



This is Property Brokers' Country!

LIFESTYLE NEWS

August Newsletter, 2010

Welcome to our Winter 2010 Lifestyle Newsletter.

The most important bit of news to deliver this Newsletter is I have employed another assistant to help with the running of my real estate business. Michelle Johnson, who some of you may already know, has been selling lifestyle properties for nine years and is now working as a sales assistant to me, primarily to assist with matching buyers to properties, viewings and negotiations. With Cheryl, Mandy and Michelle all working in various roles the service I can now offer vendors and buyers will be even better.

Home Shows

This year we are again attending the Auckland Home Show – this is the 13th time Property Brokers will be representing our vendors' properties in Auckland. Following on from Auckland we will also have a presence at the Wellington Home & Garden Show, Hawke's Bay Home & Garden Show, the Waipukurau Festival and the Hawke's Bay A&P Show.



Figures from REINZ statistics for the Hawke's Bay District for Lifestyle and Horticulture properties sold through Real Estate firms for the months of April, May and June 2010:

Total number sold	40
Total accumulated value	\$23,039,000
Average sale price achieved.....	\$575,975
Average of monthly median time on market	79 days

No great changes or surprises here – the average sale prices calculated over my last four seasons newsletters ranged between \$584,000 and \$633,000. Sales volumes over the previous four seasons plus this winters figure totals 247 (15 months) which equates to an average of 16.5 sales per month for lifestyle and horticulture in the Napier and Hastings districts. Not a huge turnover but OK all the same.



Prices and promotion are the most important components to consider in the current market as the buyers out there are generally looking for a good deal and are attracted to well priced and visible properties.

For buying and selling of lifestyle property in Hawke's Bay please give me a call. Any referrals are very much appreciated.

Kind Regards,



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Hawke's Bay

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“Most of the shadows of this life are caused by our standing in our own sunshine.”
Ralph Waldo Emerson