

**WHAT IF
YOUR
AUCKLAND
PROPERTY
DIDN'T SELL
IN 2016?**

WHERE TO FROM HERE IN 2017?

2016 has been, in the words of Vanessa Taylor, spokesperson for the leading NZ property website realestate.co.nz, “the Year of Unpredictability”.

2016 Auckland residential property sales have been generally tracking lower than their 2015 equivalents for most of the year. Residential sales volumes, according to industry figures, are down 14.8% year on year.

The decline isn't merely a seasonal fluctuation or a single outlier result. Recent systemic changes to key elements such as Loan Value Ratios have helped to take some of the heat out of the market and deter buyers.

WHAT NOW?

So what should you do if you wish to sell your property in 2017? Will the market return to pre-2016 conditions or is the current environment the new normal?

Everyone has a different opinion on the future of the Auckland property market, but one thing is clear: simply listing a property and expecting it to sell is no longer enough.

In 2017, the experience and expertise of your real estate agent will play a major role in determining whether or not your property will sell, for the right price.



THIS SPECIAL REPORT HAS BEEN PREPARED BY
UP REAL ESTATE | UNLIMITED POTENTIAL

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IF IT WAS EASY, EVERYONE WOULD DO IT

When the property market is difficult, or unpredictable (as it has been in 2016), it's vital to choose effective real estate agents who have the necessary expertise and experience to know how best to proceed.

Our aim is to maximise the possibility that your property will sell at the right time, for the right price.

That requires experience, knowledge and, above all else, focus.

We believe that the only way to meet our customers' needs effectively is to focus on a limited number of properties at a time.

QUALITY, NOT QUANTITY

UP Real Estate is a privately owned and operated business. The company was set up in 1995 in response to a very real need that was essential then and remains even more so today: tailored solutions designed to sell individual properties.

Our solution: "Real Estate by Design".

REAL ESTATE BY DESIGN

When something is done "by design" it means that nothing is left to chance. Everything about our business is designed to equip us with the tools to craft a bespoke selling experience that is unique to you and your property.

We want to understand the true nature of your goals and requirements. From there, we can apply expertise and creativity to design your personalised experience -- putting you in the perfect position to capitalise on the selling price that your home deserves.

We offer Real Estate by Design because we passionately believe that it's the right thing for you.

YOUR PROPERTY IS UNIQUE

Every home has its own unique strengths and individual characteristics.

We make it our mission to identify those special features and cast them in the best possible light to appeal to potential buyers.

"One size fits all" is not true, and was never true, in the property market. Each home demands its own unique solution.

WHAT WE WILL DO FOR YOU TO HELP SELL YOUR PROPERTY IN 2017

We begin the sales process by listening and by asking questions. The more we understand about your property and its individual characteristics, the better the solution we can devise.

Similarly, once we get a better understanding of your own desires from the property sales process, we can fine-tune our recommendations accordingly.

Whilst we don't have a rigid process, these are the steps we typically take along the way.

1 WE LISTEN TO YOUR STORY

We listen and ask questions to learn about your property and to understand what you are trying to achieve.

2 WE MAKE RECOMMENDATIONS

Once we believe that we have a clear understanding, we submit recommendations that spell out what should be done and what's involved.

At this point, we also discuss the current state of the Auckland market, review recent sales in your area and share our assessment of what you should expect during the period that your property is on sale.

We then welcome your feedback and make adjustments to our plans where necessary.

3 WE CAPTURE THE MAGIC

Next, we set to work to showcase your property in its best possible light. We have our own in-house design and photography team to ensure that we can maintain the highest quality throughout the process.

Our team captures the essence of your home through carefully-staged, lovingly-lit photographs and (in most cases) 3D imaging using our virtual walkthrough camera and specialist software. This allows us to create a virtual tour of your property which enables prospective buyers to explore your home in detail from their computer or mobile device.

4 WE MARKET TO THE WORLD

We prepare specific recommendations based on current market conditions and on the particular characteristics of your property and the neighbourhood.

Marketing recommendations may include:

- **Signs, flyers and dropcards** to promote your property within your local neighbourhood (it's amazing how often the best buyer lives close by or your neighbours know someone who wants to live in the area)
- **Online advertising** on our website and on Trade Me Property, MyPlace, RealEstate.co.nz and other relevant websites
- **Print advertising** in publications such as the NZ Herald, Property Press and others as appropriate

5 WE MANAGE THE SALES PROCESS

Once the sales process is underway, we manage the various components carefully, liaising with you on a regular basis to ensure that everything goes smoothly.

6 ON AUCTION DAY

If you sell by auction, our most experienced people, UP's two owners will be there on the day to actively drive the auction process.

