

Make It Happen

One would have to have been on another planet in the last couple of years to not realise that market conditions have been particularly difficult. As a result of these conditions, some properties had already been available for purchase for over two years. A frightening prospect you may say, but when you examine the background, you will find other factors at play than pure financial. There may be a road change, or other unusual factors affecting the property. As part of the continuing process, Transit New Zealand has been forward planning for the next twenty years, and some properties have been or are going to be affected by the roading issues in the future. Regardless of these factors, pricing is always absolutely critical. Some vendors are still not prepared to accept that the market has dropped to the level it has. But if you were transacting to purchase another property, it is purely a number – your personal fortune may have devalued, but your ability to purchase a home hasn't. Reviewing the current circumstances, it has been freely acknowledged that this has been the most difficult time to sell property in living memory, but there is reason to believe we are slowly easing out of the icy grip of recession.

Wayne Oliver of Oliver Mortgage Services has commented recently that he's been extremely busy with pre-approvals for home loans, and that some banks are looking at extremely good packages for first-home buyers. This will not be an isolated situation – it will transact to an upward swing in numbers of sales, as recovery in the market has always been led from the bottom end, and progressively filter throughout the market.

Lugton's and myself have been proactive in endeavouring to present properties to the market in the best possible way by using new technology such as 3D floor plans, and also professional photography, websites have been made more user-friendly.

Where to from here?

Ever the optimist, I expect sales numbers to increase gradually over the next three to four months – after all, traditionally, the late summer/autumn period has been the best time to sell property. It will require vendors to be realistic about pricing, and let go of the preconceived notion that rateable value is a good guide for the worth of the property. Market experience shows this is not the case in most sales that take place. The price of land, incidentally, is the area where the most change has taken place in value in the last two years. Where sections in, say, Newell Road, were previously selling regularly in the mid \$300's, sporadic sales have taken place in the high \$200's. These values have translated through to general property, irrespective of the location.

It's worth remembering that success is a frame of mind – if you believe it will be bad, it will be bad.

But if you believe the impossible is possible, it will happen.

17 years in this industry has given me the ability to handle the market conditions of today. If you're thinking of selling or need advice, make it happen – call me now.

Murray Green



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