



Real Estate with Pauline Phillips

Licensed under the Real Estate Agents Act 2008



Property Brokers Limited MREINZ
Licensed under the Real Estate Agents Act 2008

March 2013

CLIVE AND COASTAL 06 872 6016 HAVELOCK NORTH 06 877 7161

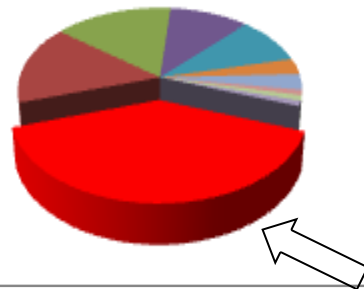
From the desk of Pauline

Another fantastic total raised for the Hawkes Bay Cancer Society at our recent annual auction! This is our 8th year of supporting this event. To date we have raised nearly \$200,000 for this worthy cause. This is our one big charity event and the one big thing that we contributes back to Hawke's Bay. I for one, did my part and successfully bid for 2 tickets to see the Black Caps play England at McLean Park hosted by ANZ in their hospitality marquee. Everything was perfect, the weather fabulous, and the worlds media there showing what a great place we live in. I even had my 5 seconds of fame on TV!

It was great to see some of you at Farndon Park earlier this month for the Relay for Life. What an atmosphere, and so humbling to see the Survivors taking the first laps of the track.

Its been a good start to the year with sales in the area, however we are experiencing shortages in some price points. We do have buyers waiting for suitable properties to come to the market. Please let me know if you can help.

Hastings/Havelock North Sales February 2013



Property Brokers 40%

February was a fantastic month for Property Brokers. Of the 96 residential sales in Hastings and Havelock our team accounted for 38 of them - that's 2 in every 5.

Reasons people are buying properties

Each month BNZ asks over 10,000 licensed real estate agents their views on whether things are increasing or decreasing with regard to such things as numbers through Open Homes, requests for appraisals, presence of investors and first home buyers, plus factors motivating buyers and vendors. This month we look at the main reasons people are buying

	Latest %	Month ago %	Average %
Fear of missing out / time is right	9.7	9.7	10.6
Trading up	10.4	10.9	13.3
Trading down	10.0	11.0	14.7
Shifting into town	10.3	10.9	14.3
Arriving from overseas	6.5	4.6	5.5
Relationship breakdown	8.6	7.8	11.1
Commuting costs	1.5	1.3	2.2
Schooling	6.7	7.2	7.8
Want closer proximity to shops	1.9	2.1	2.0
Want closer proximity to relatives	2.1	2.0	2.6
Want closer proximity to healthcare	1.4	1.9	1.9
Investing	0.2	0.4	0.4
First home	14.6	14.7	5.2
Earthquake	0.4	0.3	1.2
Good interest rates	14.3	14.0	4.4
Other	1.4	1.4	2.8

Where are the foreign buyers coming from?

Mainly in Auckland, anecdotes have been flying thick and fast regarding Chinese buyers snapping up properties. The evidence does not support these anecdotes. In Auckland an estimated 11% of sales are to people offshore. Only 19% of those buyers are from China. 42% of those buyers say they plan on shifting to New Zealand. Therefore we can state that at most 1.2% of dwelling sales in Auckland are to buyers from China not planning to shift to New Zealand and all up just 2.1% of dwelling sales in Auckland are to people living in China. Another 2.1% of Auckland sales are to people living in the UK. 1.7% are to people living in Australia. (BNZ - REINZ Survey)



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Hawkes Bay medians and numbers sold

	Feb-11			Feb-12			Feb-13		
	Median	No. Sold	Days to Sell	Median	No. Sold	Days to Sell	Median	No. Sold	Days to Sell
Napier City	\$313,125	70	60	\$292,500	85	64	\$300,000	99	36
Hastings City	\$290,000	77	52	\$282,500	80	55	\$300,000	89	58
HB Country	\$305,000	7	70	\$315,000	14	65	\$206,000	8	69
Waipawa Area	\$230,000	4	24	\$170,000	7	76	\$150,000	3	95
Waipukurau Area	\$112,250	8	79	\$325,000	3	14	\$235,000	7	95
Dannevirke Borough	\$119,500	10	139	\$130,000	7	127	\$139,500	8	285
Hawkes Bay	\$285,000	176	60	\$287,750	196	59	\$284,250	214	57

Hastings Sales - February 2013

	Dwellings	Apartments	Sections	BEDROOMS		LAND AREA	
Number of Sales	80	1	7	1 Bedroom	0	Up to 400m2	4
Value of Sales	\$25,363,550	\$290,000	\$1,274,500	2 Bedrooms	13	400 - 800	36
Median List Price	\$267,000	\$299,000	\$195,500	3 Bedrooms	34	800 - 1200	12
Median Sell Price	\$282,500	\$290,000	\$195,500	4 Bedrooms	11	Over 1200	6
Median Days to Sell	54	378	320	5 Bedrooms +	2	Not stated	20
Median Govt Valuation	\$297,500	\$330,000	\$143,000	Not stated	20		
Freehold	59	0	7				
Leasehold	0	0	0				
Existing	79	1	7				
New	1	0	0				

Easter is fast approaching

Real Estate Agencies are not covered under the Shop Trading Hours Repeal Act 1990 and hence are not subject to the restricted trading hours during the Easter break. Although, while strictly the legal position allows it, Property Brokers has taken into account the special nature of Easter Sunday and will not be conducting open homes on that day. In the majority of cases Easter Sunday Open Homes will be brought forward a day to Saturday March 30th. We hope this won't be an inconvenience for you.



Property of the Week

7 Albert St, East Clive



- ◇ 2038m2 land area
- ◇ 130m2 floor area
- ◇ 3 bedrooms
- ◇ Dbl Garage
- ◇ High \$400,000's

Open Home Sundays 1.00 - 1.30pm from 7th April

Call Pauline Phillips on 027 499 9189

The Highs and Lows

Of the 89 residential sales in Hastings in February, the lowest sale price was \$104,500 while the highest was \$900,000. Nationally 295 properties sold for more than \$1million last month

Interested in receiving an appraisal of your property?

Give me a call to make a time

Pauline Phillips
RESIDENTIAL CONSULTANT

Office: 06 872 6016
Home: 06 870 0726
Mobile: 027 499 9189
Email: pauline@propertybrokers.co.nz

