



Total  
Talk



**July/August 2015**

*Do You Rank in the Top 7 Features that most Home Buyers Want?*

Every home buyer has a unique set of wants for a house, but at the moment, these 7 items appear on the wish lists of many house hunters. If you're a buyer, chances are you'll find yourself seeking out some of these features. And if you're a seller, see how your house stacks up!

**HOME OFFICES.** Some blame the Internet for the 24-hour nature of the way most of us work today – but whatever the reason, a huge percentage of home-buyers are wanting a dedicated home-office in the house they buy.

**OUTDOOR LIVING SPACES.** A simple backyard doesn't seem to cut it anymore. Home buyers today envision an outdoor lifestyle for their families at least part of the year, and home-builders are responding with creative, often elaborate "outdoor areas."

**NATURAL SURFACES.** Whether it's floors or countertops it's all about natural hardwood or porcelain tile! In kitchens and bathrooms, stone and slate are preferred.

**OPEN PLAN.** The days of houses with small, walled-off rooms and closed doors are over. Most buyers today insist on an open, airy layout with uninterrupted vistas between living areas. It's indicative of the trend toward more casual, less formal, lifestyles. Spacious floor plans and easy "flow" are musts.

**MODERN KITCHENS.** The heart of every home. This is where new homes shine with the latest and greatest design, cabinets, countertops and lighting, not to mention state-of-the-art appliances. Many savvy home sellers are updating their kitchens in older homes to maximise their profits.

**SMART STORAGE OPTIONS.** Simply compare the much larger walk-in closets of today's new homes with the tight, small closets of older homes. You can see why home buyers desire the luxury of walk-in-robos. Also on the list are spacious and well appointed storage areas in laundries and hallways.

**DOUBLE CAR GARAGE WITH WORK/STORAGE SPACE.** Many home buyers are looking for two-car garages (or larger) plus workable storage spaces. And still some seek enough storage space to make the man of the house grow weak in the knees.

Migration hits all time high

Statistics NZ has recorded the highest ever level of annual migration with a net population gain of 59,639 people in the year to July 2015. The net gain of 6525 migrants for July was also a record compared to any month previously.

The net migration to New Zealand has been increasing year upon year for the last two years, rising from 10,569 for the year of July 2013, to 41,043 for the year of July 2014 and now to 69,639 to July 2015.

The greatest number of migrants were coming from India, China, and the Philippines. An estimated 60% of migrants settle in Auckland putting continued pressure on the Auckland housing market. As a result the median house price in the Auckland region has risen to \$735,000 in July 2015 from just \$610,000 a year ago - an increase of over 20%.

The high immigration levels are going to keep the pressure on the Auckland housing market especially with the relatively low rate of construction continuing.

Despite the efforts of the Reserve Bank you cannot easily mitigate the effects of a demand/supply imbalance in the market and it is inevitable that prices will continue to increase while this is the case.



## 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. We strongly believe your property must be marketed to all buyers, not just our buyers to achieve you the best price.

## Brain Workout - Cryptic Clues

*Why not try these "Cryptic Clues"?*

- 1 0 is T at which W F
- 2 15 M on a DMC
- 3 6 B to an O in C
- 4 5 P for a T in R
- 5 3 PC
- 6 5 T on a F
- 7 7 W of the W
- 8 6 S on the AF
- 9 29 D in F in a LY
- 10 100 R in a C

**Example:** 365 D in A Y

**Answer:** 365 Days in a Year

Email us with the answers at [enquiries@totalrealty.co.nz](mailto:enquiries@totalrealty.co.nz) to go into the draw to win a \$30 coffee culture voucher. Two to be won.

Congratulations to Claire Hill, and Lynn Randall who were our winners last month.

## Laughter is the best medicine

### Telephone Man

A young man had just started his own real estate office. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw his first customer entering the outer office.

Wishing to appear the hot shot, the agent picked up the phone and started to pretend he had a big deal working. He threw huge figures around and made giant commitments.

Finally he hung up and asked the visitor, "Can I help you?"

The man said, "Yeah, I've come to activate your phone lines."



*"Thinking of selling? Call us today!"*

**Rachael Cone**, AREINZ  
Business Owner / Principal  
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# Stats

- FROM THE -

# Street

## Median Sale Prices

July 2015 (vs July 2014)

<b>National</b> (+11.8%)	<b>\$465,000</b>
<b>Christchurch</b> (+5.6%)	<b>\$430,000</b>
<b>Rangiora</b> (+4.2%)	<b>\$445,000</b>
<b>Timaru</b> (+5.9%)	<b>\$314,750</b>
<b>Nelson</b> (+8.8%)	<b>\$392,000</b>
<b>Richmond</b> (+10.7%)	<b>\$413,000</b>
<b>Dunedin</b> (+5.8%)	<b>\$285,000</b>

What people are saying about us

"I had a great experience with Total Realty, they were always very professional, informative, accessible, and friendly.

I have never sold a house so quickly and we also got a very good price, better than we expected, and much higher than other appraisals said we could expect.

Open home Sunday, accepted a great offer Monday evening! Can't ask for better than that!!"

**Theresa Staples**