



TEAM GODFREY NEWSFLASH

TEAM GODFREY | The Original Real Estate TEAM | Classic Land Agents

The latest news in brief

All six local Harcourts offices are experiencing an increase in business activity for February. With the summer holidays now over, buyers and sellers are focusing on their next real estate transaction.

January 2018 sales stats for the real estate industry as a whole seem to be subdued from recent years, with both the Mount/Papamoa and Tauranga markets showing lower volumes than January 2017 and January 2016.

Median selling prices for January 2018 have dropped back slightly from December 2017 in Tauranga, Mount/Papamoa and Te Puke.

The greater Tauranga area continues to attract out of town buyers, both investors and people moving here for the lifestyle and job opportunities.

The latest Real Estate figures in our area for January 2018 Source REINZ

Median Sell Prices (Dwellings)

	Tauranga	Mount/Papamoa	Te Puke/Maketu
Jan 16	464,000	580,000	365,000
Jan 17	550,000	630,000	485,000
Dec 17	592,000	690,000	480,000
Jan 18	569,000	647,000	470,000

Number of Sales (Dwellings)/Days to Sell

	Tauranga	Mount/Papamoa	Te Puke/Maketu
Jan 16	155/46	95/54	23/29
Jan 17	91/59	75/51	13/21
Dec 17	140/43	107/37	9/17
Jan 18	85/62	56/58	18/35

People who attempt to sell their properties privately usually assume they can attain the same price as an agent will, however -

1. Buyers often do not want to deal directly with the seller.
2. Buyers discount the price by the agents commission.
3. Agents have a far wider reach into the market and access to “agents only” publications and websites eg: Bay of Plenty Times Property Guide, Harcourts Blueprint Magazine, and Realestate.co.nz.
4. Agents can filter out the time wasters and deter undesirable elements.
5. Purchasers want the protection of law when dealing through an agent.
6. Sellers wrongly assume that just listing on Trademe will sell their home. People are a key part of selling properties, internet websites alone do not sell houses.
7. Unless you have explored all marketing options you do not know that you have got the optimum price.
8. Buyers need the reassurance of a third party when negotiating price and conditions they require.
9. Harcourts provides over \$2,500 in free marketing when selling your property (conditions apply).
10. Agents do all the necessary preliminary work - arrange signs, marketing, advertising, flyers, open homes, web advertising, obtaining a Title, arranging LIM reports, preparing sale & purchase agreements etc.
11. Agents are paid on the successful completion of the sale - no sale no pay!

The message is clear, using a Licensed Real Estate Agent is a lot easier, safer and will maximise the price.

— Simon Martin & Nigel Martin (Managing Directors)



TEAM GODFREY | Steve and Robyn Godfrey
The Original Real Estate TEAM | Classic Land Agents

ADVANTAGE REALTY LTD MREINZ
LICENSED AGENT REAA 2008
DD 07 573 2579 | M 021 755 407 | 021 755 405
E steveandrobyn@harcourts.co.nz | www.teamgodfrey.harcourts.co.nz

Harcourts