

The Fire Hasn't Gone Out

After the incredible action we have seen in the last year or so, the market has moved into a more settled phase. That does not indicate a loss of value, because listings have become scarce, thus balancing out the two forces at play. Whilst we do not see a downward slide in values – certainly if there is it will be minor – conversely, we do not see an increase in values taking place in the near to medium future. Like the residential market, the lifestyle/rural market has been strongly supported by inward migration, and of course there is the well publicised fact of the desperate housing shortage. Nevermind that your particular property may be above price bracket of the lower echelon buyers. A sale in that area of the market results in a natural inclination to upgrade to a better property.

Selling property is an interesting exercise. Let us illustrate this with two examples from our sales this year.

- Property 1:
- Instructions from the vendors that they want it sold in a week – a tall order
 - Offered for sale By Negotiation
 - Advertised the property on 4 websites (Lugtons.co.nz, RealEstate.co.nz, MurrayGreen.co.nz & Trade Me)
 - Minimal advertising in the Waikato Times and Cambridge Edition (free standard small adverts)
 - 2 Open homes with 20 parties through in total
 - 6 Offers presented – highest offer further negotiated
 - SOLD!

- Property 2:
- Offered for sale by Auction
 - Advertised the property on 3 websites (Lugtons.co.nz, RealEstate.co.nz & MurrayGreen.co.nz)
 - \$785 Advertising campaign in the Waikato Times plus free standard advertising in the Cambridge Edition
 - 4 Open homes with 20 parties through in total
 - Received 1 pre-auction offer which was rejected
 - 4 Bidders in the auction room
 - SOLD!

The essence of this analysis is that we can programme a strategy that will suit your selling needs and achieve success. These are just but two examples of different approaches to marketing and selling property.

You're thinking of selling? Here are some thoughts:

Potential buyers are looking for love at first sight, immediate attraction... something that makes their heart beat faster. **Make it happen.** Presentation is paramount to achieving both success in selling and motivating the purchaser to pay top dollar. We provide the highest quality of photography which will highlight any shortcuts taken in presentation. Such things as having the lawns mowed, the gardens tidy (people would be surprised at how often the comment is that gardens are untidy and reflect badly on the property), and internally floors vacuumed, windows cleaned, etc, will allow the purchaser to concentrate on the real issues – that is, does this property suit my needs, rather than being distracted by work to be done and bad presentation.

If you'd like your FREE selling tips on How to Better Prepare Your Home for Sale or would like to discuss the current market, please feel free to give us a call.



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