the New Year just around the corner, this is an ideal time to say 'thanks' to all those who send referrals my way. Showing your vote of confidence through a referral is a much appreciated gesture. Meeting new clients this way proves how helpful relationships can be.

Whenever you need real estate assistance in the real estate market, I'm ready to help you and your friends, relatives, and acquaintance in any way I can. It is my objective to develop and maintain solid relationships and maintain them for the long term. So whether the need is to gather general market information or to develop a more specific real estate plan, I'm always available to help you and those you refer.

**Wishing you a very Merry Christmas and a fantastic New year. Enjoy the holidays. Debbie**

So you've had your house on the market for months but no one has made an offer yet. Chris Gray, CEO of Empire Property Portfolios, reveals the five reasons why your house hasn't sold yet.



## 1. The house wasn't priced correctly.

Mr Gray said people were emotionally attached to their own houses, especially if they've lived there for a long time. This often led them to think it was worth more than it was. "You need to take a step back, look at it unemotionally and get the opinions of independent experts in order to know its true value and set a realistic price," he said.



## 2. You hired the cheapest agent.

"The agent that charges the cheapest commission can be the most expensive in the long run," Mr Gray warned. He said they don't always get you the highest price and sometimes can't even close the sale. "Paying a bit extra for the best agent gives you a better chance of a sale, and can often result in your house selling for more



## 3. The house wasn't presented in the best light.

Everyone doesn't have the same taste as you in furniture and decorating. "If you're moving out of the house you need to emotionally move out of the property at that instant, not after the property is sold," Mr Gray said. He advised sellers to take advice from their agent about what decorations to use and whether the home needs to be styled.



## 4. No one knew it was for sale.

"You can't sell a secret," Mr Gray said. "Many people think that by uploading their property onto a website that offers for sale by owner listings that their house will sell, however a lot of these sites have very little traffic." To maximise your chances of selling at the highest possible price, he said you need to try every marketing tool available



## 5. You attended all the open homes.

"Many homeowners want to know what the agent does and what the buyers are saying, so they attend every open home and pretend not to be the owner," Mr Gray said. You are not fooling anyone. He said homeowners usually stood out and it could really put buyers off as they don't feel comfortable speaking openly with the agent when the owners are there.

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# Real estate with Debbie White

## Hawkes Bay October Summary

- Sales volumes in Hawkes Bay fell 3% compared to September, with sales down 5% in Napier, although sales were up 12% in Hastings. Compared to October 2013, sales volumes fell 3% with sales falling 19% in Hastings and 6% in Napier
- The median price rose \$31,500 (+12.2%) compared to September with prices rising 23% in Hastings, but falling 7% in Napier. Compared to October 2013 the median price rose by \$20,000 (+7.4%) with prices rising 8% in Napier and 7% in Hastings
- REINZ Chief Executive, Helen O'Sullivan noted that, "the Hawkes Bay market remains challenging for both buyers and sellers with no trend in prices and a general fall in the number of sales. Some vendors are pitching their expectations too high and some buyers too low. Enquiry has lifted post election, but has not yet resulted in increased sales." The median price trend is now easing, with the days to sell trend and the sales volume trend continuing to fall. The overall trend for the region is now easing.



Want to know what your home is worth on today's Market?

**The home you saw today, and want to think about tonight, will sell today, to the people who saw it yesterday, and thought about it last night!**

Selling your property?  
Remember  
**Debbie White**  
She sells property.



15 Beaufort Mews



22 Orotu Drive



31 Pukekura Place

## Hawkes Bay Region Trends - October 2014

	Price				Volume Sold		
	Oct-14	Sep-14	Oct-13		Oct-14	Sep-14	Oct-13
Napier	\$301,500	\$325,400	\$279,000		79	83	84
Hastings	\$294,000	\$240,000	\$273,850		68	61	84
HB Country	\$365,000	\$137,500	\$380,000		15	14	7



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### 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

