

# Total Talk

Winter | JULY 2022



## A New GM For Total Realty



We are proud to announce the recent appointment of Dave Price AREINZ as our new General Manager.

Dave has been in the industry since 2008 and gained extensive knowledge whilst working on the frontline in business ownership over the past seven years in corporate roles with other brands.

Dave says, "I am so pleased to be joining the Total Realty team, a team that shares my vision and values, in that we exist to serve the needs of our clients through honesty, transparency and care. I'll admit I was always curious about the fee structure and how a company could maintain such high standards by charging just 1.25% to 1.5%, but they have made it possible. It is a win/win scenario when choosing Total Realty as there is no compromise in their service and successful outcomes for clients."

Dave is happy to share his industry knowledge and experience, so if you are considering a move now or in the future, or you're just curious like Dave was, please feel free to contact him on 021 344 511 or [dave@totalrealty.co.nz](mailto:dave@totalrealty.co.nz).



**Rachael Cone**  
Business Owner

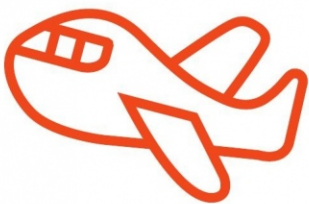
## South Island Housing Market Still Well Supported

A lot has happened in the real estate market the last 3 months since our last newsletter. Media coverage and economists' predictions would have you believe the housing market has all but collapsed. Although the national median prices have come down 8.7% from their November 2021 peak of \$840,000, looking at the South Island statistics it is encouraging to see our region is holding up a lot better. For example, while Nationally house prices dropped by \$35,000 last month, Canterbury in contrast saw a modest increase of \$5,000, and has dropped just 4.5% from its high, although further south - Otago is down nearly 10% from its all time high price.

Using other market indicators such as the "Market Sentiment" measure (this is the number of weeks it would take to sell all the properties currently on the market at the rate they are being sold) shows that Auckland for example is sitting at 23 weeks compared to their long term average (LTA) of 22 weeks. This means they are now considered to be a "buyers" market because the number of weeks is longer than their LTA.. In contrast using this same measure, in Canterbury it would take just 13 weeks to sell all its properties compared to their long term average of 22 weeks, making it technically still a seller's market. Similarly Nelson is sitting at 14 weeks compared to their LTA of 21 weeks.

Other measures paint a similar picture - last month the national average number of days to sell a property came in at 43 days, while it is just 35 and 36 days in Nelson and Canterbury respectively - showing the South Island market is in a better state than the national average.

So whilst the media likes to present dramatic headlines, it is important to analyse the numbers in your region, city, suburb, and even the street to draw the correct conclusions for your property. Times have changed and realistic pricing is critical to successfully selling your property. We are proud to say that Total Realty's agents have the experience, expertise and the data at their fingertips to help you correctly price, market and sell your property at a fraction of the price charged by other agencies.



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Recent sales across the South Island

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## Should I sell in winter?

**Selling in winter does seem to go against the norm, but there are plenty of reasons why selling at this time can be a good idea.**

Of course, there are hard-to-ignore and compelling reasons for selling your property. These could be if your work situation changes, financial or family circumstances, or simply because the timing seems right and you were planning to sell anyway. There are, however, several other, more tangible upsides to selling in the colder months.

There are often fewer houses on the market in Winter, which means less competition. Your property can then stand out from the crowd. Those looking to buy at this time of year are usually highly motivated because they need a home sooner rather than later. This demand can often result in a higher sale price.

Whoever you choose to sell your property through, you need to ask them how houses in your area sell over the colder months. It is in their interest to make sure the sale of your property is as advantageous as possible; if they think you would be better off waiting a couple of months, they should tell you. They should also work with you to decide when to hold open homes or viewings that make the most of the shorter sunlight hours.

Even though it is winter, you still want your property to look attractive, inviting and easy to look after. Take practical steps such as fixing any leaks, attending to any cracked windows, sticking doors or broken drains. And there are all the basics to consider; de-cluttering, deep-cleaning, checking insulation and ensuring that the heating system is working efficiently.

Make sure these positive features appear in your marketing and, when showing your home to potential buyers, ensure the house is cosy, warm and dry.

Inside is one thing, but you must not neglect the outdoor areas either. Make sure you attend to the lawns, and garden beds, sweep or water blast paths and clear gutters. Adding a few colourful plants in pots will also help brighten outdoor spaces. A new letter box or freshly painted front fence or gate will do wonders for your property's street appeal - and that all-important first impression.

A picture-perfect garden in spring or summer is well worth showcasing to prospective buyers, so take a few photos, then put them out on display.

**A well-presented property in winter will most likely sell successfully before the weather warms up. Sell now, and you will hopefully have lots of properties to choose from when you start scanning the market in spring.**



Locally owned and operated



The lowest advertised commission rate



Google Reviews  
4.9 out of 5.0



Impressive Results



An "easy, stress-free experience"

## Looking to sell?



**Rachael Cone, AREINZ**  
Director  
ph: 027 6600 604

## 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 \$15 million in commission.

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