EFFECTIVE
SELLING
STARTS WITH
YOUR STORY

TELL US THE STORY OF YOUR HOME

Every home is unique and every home has a story.

Tell us about your home, so that we can incorporate that story into your marketing.

What caught your eye when you first saw your home?

What made you want to buy it?

What makes your home different from others in the neighbourhood?

How long have you lived here?

What improvements have you made?

What do you think are the best features of your home?

Tell us more about your home's location and why you like living there

What makes the neighbourhood particularly appealing, interesting or useful?

WHY YOUR STORY IS IMPORTANT

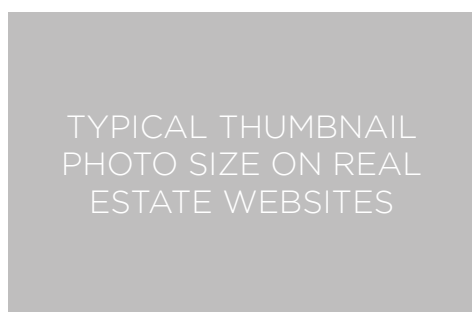
At UP we pride ourselves on listening first. We don't have a cast-in-stone process that you have to follow; we design a programme with you, for you.

By really getting to know your home and what makes it special, we ensure it stands out in the market.

THE UP REAL ESTATE DIFFERENCE: HIGH QUALITY PHOTOGRAPHY

The importance of excellent, creatively executed, high quality photographs cannot be emphasised enough.

For most prospective buyers, their first encounter with their property may well be online, often on a search results page where the photos are typically this size:



Only carefully-planned, high quality photographs will stand out at such tiny thumbnail sizes and look even more fabulous when enlarged.

YOUR PREPARATION

Preparing your home to be photographed is very much the same as the process you would undertake in readiness for an Open Home. In general terms, you should:

SANITISE

1. Thoroughly clean your home—most especially bathrooms and appliances. If necessary, hire a professional for a really thorough job.

2. Dirty windows and surfaces may be captured by our camera, so clean these just before the photographer visits.

MAXIMISE

3. Remove as much furniture as possible. This can make your rooms look dramatically larger. Sparse or empty rooms will allow viewers to imagine their belongings in place. Store kitchen aids out of sight to leave the countertops clear, and free up space in closets so that clothes are not jammed together.

4. Put away any items of clothing and straighten cushions.

5. Where appropriate, leave cupboards and wardrobes open so that viewers can see the storage space available. If contents will be visible, keep them tidy.

6. Close medicine cabinets, bathroom drawers and bedroom cupboards to protect your privacy.

7. Clear windowsills, mantelpieces and any other flat surfaces, removing any ornaments or other items that can make the property look cluttered.

NEUTRALISE

8. Your decorating style may be drastically different from a potential buyer's. Neutral colours are your best bet. Consider painting or adding soft throw rugs.

BRIGHTEN

9. Perhaps the cheapest way to make rooms seem warmer and brighter is by buying higher intensity light bulbs, putting them in every lamp in the house, and then turning them on. Also always open drapes and angle blinds to brighten rooms. Buyers will react positively, and feel good about your home.

THE UP REAL ESTATE DIFFERENCE VIRTUAL WALKTHROUGHS

IMMERSIVE 3D TOURS OF YOUR HOME

Virtual Tours are a combination of 2D photography and 3D data, automatically combined to create a complete walkthrough of a property. As a result, the experience is as if you were there in person, viewing every room. Virtual Tours are posted online so that they can be accessed from anywhere (and from any device).

Thanks to our specialist software, web users are able to virtually visit the property and proceed through every room. They can swivel round from any spot and have a 360 degree view of their surroundings.

FROM ROOM TO ROOM AND FLOOR TO FLOOR

Every room in the house is scanned and available for viewing, both individually and as part of an overall picture.

THE BENEFITS

According to data from Apartments.com, website visitors spend three times as long engaging with property listings that offer Virtual Tours.

Inman reports that real estate listings with more visual content (eg Virtual Tours and video) receive 403% more enquiries compared with those listings without such content.

In the US, Redfin cites 3D walkthroughs, advanced presentation technology and great customer service as key reasons why their homes sell more quickly and for higher values than comparable homes.

Real estate listings which feature a Virtual Tour are viewed 40% more than listings with only traditional (flat) photographs, according to research by Realtor.



MAKE BUYERS GO “WOW” BEFORE THEY STEP INSIDE

Whilst we're doing our part, there are a few things that you can be doing as well, to make your property really sizzle.

The objective: to **make prospective buyers fall in love with your house the first moment that they see it**, before they even step inside.

