

Total Talk

Summer | DECEMBER 2022



Here's To Summer!

Isn't it wonderful to be approaching the summer break with a little more freedom this year! I for one have thoroughly enjoyed being able to once again attend my children's christmas concerts as well as community events and especially being able to see everyone's smiling faces again. I'm sure I'm not alone in this.

2022 has certainly been a different year in many ways; real estate included. The heat from last year came out of the market as buyers enjoyed a lot more supply and sellers came to terms with less demand. Having said this, well presented and well priced homes are still selling, with many happy sellers moving on to the next chapter in their lives - and what better market than this to make the most of our low fee!

I have taken the opportunity to give you a snap shot from each of our regions, up and down the South Island, asking our team about their current market and what is standing out for them!

Our Nelson agents have been noticing a trend towards an increasing demand for low maintenance, little-to-no-work required homes. In other words, buyers want to move in and just put their feet up! **Kaikoura** is bucking nationwide trends with buyers snapping up lock-and-leave homes with little grounds to maintain. Million dollar views still dominate the wish list, but 'easy-care' comes in a close second. **Rangiora and the rest of North Canterbury** has certainly seen a balance come to the market this year but with strong demand remaining for the "needs a little TLC" do-ups. The first home buyer market is still buoyant here. **In Christchurch** schooling remains a top priority, as does space, storage and privacy. Buyers are taking their time to view a lot of properties before making an offer and the impulse buying we saw last year has certainly diminished. **South Canterbury** is seeing a lot of sellers 'downsizing' but still remains busy in the first home buyer market. Cash being king here! **Our Otago agents** say it's a great time to buy in Dunedin, especially with the entry market offering some great properties - over 150 for sale in the \$400-\$550k range. Our agents are seeing more buyers coming out of the woodwork this past month as well. **Invercargill** has seen a slow down with only well priced properties getting foot traffic through open homes. Investors and first home buyer numbers are dwindling as pre-approval finance becomes harder to obtain for many in this space.



Rachael Cone
Business Owner

So that's a wrap from our team. We continue to be available to assist in any way and we want to wish all of our past and current clients a very Merry Christmas and Happy New Year. We hope the season brings happiness and joy to you and your family.



Recent sales across the South Island

Total Realty Ltd. MREINZ. Licensed Real Estate Agent REAA 2008

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 **total realty**
just makes **total** sense

DO YOU LIKE WASTING MONEY?

I thought the header might catch your attention. Indeed, if it did, do take a few moments to read this article and find out why you and Total Realty are aligned and why what we offer should be seriously considered when selling your own home or investment property - or when recommending an agent to someone who you know is selling.

What Are Our Competitors Saying?

We respect our industry peers but we are not blind to the fact that there are myths that circulate about us that aren't true at all. We feel it is more acceptable to focus on our business and what our business and its people can do for you and those that choose to transact with us; rather the business of others.

Myths Busted...

I have heard many myths about "low fee real estate businesses", including Total Realty. Let me share a couple here:

Total Realty will sell you home for less!

Reality is that it is the buyer who determines the price of the property, not the agent, the neighbour, the Solicitor or the Valuer. A great marketing campaign will attract the right buyers who will, in turn, present offers where they see value - with guidance of course. This said, it is the seller who makes the final decision so they can be assured that they will always sell at a level that they are comfortable with. And in the unfortunate event that this cannot be achieved, no sale, no commission fee.

Total Realty just wants a quick sale! - Not true at all. It is, however, true that a fresh listing with good marketing attracts more attention than something that's been on the market for a long time. We might argue that some agencies hold off selling too quickly just so that they can meet more buyers. Our commitment is always to our clients; to sell their home to the right buyer and at a level that they are happy to sell for; regardless of the time it takes.

Total Realty agents are lazy and don't do open homes! - This one makes me chuckle. Our agents will undertake weekly open homes as instructed by their clients and, as professionals, they will offer their advice about timing and frequency so that the client is fully able to make informed decisions.

Total Realty charges peanuts so their clients get monkeys! - Most Total Realty agents have been in the industry for a long time and have spent years at some of the largest real estate businesses in the region. Being amongst the industry's most experienced agents they have chosen a career outside the big corporate structures favouring an organisation focused on delivering a positive real estate experience and at a fairer fee. Ask us how we do this and we'd be more than happy to share our insight with you.

What Do We Do Differently Then?

Well, nothing. We advertise and generate leads like our competitors and, like our competitors, we list property, run marketing campaigns and negotiate for our clients seeking a positive outcome for them and their buyer. Of course, there is one worthy difference of note and that is, whilst we do the same as others, we do charge a fee that is fair and kinder on the pocket. Kind of makes total sense wouldn't you agree?

What Do Our Customers Say About Us?

Total Realty has a superb response rate with most clients returning their Customer Satisfaction Surveys to us with their valuable feedback. Here is a selection of some recent feedback received in the last few weeks:

Annette - "The selling process was straightforward, no hidden surprises and communication clear and ongoing. I have sold several properties but this experience was the smoothest and collaborative by far."

Raymond & Susannah - "Easy, honest and quick. The realtor has been great throughout the entire process with clear information, advice and hard work."

Kathy - "My experience with Total Realty was positive from the start. Excellent communication, friendly manner, surprise unexpected little thoughtful gifts, hard work and skillful marketing to achieve the desired result. Going beyond just duty with acts of kindness."

Wendy - "The agents presented us with a realistic assessment of our house. They were extra helpful in our absence. They were always easy to correspond with and kept us up to date with the process. We would recommend their services to others."

See more of what our clients are saying at:
Total Realty customer satisfaction testimonials:
<https://www.totalrealty.co.nz/testimonials>.

✓ Locally owned and operated	✓ The lowest advertised commission rate	★★★★★ Google Reviews 4.9 out of 5.0	✓ Impressive Results	✓ An "easy, stress-free experience"
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Looking to sell?



Dave Price, AREINZ
General Manager
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Our mission

The highest level of service at a fairer price, everytime - no exceptions!

With no franchise fees and other unnecessary expenses we've eliminated the costs that do not contribute towards selling your home, passing on the savings directly to you, our clients. But more importantly, our highly trained and experienced team work hard to get you the best price for your property. As a company we consistently sell more homes per annum than any other real estate branch and Trademe performance indicators show that we consistently outperform the market in number of days to sell and number of views per property. This past year alone we have saved our clients \$11 million in commission.

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