

SPRING 2019



RayWhite

New season, new opportunities

What's Up?

Keen observers of the Whanganui property market will have noticed that there weren't that many properties for sale over winter. With the warmer weather we anticipate more property will come on the market.

Potential sellers have been cautious about listing as they're not sure they'll find something to buy. It's a Catch-22 situation, if everyone who's talked about selling lists, then buyers will have plenty to look at.

Prices in Whanganui continue to be strong, with locals up and down-sizing and investors from Auckland and Australia putting their money to work in our market.

Property management is highly regulated and with insulation addressed, we turn our attention to Healthy Homes. If you have a rental property you must be compliant, if you're not sure, give us a call, our Property Management team, led by Melissa, are only too happy to help.



Gorgeous views from 34 Hipango Tce, currently for sale, see website for details

Preparing for sale

Price, presentation, position.

When thinking of selling, the challenge for most of us is to separate ourselves from our home, and see it as 'the property'. If you can do this, you are more likely to sell quickly for the best price.

Let's start with presentation. Pop out to the letterbox and imagine you are arriving for the first time. Can you see your letterbox number, making it easy for people to find you? How do the driveway, garden, fence, front of the house and front door look? If your dog is inclined to scratch at the door to be let in, a quick coat of paint can make all the difference.

A bit of weeding, getting rid of rubbish and mowing the lawns will all help. If you're not able to get to this, see if there's a local club or school fundraising, they might have people keen to help for a donation.

Inside, the key is to declutter. Remove all those personal items, pack family photos, certificates, breakables and collectables away, prepare for your move. While its nice to have pops of colour and a few items around to make the home feel warm and lived in, you want to allow buyers to see themselves in the house, and not spend their time looking at your wedding photos instead of the bedrooms!

When it comes to your position be realistic about how this will affect the price. Sunny, quiet, handy to good schools will help you to achieve your price. On a busy road, trains at the back door, won't stop a house from selling, if it is priced right. No doubt you've got used to it and sleep right through, and they will too, but for now it is an objection and you need to address it by being well presented and well priced.

An agents role is to help you achieve the premium price for your home by bringing through buyers who will connect with it for the right reason, their reason - a wonderful place to raise a family; perfect renovation project; a great investment. Don't be surprised if your agent asks you for your price. Even if you're not sure of exactly what your home is worth, you may have a price in mind and we need to know, so we can bring the right people through. We can tell you that CV's are well below current sale prices, we will tell you what has sold recently that compares to yours, and what is currently listed in your area with comparable features and together we will agree a plan to sell your home.

Whether you're ready or just thinking about it, feel free to give us a call, we're here to help.

Staging your home

If you're a fan of any TV shows that prepare homes for sale, you'll know all about staging a home. Fashions change, throws once neatly folded on a chair or bed, became an artful scrunch (is there such a thing?) before disappearing. Cushions have been plumped and chopped, tiles went from tiny to huge and back again. It can be hard to keep up, but there is no doubting that good presentation helps sell a home.

And that's where an empty property can struggle. While the buyer (hopefully) won't notice your use of a throw, they may find it challenging to imagine how the room will look once furnished.

To paint the picture for buyers we've used two forms of staging successfully this year, each has their benefits.

PHYSICAL STAGING (right)

- A stager visits your property and makes suggestions for each room
- In come beds and chairs, a fridge, vases with real flowers, fresh fruit, throws and rugs and the house is warm and alive again
- The cost is higher as they need to have a range of items available and move everything in and out
- This helps buyers who come to your open home, as it helps them to get a feel for the spaces and their uses, and to know whether a bed will fit

VIRTUAL STAGING (below)

- Your standard property photos have furniture, plants, rugs and art added to them
- This is quick and affordable
- You choose which rooms you stage (kitchen, lounge, bedroom(s), outdoor spaces)
- You choose the style of presentation you'd prefer (art deco, contemporary etc)
- It will bring people to the property, however once they're there, they'll still need to use their imagination as the property will still be empty

If you have an empty property and you'd like to know more, give us a call, we're happy to help.



Before and after. Staging adds colour and interest to the spaces.

