

Street Smart Newsletter

March 2014



2014 KICKS OFF WITH STRONG GROWTH IN NEW LISTINGS

2014 has started with a strong flow of new listings in time to meet the increasing demand for property over the summer months. January saw a 5% increase in new properties coming on the market in New Zealand to 9,267. New listing activity also improved across most of the country with 13 out of 19 regions reporting an increase. The largest increase in listings was seen in Coromandel, rising nearly 40%, Central North Island, which rose by 29%, and Waikato, where listings were up 25% year on year.

Realestate.co.nz reported high buyer demand and record numbers of people looking online for property. Property prices are on the rise again after slipping in December. The national, seasonally-adjusted average reached \$476,797 in January (not far off the record asking price of \$482,063 recorded last October). Canterbury and Otago have already seen record asking prices in January (\$449,149 – up 11.5% year on year, and \$304,720 – up 1.6% year on year, respectively). Auckland and Wellington saw an increase in average asking prices from last month. Auckland rose 1% to \$663,372, and Wellington rose 4.2% to \$463,912.

In total eight regions reported asking price increases. Coromandel reported the largest increase, up 28.7% from December to \$493,934, followed by Waikato, which rose by 9% to \$381,413.

	Nov-13	Dec-13	Jan-14
Property Asking Price (seasonally adjusted - truncated mean)	\$478,931	\$451,448	\$476,797
% change from previous month	-0.60%	-5.74%	5.6%
% change from same month last year	7%	7%	8%
Number of New Listings	13,311	8,010	9,267
% change from previous month	-5%	-40%	16%
% change from same month last year	-2%	-6%	5%
Inventory - Number of weeks of equivalent sales (seasonally adjusted)	24.8	26.3	26.8
% change from previous month	3%	6%	2%
% change from same month last year	-13%	-1%	-7%

Source: Realestate.co.nz NZ Property Report Jan 2014

CREATE A WELCOMING ATMOSPHERE



When it comes to selling your house, remember that buyers buy on emotion first, and then on price; so first impressions count.

Buyers respond to homes with clean, bright rooms that appear airy and fresh. Kitchen counters and bathroom surfaces should all be clear of clutter and sparkling clean. Your pet may be part of your family but during open homes, have someone look after your dog elsewhere and remove pet bowls and litter trays.

Avoid gimmicks such as baking a cake, but do open curtains and windows to let in fresh air. Make sure the house is cool in summer and warm in winter.

The house should be uncluttered, but still look and feel like a home, with natural touches such as potted plants and couch throws to make it seem welcoming.

FIVE MISTAKES HOME SELLERS MAKE

It might be a seller's market at the moment, but there is still every reason to make an effort when listing your home. Avoid these traps and get your property sold for the price you want.

- 1. Stinting on necessary improvements.** The little flaws you no longer notice, such as leaking taps, peeling window sills or a stained carpet will be seen as defects by potential buyers and get them thinking about what else might be wrong with your home. Get them fixed!
- 2. Listing before your property is ready.** You may be eager to sell – perhaps because you've found another property to buy. It is fatal to present your home to buyers before it has been cleaned, de-cluttered and spruced up. Consider using a home stager.
- 3. Not pricing your home properly.** If your home is underpriced, obviously you will lose income unnecessarily. Overpricing can also be damaging – buyers and agents may get turned off and interest in the property may fizzle out quickly. It makes comparable homes on the market look like a bargain, giving them an advantage. Enlist the help of an experienced agent and seek their advice – marketing with no price (auction process) may be the best option.
- 4. Not letting buyers in to look.** If agents and buyers have to call you multiple times and find it difficult to get in to see your home, they will lose interest and go elsewhere. Inventory is low and buyers are desperate – make your home accessible to them.
- 5. Attending your open homes.** If you insist on being present during an open home and/or any viewings, you could damage your chances of getting an offer. Your presence can make buyers uncomfortable and the agent's job more difficult.

Aidan Hill

Residential Sales Consultant



LJ Hooker

Auckland Central

DDI 09 634 4749

M 021 596 660

F 09 634 4052

E aidan@clearrealty.com

PO Box 24-208

Royal Oak 1345

Auckland

www.aidanhill.com

WHAT IS CONVEYANCING?



Conveyancing is the process of transferring ownership of a legal title of land or property from one person (or entity) to another.

Deciphering the jargon and understanding the details of a property agreement can be tricky. It is wise for both buyers and sellers to engage a conveyancer to navigate this process.

A conveyancer is a licensed, qualified professional (such as a solicitor) who will provide advice and information about the sale of a property, prepare the documentation and conduct the settlement process.

Ask for recommendations from friends and family, search online or ask your real estate agent or other professional that you trust.

Some conveyancers specialise in different types of real estate. Do check around to ensure that they are legally allowed to carry out the work and have no complaints against them.

Disclaimer: This newsletter does not necessarily reflect the opinion of the publisher. It is intended to provide general news and information only. While every care has been taken to ensure the accuracy of the information it contains, neither the publishers, authors nor their employees, can be held liable for inaccuracies, errors or omission. Copyright is reserved throughout. No part of this publication can be reproduced or reprinted without the express permission of the publisher. All information is current as at publication release and the publishers take no responsibility for any factors that may change thereafter. Readers are advised to contact their financial adviser, broker or accountant before making any investment decisions and should not rely on this newsletter as a substitute for professional advice. © LJ Hooker NZ Ltd 0712 LC1905-01, Licensed REAA 2008, MREINZ.