KERB APPEAL

- Sweep or power wash the street and pavement in front of your house
- Repaint, pressure clean or touch up the property's exterior
- Remove any cobwebs from eaves
- Fertilise, cut and edge grass or re-sod
- Weed and rake
- Replace thin or unsightly gravel, stone or bark areas
- Mend, clean or paint fence, gate, steps
- Install new house numbers and make sure they are visible from the street
- Plant annual flowers in attractive, harmonising colours
- Add bark or topsoil to planting beds
- Store toys, tools, bikes, rubbish bins, hoses etc. out of sight
- Repair repaint or replace mailbox
- Replace broken windowpanes
- Remove any old cars or boats from driveway
- Trim trees and shrubs, especially those blocking pathways
- Wash windows
- Tidy the front and back yards
- Clear gutters
- Replace missing tiles or shingles
- Add windowboxes full of flowers

ENTRANCE

- Remove clutter from the front porch
- Sweep the front porch and hose down
- Tighten any handrails
- Replace, repair and clean light fixtures
- Replace any missing light bulbs
- Mend doorbell; replace button surround
- Replace doormat
- Remove front door screen
- Remove sick or dead potted plants
- Paint or clean front door and threshold
- Polish or replace brass
- Place large pots of flowers on porch
- Place wooden wrought iron bench on front porch
- Add wreath or door decoration
- Add a sitting area if there is room

ENTRYWAY

- Sweep, mop or vacuum floors
- Repaint or touch up walls
- Clean carpeting, drapes, upholstery
- Remove any furniture or clutter crowding the space
- Use maximum wattage bulbs for bright light at night
- Hang a mirror instead of art to reflect light
- Remove or replace area rug
- Clean out hall cupboard
- Add plants or fresh flowers
- Notice what tends to collect here and add storage

ON THE DAY: NOT ALL AUCTIONS ARE CREATED EQUAL

If, as many do, you've opted to sell your property via auction, you should be aware that not all auctions are run as effectively as they might be.

We've honed our auction skills and processes over thirty years and have developed an auction selling experience that delivers results that are second to none.

IT'S YOUR DAY

The day that you attempt to sell your home by auction is usually one of the most important days of your life (and can be one of the most stressful).

At UP, we give your auction the care and undivided attention it deserves. We don't try and squeeze you into an auction room along with twenty or fifty other properties, hustled along one after another without giving sufficient attention to any one property.

Instead, we ensure that your auction receives the time and attention it needs to give it every possible opportunity to close successfully.

We also usually recommend holding the auction onsite at your home. This will ensure that buyers are strongly reminded of the reasons that they are interested in your property. We want them to feel every emotional pull because that works in your favour.

HIGH-POWERED SUPPORT

Our owners, Grant Lynch and Barry Thom, along with branch manager Wayne Bulog, will be onsite and actively involved on your auction day. They are three of Auckland's most experienced auction marketers and they will be focused on supporting you and your UP sales team.

Their participation ensures that you receive the assistance of the company's most experienced and qualified people at the very time when it matters most: at the moment when your property is on the auction block.

Barry ensures that you get the most out of any phone bidding and he may bid on behalf of people unable to attend.

Grant will brief you before the auction and act as your link to the auctioneer at all times. He also brings his extensive expertise to assist with document-signing on the fall of the hammer or with any immediate post-auction negotiations.

**CONTACT US
TODAY
TO TAKE
ADVANTAGE
OF THE
UP REAL ESTATE
DIFFERENCE**

OUR STORY

REAL ESTATE REDEFINED

In 1995 Barry Thom & Grant Lynch created Unlimited Potential with a firm belief that there was a better way. Their new approach introduced a fundamental change to the prevailing idea of what defines success in real estate, with the focus being the quality of each customer's experience ahead of quantity of sales. As Barry and Grant note:

BIGGER IS NOT BETTER

"The reasons that inspired the creation of UP are the same reasons that are driving us today. We'd both worked in large real estate operations and seen that bigger was not necessarily better for the homeowner. Every vendor's situation is different and every property is different. We believe the only way to consistently provide exceptional service is to focus on a limited number of customers at a time.

HONESTY, TRUST AND TEAMWORK

"Our company is founded on honesty, trust and teamwork. You can expect our people to listen carefully before they create an approach to selling built around your preferences. It's about developing a high-quality bespoke solution that leaves nothing to chance.

MARKET SHARE NOT A PRIORITY

"As owners, we are committed to leading a great company not a big one. So market share is not our first priority. We imagine our top priority mirrors yours - to get the best possible price for your home in a way that feels right for you."

IF WE CAN BE OF ASSISTANCE

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ABOVE: GRANT LYNCH (L) & BARRY THOM (R)