

# Total Talk

Summer | DECEMBER 2023



## Merry Christmas

As we celebrate this festive season, we can't help but reflect on New Zealand's real estate journey in 2023. It's certainly been a year of resilience and growth and despite global uncertainties, our real estate sector has shown remarkable strength and adaptability.

Here at Total Realty we have been fortunate to expand into new regions this year and to celebrate our **TEN THOUSANDTH SALE** since opening our doors! A milestone that wouldn't have been possible without the support of our incredible clients that we have been privileged to assist over the years in either selling or buying real estate.

So for all past, current and future clients, we wish you a prosperous 2024, filled with new opportunities and continued success in what we believe will be a vibrant property market. Happy Holidays!

In our next edition we will be exploring new real estate trends for 2024 so look out for this! For now, please enjoy our "summer selling" tips and recent regional statistics.

*Have a very Merry Christmas!*



**Rachael Cone**  
Business Owner



*Thank you all for your contributions to the:*  
**Salvation Army Food Drive Project**

## Statistics

FROM THE STREET

### Median Sale Prices

October 2023 vs October 2022



**NELSON -13.3%**  
**\$670,000**



**BLENHEIM -24.7%**  
**\$610,000**



**KAIKOURA -10.3%**  
**\$580,000**



**CHRISTCHURCH +3.2%**  
**\$680,000**



**RANGIORA -3.3%**  
**\$725,000**



**DUNEDIN -5.9%**  
**\$595,000**



**INVERCARGILL -7.7%**  
**\$420,000**

**NATIONAL AVERAGE**  
**-2.8% \$795,000**



**Recent sales across the South Island**

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



## What Should I Consider When Selling My Home In The Summer

It's a question often asked so we spoke with Dave Price, Total Realty's General Manager and asked him to share some pro's and con's for home owners considering a sale of their house in the Summer.

### The Pro's

**More daylight hours means more time for your house to be viewed.**

- When you choose to put your house on the market during the summertime, you'll most certainly have more viewings than if you put the house on the market in the dead of Winter.

**Buyers tend to be more motivated during the Summer.**

- There's usually more urgency for house hunters to find the right house as many will have missed out on a house they liked during the Spring months. In addition, most buyers will want to secure something before Autumn and certainly before the cooler, darker Winter months. With more homes on the market during the Summer, you can expect to see more buyers.

**It's a convenient time to move.**

- Summer is an especially convenient time for buyers to move as the weather is fairly predictable. Spontaneous Spring showers, Winter storms and cold Autumn days won't be an issue during the Summer. And with more daylight hours, there's more time to get things done in a timely manner.

**The house shows well.**

- With most house hunters drawn to "light and bright" homes, you can bet that your property will show its best during those sunny Summer months. In addition, summertime also typically means the house is clean, grass is green, the pool is sparkling and the foliage is in full bloom. If your house has never looked better, then it's time to list.

**It could be easier to buy another house.**

- If you're looking to buy and sell at the same time, Summer is an ideal time to do both. Not only are there more buyers

(which means possibly more offers), but there's also likely to be a multitude of houses for sale that suit your needs. Those looking to make a seamless real estate transaction will increase their chances of doing so by listing in the summer.

### Some Con's To Consider

**Competition is high.**

- Summer is a popular time to buy and sell a house so you'll be competing with other sellers. This means that you'll need to consider the price of your house to ensure that it sits competitively in the market and make sure that it stands out from the rest.

**It can be hot.**

- When selling your house during the Summer, you'll need to make sure it is cool and comfortable for potential buyers. This means that you'll need to make sure that your house is well ventilated and, if you have air conditioning, that it is working and running during viewings.

Whilst Dave would like everyone to use a Total Realty salesperson to market and sell their properties, he is realistic and reiterates the need for house sellers to choose a salesperson with whom they are comfortable to work with; especially during the Summer when some of the Con's can be a challenge even for the calmest of sellers. Having a salesperson who is empathetic to your own circumstances is well worth considering as they will be just as invested as you to ensure that they deliver a successful outcome to you.

**We have Salespeople throughout much of the South Island who would love to help so, if you are considering the sale of your house during the Summer, please feel free to contact one of our experienced team.**



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, BSC**  
Founder  
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 year alone we have saved our clients \$15 million in commission. 'Consumer' magazine rated us the most cost-effective real estate agency when compared to other corporate real estate brands.

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