

Total Talk

Summer | 2025



Summer loving!

Happy New Year from Total Realty!

We hope you had a wonderful holiday season and are ready to embrace the opportunities of the New Year. As we move into 2025, we want to take a moment to thank you for being a part of our community.

Whether you're looking to buy, sell or invest in real estate, Total Realty is here to support you every step of the way. Our dedicated team of experts is committed to making your real estate journey as smooth and successful as possible.

A reminder of the benefits you'll receive when working with Total Realty:

- Fair fees** – Competitive fee, no compromise on quality.
- Effective Marketing** – Designed to attract serious interest and deliver results.
- Experienced Team** – Knowledgeable and passionate agents.
- Personalized Service** – Tailored to meet your unique needs.
- Local Expertise** – With in-depth knowledge of the local market.
- Proven Track Record** – History of successful transactions and happy clients.

As always, we're just a phone call or email away for any questions or advice you may need regarding your real estate goals. We look forward to working with you in the year ahead and helping you achieve your dreams!

Here's to a successful and prosperous 2025!



Dave Price AREINZ
General Manager

Market Commentary REINZ

The New Zealand property market experienced a relatively quiet December at the end of 2024. REINZ Chief Executive Jen Baird indicated, "December is usually a quiet month for the housing market. For New Zealand, sales count was down 27.4% compared to November 2024 and up 1.8% compared to last year. When we adjust the figures for seasonal effects, we see that both percentage movements are notably less than expected, confirming that December 2024 was a particularly quiet month for residential dwelling sales in New Zealand."

Sales increased by 1.8% nationwide compared to December 2023, rising from 5,420 to 5,518. In New Zealand, excluding Auckland, sales saw a year-on-year rise of 3.8%, from 3,838 to 3,984. The median price for New Zealand decreased slightly by 0.6% to \$775,000 year-on-year. Month-on-month, the national median price fell 1.8% from \$789,000. Excluding Auckland, the median price increased by \$10,000 (1.4%) year-on-year, rising from \$700,000 to \$710,000.

Statistics FROM THE STREET

Median Sale Prices

November 2024 vs November 2023



NATIONAL AVG 0.0%
\$795,000



Recent sales across the South Island

0800 663 737 | www.totalrealty.co.nz





On A Deadline

In our last newsletter we discussed the pros and cons of the "Auction Option," a popular sale method when selling property. With Christmas now behind us and many prospective sellers considering their options, we unveil the Deadline Sale method of selling in this issue. Equally popular to auctions yet at the same time a rather unique approach to facilitating a property sale.

The Deadline Sale method has gained in popularity amongst homeowners and real estate agents alike. It not only creates a sense of urgency among potential buyers but also encourages competitive offers without the pressure of an Auction scenario.

What is a Deadline Sale?

For those less familiar with this sale method, it is a structured sale process where a property is marketed with a specified date by which written offers must be submitted. Unlike traditional Auctions, where the sale price can fluctuate dramatically based on live bidding, Deadline Sales allow buyers to submit their best offers in writing by a certain deadline.

Key Features and Advantages of a Deadline Sale:

- 1. Defined Timeframe:** Sellers set a clear deadline for when offers must be submitted, which can range from a few days to a few weeks. This timeframe helps to build anticipation and encourages buyers to make prompt decisions.
- 2. Written Offers:** Interested buyers submit their offers in writing. This format allows them to present their best price along with any conditions they have, which most commonly include finance, insurance, a builder's inspection and sometimes the sale of their own property.
- 3. Transparency:** Unlike traditional private treaty sales a Deadline Sale provides a transparent process where buyers can compete against one another, knowing that multiple offers have been received.

4. Flexibility: This method gives sellers the ability to consider a range of offers, allowing them to choose the one that best fits their needs, whether that be price, conditions, or the buyer's situation. The seller also has the flexibility of choosing whether or not they wish to advertise a price in their Deadline Sale marketing.

5. Competition: The competitive nature of a Deadline Sale can drive up the final sale price, as buyers strive to make the most favourable offer. The advantage sellers most often comment that a Deadline Sale has over an Auction is the less intense environment, whilst still being able to capitalize on market competition.

It is important to note that when a Deadline Sale does not have a price advertised it is because the seller has opted to let the market determine the value of the property. When this is the case buyers will need to conduct market research to determine the fair market value of the property, prior to submitting their offer, and should approach this task with careful consideration. The real estate agent will be able to provide buyers with recent sales statistics of comparable properties if they require guidance in this regard.

In summary, the Deadline Sale method offers an approach to property sales in New Zealand that merges elements of traditional sales and auctions, while catering to our modern market demands. By fostering competition and providing a structured sales process, sellers can optimize their outcomes and buyers can enjoy a more relaxed and transparent environment in which to make informed buying decisions.

If you would like any further information on these selling methods or real estate assistance in general our friendly team at Total Realty will be only too happy to help.

- Rachael Cone, Director

✓ 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?



Rachael Cone, AREINZ, BSc
Founder
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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 \$12 million in commission.