



Total
Talk



March / April 2017

Game Plan for Home Sellers

It's natural to think your house is priceless, or hope it's worth at least more than when you bought it. Everybody knows the phrase "My House; My Castle" and we are all guilty of thinking this way. And of course there are a few areas where house prices keep going up. But not every place is like that.

As such, many sellers make the epic mistake of placing a pie-in-the-sky price on their home. And unfortunately there are many other companies that will willingly list your property at this overpriced figure only to watch it languish on the market. We've all seen this happen far too often.

To avoid making this mistake pay close attention to your Total Realty agent's suggestions regarding pricing and comparable sales. If a price adjustment is required during the marketing period don't waste time in making it happen. The sooner you get your home "in the market" to sell rather than "on the market" the better. Waiting around only makes the house down the road a lot more attractive!

If a buyer makes a lower offer it can be tempting to dig your heels in and play a wait-and-see game. However "time is the enemy" in this scenario and the longer you wait the more you erode buyer confidence in your home. Concentrating on the next chapter of your life and the house you will soon call home can help a lot when getting through negotiations on your current home.

Internet advertising is a fantastic tool as long as it is working for you and not against you. Because buyers no longer need to visit a home to see what it looks like inside, they use the impression from the Internet to decide whether or not they will enquire further. This impression is made by your presentation, your photography and your price. Buyers tell us frequently that due to being time poor they are extremely selective in this process and make a short list of which homes they wish to view.

At Total Realty we make sure we have a 'Game Plan' when selling your home. We want to ensure it is your home that gets the enquiry from the most motivated and genuine buyers. We will make sure the Internet works to your advantage, the photography works to your advantage and the pricing works for you and not against you. If you want to know more please call us – we would be delighted to discuss this with you.

Eliminate the Mosquitoes in Your Life

Several years ago in our real estate office we held training on dealing with the pesky, irritating little things that drain you of energy that could be used far more productively on other things. Many of our staff still use the expression "I'm off dealing with Mosquitoes today!" We thought we would share these insights with you in the hope you find it as helpful as we did!

What's a Mosquito? In the book "High Energy Habits" author Bill Ford tells us to imagine all the unfinished little jobs around the house, the little things that don't justify a high priority, the things that have a naggy voice grating on your nerves as you try to go about your day. Bills say "Pay me!" A magazine says "Read Me!" Papers say "File me!" It takes energy to ignore the mosquitoes and it reduces our level of enjoyment in our day.

Imagine you lie down to sleep in a luxurious bed and suddenly a mosquito starts buzzing in your ear. It buzzes all night and you can't sleep. This happened to a guy named Des Moss and prompted him to write "If you think little things don't bother you try sleeping with a mosquito!" So what's the solution?

- Take 10 minutes and make a list of all the things in your life that annoy you. This is your Mosquito List. Add to this every time you think of a new one.
- Pick two "Mosquitoes" and deal with them today. Sew on that button. Fix that shower door. Tomorrow; change that light bulb. Return that overdue library book.

Notice how it feels when you have fixed each of these little irritations. The momentum will build. If you make this a habit you will find yourself living with a lot more energy. And let's face it; not sleeping with a Mosquito can't be a bad thing!



1% Myths Exposed

Definition of 'Myth': "an invented story, idea, or concept"

Myth 4: "Total Realty agents don't have the same 'Buyer Network' as other corporates"

THE TRUTH:

Buyer Networks were made redundant with the introduction of the Internet. Buyers now search the Internet and print media when looking for a property. They do not rely on an agent to tell them what is on the market - this was a very old practice that was useful before modern technology.

Buyer Networks in fact do not favour the vendor because the buyer's agent is working for the buyer in many cases to get them the lowest price.

Brain Workout - Sudoku

Can you work out this "Jigsaw Sudoku"?

Fill in the numbers from 1 to 9 without repeating any in a row or column, or outlined jigsaw piece!

Good Luck.

1		6	5		9	3		
				4	6	8	1	5
						5		
		9		5			6	2
5				9	3	6	7	
	1	5			8		4	
2			9		1			6
							3	
				2				

Laughter is the best medicine

SIX CHIX

BY RINA PICCOLO



"Thinking of selling? Call us today!"

Rachael Cone, AREINZ
Manager
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B & S Lloyd

Stats

- FROM THE -

Street

Median Sale Prices

March 2017 (vs Mar 2016)

National (+10.3%)	\$546,000
Christchurch (+5.6%)	\$470,000
Rangiora (+7.0%)	\$456,000
Timaru (+11.9%)	\$349,000
Nelson (+19.2%)	\$483,250
Richmond (+31.0%)	\$576,500
Dunedin (+12.1%)	\$342,850

What people are saying about us

"We contacted several real estate companies in regards to selling our home. We had listed the house privately for a month with no interest before doing this, and realised our house had several factors that may have gone against a sale. We were impressed with Total Realty because of the professional manner and positive attitude. Once we had decided to move ahead, we were thrilled that in less than a week we had four offers. The 1% commission was a bonus, and we were very happy with the result."

J & R Lindstrom

"From the first marketing meeting to the settlement, Total Realty provided a totally professional service. Why oh why would any sensible person pay 4% when the 1% service was so brilliant? We were on holiday in Australia when the sale went through and were kept in touch throughout"