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Real Estate with

Debbie White



Property Brokers Limited MREINZ
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August 2012

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

Listings are less plentiful than last year which is a positive aspect as far as sellers expectations are concerned. Customers are competing once again for some of our listings which is good for our vendors. Property Brokers have one of the largest sales teams in the Napier/Taradale area with each of our sale consultants working with a large percent of buyers in the market at any one time.

If you need help with managing your rental portfolio, buying or selling in other areas outside Napier and Taradale, Rural, Lifestyle and Commercial real estate, I'm here to help you make sure "the business" is done right!

If you know of anyone considering a real estate decision, you are welcome to suggest they call me for free no obligation advice.

Debbie

New Zealand's most trusted brands

Reader's Digest conducts a comprehensive annual global survey to find out which brands are most trusted in a particular country. Here are the top ten most trusted brands in New Zealand for 2012:

- 1 Whittaker's
- 2 St John
- 3 Edmond's
- 4 Watties
- 5 Sanitarium
- 6 Tip Top
- 7 Lemon & Paeroa
- 8 Dettol
- 9 Toyota
- 10 Colgate



Top Five Reasons for Buying and Selling Residential Property

BNZ/Real Estate Institute of New Zealand data has revealed the top five reasons Kiwis are buying and selling their homes (REINZ July 2012)

Top 5 reasons for buying:

- 16.6% Were new to town
- 14.6% Felt the time was right
- 13.9% Were trading down
- 13.1% Were trading up
- 11.0% Relationship breakdown

Top 5 reasons for selling:

- 16.9% Were trading down
- 16.8% Needed the money
- 14.3% Were leaving town
- 13.9% Relationship breakdown
- 13.5% Were trading up

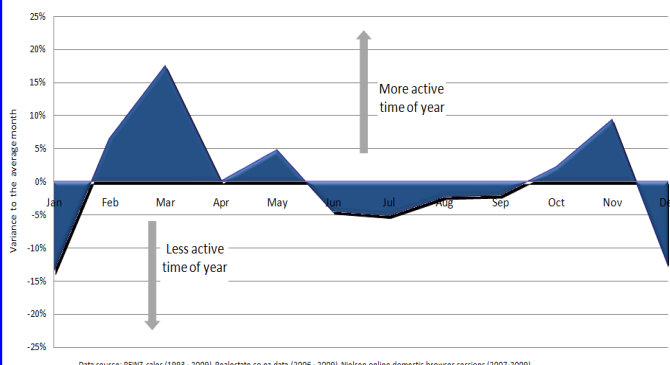
BNZ chief economist Tony Alexander says the reasons for people buying and selling doesn't seem to have change that much over the past year

Is Summer really the best time to sell your home?

According to www.unconditional.co.nz if you ask an assembled group of property owners when is the best time of year to buy or sell property they'll likely say summer. However real estate agents are actually pretty busy selling property year round.

The fact is that property sales are actually less susceptible to seasonality than some may think. In the chart below the calendar year is laid out showing the peaks and troughs of sales – this data is showing seasonality; based on over 15 years of data from the Real Estate Institute.

NZ Property Market - seasonality of sales



Data source: REINZ sales (1993 - 2009), Realstate.co.nz data (2006 - 2009), Nielsen online domestic browser sessions (2007-2009)



Real estate with Debbie White

REINZ Hawkes Bay Residential Sales Region Analysis for July 2012

Sales volume in Hawkes Bay increased by 4.5% compared to June, with the increase in sales in Napier offsetting lower sales elsewhere in the region. Compared to July 2011 sales were 10.5% higher, again largely due to the lift in sales in Napier, which increased by almost 18%

The median price increased by \$4,500 compared to June, but eased by \$5,500 compared to July 2011. The median days to sell for Hawkes Bay eased back from 56 days in June to 62 days in July. The overall trend in the number of days to sell is now easing. Since March the number of days to sell has increased from 45 days to 62

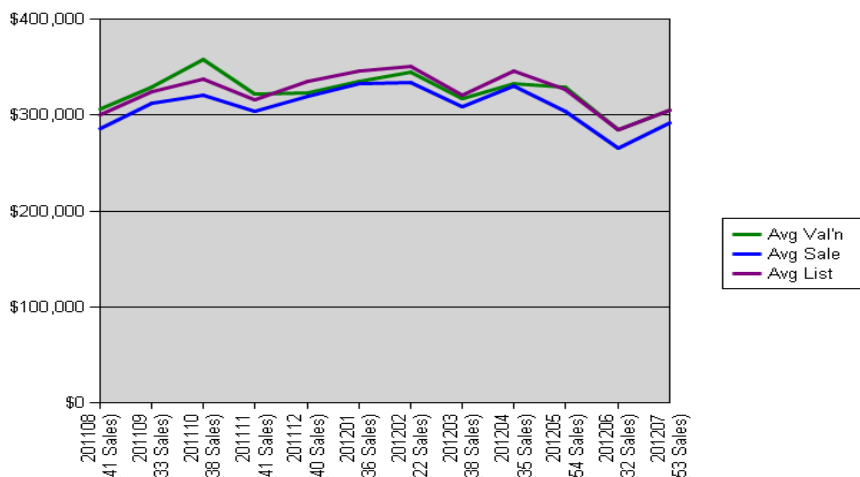
Hawkes Bay Region Trends

	Median Price			Volume Sold		
	July 2012	June 2012	July 2011	July 2012	June 2012	July 2011
Napier City	\$285,000	\$270,000	\$283,500	106	86	90
Hastings City	\$260,500	\$267,000	\$268,500	76	82	73
Dannevirke	\$136,000	\$165,000	\$170,000	10	11	7
Hawkes Bay	\$269,500	\$265,000	\$275,000	210	201	190
	Percentage change		Percentage change		Percentage change	
	July 2012	June 2012	July 2012	June 2012	July 2012	June 2012
Napier City	5.6%	0.5%	23.3%	17.8%		
Hastings City	-2.4%	-3.0%	-7.3%	4.1%		
Dannevirke	-17.6%	-20.0%	-9.1%	42.9%		
Hawkes Bay	1.7%	-2.0%	4.5%	10.5%		

Valuation to Sale Comparison Napier - Aug 2011 to Jul 2012

The graph to the right covers all Napier residential sales in the year to July 2012. There are a couple of observations to be made:

- ◇ The price that properties are valued at has become very closely aligned with the price they're being listed at
- ◇ The gap between average sale price and average list price remains constant indicating prices are not being dropped excessively to gain a sale



WHAT'S ON IN AUGUST

Men in Tutus	HB Opera House Hast.	Mon 20th August
Magpies v Auckland	McLean Park	Thu 23rd August
RNZ Ballet—Cinderella	Napier Municipal Theatre	23rd—25th August
HB Baby & Child Show	McLean Park	26th—27th August
DanceNZmade (Inter School Competition)	Napier Municipal Theatre	14th September

Interested in receiving an appraisal of your property?

Give me a call to make a time

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