

Total
Talk

December 2020

Total Realty Overview 2020

As we approach the end of 2020 I think we can all agree that it has been a year like no other! With most of us experiencing rapid and unpredictable change - whether it be in our business, career, family, education or travel plans - we have all had to dig deep at times this year and have all been affected in some way or another.

For the real estate industry 2020 has also been somewhat of a wild year. Despite the economists forecasts the market has been surging and prices have been increasing in all regions.

At Total Realty we put the wheels in motion to expand into Invercargill and Kaikoura while we were stuck at home during lockdown. This decision paid off with these regions doing exceptionally well thanks to the excellent agents on the ground. We are thrilled with their results so far and the feedback from the public has been overwhelmingly positive as more homeowners in the South Island are now able to take advantage of our very competitive commission rate.

Our branches in Nelson, Rangiora and Dunedin have also delivered excellent results this year, with these regions experiencing equally strong demand.

This year alone we have saved our clients \$11.8 million in real estate fees. Our busy team ended the year with over \$429 million worth of property sold throughout the South Island!

We also moved into a lovely new office in Christchurch, we are now situated at Homebase Centre in Marshland, enjoying fantastic office profile as well as good shopping!

So that's a snapshot of our year and I am sure others of you have also had an equally eventful and unpredictable 2020. So on behalf of our company I want to convey our best wishes to you all this Christmas as you prepare to take a pause and relax and reflect with your loved ones - you are very important to us and a very key part of our company.

Merry Christmas to you all.

Rachael Cone
Business Owner

Housing Market Booming

Counter to all the predictions from economists when covid-19 hit, the New Zealand housing market has absolutely boomed, seeing an increase of 18.5% in the November medium house price in just one year. We have not seen annualized increases at this rate since March 2004 when a 20% annual increase was recorded.

Driving these high price increases are the perfect storm of all time low interest rates, a shortage of housing supply, money printing and possibly even a lack of overseas holiday spending by border restricted kiwis.

Not only do all time low interest rates mean lower mortgage payments for property owners, it also means a much reduced income for those living off their retirement savings when investing in fixed term deposits. This creates a greater demand for property investment as an alternative, as rental yields are still much higher than the 1% interest rates banks currently offer.

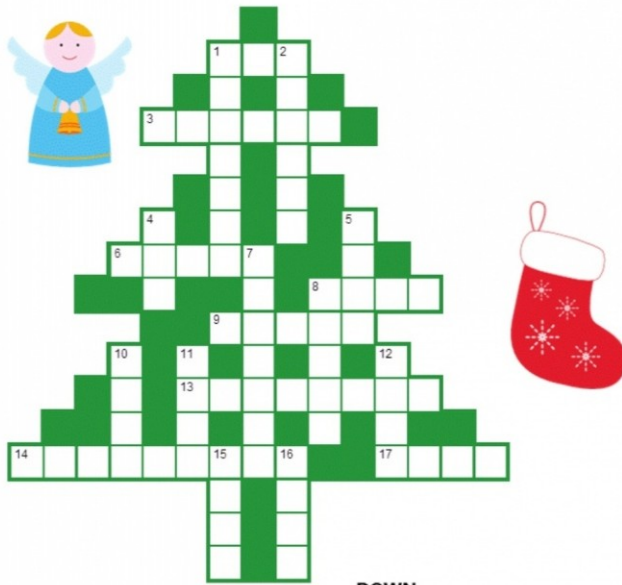
There has been a chronic shortage of housing for many years now and once the borders open up again net inward immigration is expected to pick up significantly, again driving up demand.

Very limited overseas travel has meant many kiwis have saved on big ticket items such as an overseas trip or cruise allowing for higher prices to be paid when bidding on property.

With the OCR expected to go negative in early 2021, and the other factors being unchanged, the housing market seems unlikely to cool off in the near future.



Christmas Crossword



ACROSS

1. Pumpkin or mincemeat
3. Santa's ride
6. Celebration
8. Newborn
9. Northpole crew
13. Word of praise
14. Words on a Christmas card
17. It's opened on Christmas

DOWN

1. Alternative word to 17 across
2. Christmas drink
4. Christmas dinner centerpiece
5. Dec. holiday
7. Christmas warmer
8. "Jingle _____"
10. Christmas tree
11. O. Henry's "The Gift of the ___"
12. What carolers do
15. French Christmas.
16. Snow glider



Laughter is the best medicine



"Thinking of selling? Call us today!"

Rachael Cone, AREINZ
Director
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Stats - FROM THE - Street

Median Sale Prices

Nov 2020 (vs Nov 2019)

| | |
|----------------------------|--------------------|
| National (+18.5%) | \$749,000 |
| Auckland (+16.4%) | \$1,030,000 |
| Wellington (+14.5%) | \$790,000 |
| Christchurch (+13%) | \$526,000 |
| Nelson (9.8%) | \$670,000 |
| Dunedin (+10.9%) | \$560,000 |

What people are saying about us

"Easy and friendly staff, always communicating and reassuring about little issues that may arise in the selling process. Overall, a really good experience to sell with them. They exceeded our expectations."

C & M Plato

"Without exaggerating they were the best agents I have ever worked with to date and I would work with them again without hesitation. They made selling really easy and worked hard to get us the best price possible for our property. They provided excellent service, were open, honest and excellent communicators. They really listened to us as Vendors and gave us some really good solutions to help us achieve our selling goals. They were also very realistic and honest and kept us grounded. We really appreciated their advice."

C Satchy