

Street Smart Newsletter

May 2014



ADVANTAGES OF USING AN AGENT TO SELL YOUR HOME

Expertise

Most people don't have hundreds of thousands of dollars to waste on a property transaction, and that's why they prefer to work with real estate agents. Real estate agents are the experts for these transactions, providing the most recent data on market conditions, property values, comparative sales, and marketing strategies. This information is critical to selling your home for the best price in the shortest amount of time.

Marketing and networking

Agents have considerable resources in getting your home noticed. Not only will they arrange all your brochures, signs, open homes and advertising for the general public, your agent also markets your property to other real estate agents. Those agents will bring their buyers around, expanding the exposure of your property. Many sales result from the agent's professional network.

Support in negotiating

Because selling a home involves a legally binding contract, most sellers want a representative looking after their interests. Your agent will keep you fully informed which helps you evaluate offers and counter-offers. They help you close a deal that works for you under your terms.



RISING POPULATION BOOSTS MARKET

Many economic indicators are pointing to continued strong performance in the real estate market.



One of the most significant developments is the growth in population, which increases the demand for housing.

A migration boom is gathering in strength. In the year to February, New Zealand gained 29,000 people, and the monthly increase has been steadily going up. In seasonally adjusted terms the gain for the month was about 3,500 compared with about 3,100 in January, 2,900 in December, and 2,800 in November, according to a BNZ report.

This trend will increase the pressure on the already tight housing supply levels, providing support to prices, especially in the main city centres.

FIVE EASY HOME IMPROVEMENTS

Thinking of selling? Here are a few ways to make your home more presentable to buyers, and attract higher offers.

Paint: Paint is the easiest and most affordable way to improve the look of your home. If you are tight on your budget, concentrate on the focal areas of your home, such as the kitchen, living and dining areas.

Update window treatments: New curtains or blinds will refresh the look of a room instantly.

Polish the floorboards: Solid wood flooring is a big asset if well cared for. Having them sanded down and sealed can be a stunning improvement. You will recoup much of the investment when you sell.

Clean up: Give your house a thorough clean, including the walls and woodwork. Dust and dirt must be removed to reveal the beauty of the paint.

Tidy up the section: Good fences and trimmed gardens are the fundamentals of an attractive outdoor appearance. A thorough section clean-up, followed by a coat of paint on all the fences, will give your home an instant face lift.



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WHY BUYING BEATS RENTING

There are many reasons why home ownership remains a top priority for most people in New Zealand, and here are a few.

Appreciation: Over the long term, real estate rises in value, providing long term capital gains and an inflation-protected investment.

No capital gains tax: When you sell a home in New Zealand, and you are not doing it with the intention of selling for profit, your gains are not subject to tax.

Automatic savings: Every month a portion of your mortgage payment is applied against your principal, slowly paying down your debt and increasing your wealth.

Social benefits: Homeownership is an accomplishment that shows your style and brings the respect of friends and family.

Security: Renters can lose their lease or have a rental home sold out from under them. Owning your own home provides stability.

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