

# Total Talk

Winter | JUNE 2023



## Continued Buyer Interest

Well, winter certainly feels like it is upon us this week! If we needed a reminder that we are in June already, the rain certainly is helping.

While the first half of 2023 seemed to fly by, the slowness in the market has been noted with near record low sales volumes. This has made for an interesting six months alongside interest rate rises, inflation, and a frequently discussed 'cost of living crisis'.

However, as we enter the winter season, there are good indications that the housing market may have found its bottom earlier than predicted. Some economists had predicted house prices to fall up to 20% - currently they have fallen nearly 18% from the peak. Amongst our team, we are hearing of busier open homes - especially in the last few weeks - increased buyer inquiry and some sales are resulting from multiple offers being made on the same property.

These anecdotal reports are backed up by our company statistics which showed a 70% increase in sales volumes for May when compared to the month prior, and a 38% increase from the same time last year.

Of course winter is traditionally a slower time in the real estate market but with economists suggesting that interest rates have reached their peak and that house prices have possibly found their floor, there will be a lot more certainty in the market and this may lead to continued demand throughout the winter months and a busy Spring market.

Additionally, lending restrictions are easing up as well. From the 1st June, banks are able to increase the percentage of new lending they offer to borrowers purchasing owner-occupied properties and who have up to a 20% deposit. This will increase from 10% to 15%. For investors, banks will be able to lend to those who have a 35% deposit, rather than the 40% that was previously required.

If you are thinking of selling over winter, we are ready to help and we can save you thousands of dollars in the process. Our online packages ensure maximum exposure for your property and our expert salespeople are trained in delivering exceptional service and results!

Until next time, keep warm, enjoy our newsletter and please feel free to get in touch with your friendly Total Realty agent if you are thinking of selling any time soon.



**Rachael Cone**  
Business Owner

## Statistics

FROM THE STREET

### Median Sale Prices

April 2023 vs April 2022



**NELSON -9.4%**  
**\$693,000**



**BLenheim -16.2%**  
**\$616,000**



**KAIKOURA -1.8%**  
**\$612,000**



**CHRISTCHURCH -2.9%**  
**\$660,000**



**RANGIORA -2.8%**  
**\$695,000**



**DUNEDIN -5.7%**  
**\$570,000**



**INVERCARGILL -4.24%**  
**\$424,000**

**NATIONAL AVERAGE**  
**-10.9% \$780,000**



### Recent sales across the South Island

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## So, you've decided to sell your home in Winter?

Our GM Dave Price gives you some quick pointers for a stress-free sale.

### 1. Let The Light Shine Through

The chances are short days and darker skies mean that natural light might be at a premium so, if this is the case on open days or when potential buyers are viewing the house, ensure that all of your lamps and lights are working and are on. This simple use of light will give your home a lift and make it feel bright, spacious and appealing to any prospective buyer; even on the coldest of days.

### 2. Avoid The Chills

There is something about entering a home that is warm and inviting so, before the open home and prior to visits from potential buyers, ensure your home is nice and warm. There is nothing inviting about a home that is cold so try to ensure that the warmth applies to every room in the house and not just where the heat source is. It's also a great opportunity to make sure that these sources of heat work well for you today and the new owners tomorrow.

### 3. No One Likes A Damp Home

Weather-tightness issues continue to be top of mind for buyers especially at this time of the year so, to avoid any awkward questions, sort out any issues before buyers start viewing. Ventilation is good and could be as easy as just keeping a window open to allow air to circulate. And, as with your heating, if you have DVS or HRV, this is a great opportunity to ensure that these are doing what they should and keeping your home condensation and damp free.

### 4. Is The Outside Appealing

Have you noticed those areas that always seem to develop unwanted green slime and dirt in the cooler months? Most homes have them and they cannot be ignored so it's time to dust off the water blaster and start cleaning outside areas. Be wary though that once cleaned, it can return quickly. On the inside, remove any marks from walls and wipe off any unsightly 'fly poop' from your ceiling and light shades. If you have any mouldy curtains, give these a wash or replace if required. And if there is any mould on the walls; goes without saying, wipe this down so clean and fresh.

### 5. Show Your Home At The Right Time

We can't control the weather so we strongly recommend that you hold any open homes and viewings in the middle of the day when the sun is at its highest - assuming that it is out of course. By doing this you'll ensure that viewings take place when the sun is shining the strongest and bringing out the best in your property.

### 6. First Impressions Count

What a buyer sees when they see your home for the first time sets the scene for the next 20 minutes or so as they view your home. Address this by cutting back any overgrown trees or shrubs and ensure that your garden is tip top. Trim those hedges, pull out weeds, prune and deadhead plants and touch up any paint on the outside whilst inside, use vases with fresh flowers to add some colourful cheer on a Winter's day.

### 7. Let The Senses Work Overtime

How does your home feel - warm and cosy? Of course it does but have you considered how it smells? If you've got pets it's time to consider these now. Ambience is everything so mask any unpleasant or lingering odours by lighting a scented candle or two and let the subtle aroma waft through your home. Place some cushions on your sofa and soft throws on chairs to add to that feeling of pure comfort. Soften timber, concrete or a tiled floor by strategically placing rugs into an area. You'll be surprised at how uplifting doing this can be for an area; you'll wonder why you didn't do it before.

### 8. Do You Have Street Appeal?

How does the entranceway to your property look from the street? Is it tidy and inviting? If not, consider buying some seasonable plants to enhance your entrance or pathway. And if you have a berm do ensure that it is neatly mowed; even if it is not your responsibility. Don't overlook your mailbox either. If it's looking scruffy and in need of some maintenance, apply paint or fix as required. Now you have street appeal.

### 9. Ready, Steady, Go.

It is likely that your home won't be the only home on the market during the Winter months but, if you follow the guidelines above, maybe your home will be the one that stands out from the crowd and achieves that positive outcome that you and your family deserve after all that preparation.

### 10. And, if you need help...

Our knowledgeable and experienced licensees are here to help so, if you are considering the sale of your home or have already decided to sell your home in the Winter and/or would like to know the value of your home on today's market, please contact us anytime for a no obligation chat.

✓ 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  
ph: 021 344 511

## 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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