

The Point

RayWhite

PT CHEVALIER - IN THIS ISSUE

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TaylorMade
SPRING 2021

Springtime Staging Tips



When preparing your home for sale, your biggest asset is the imagination of prospective buyers. Home staging is a great way to bring out the best of your home, creating attractive living spaces that will appeal to a wide range of potential buyers, and make it so inviting they'll imagine making it their own.

Katie and Dayna from Home Edit are experts at making homes stand out. Whether you need full staging, partial staging or styling for a photo shoot, they have all the furniture, accessories, plants and props needed to make your home look like a buyers dream home. If you are considering selling, here are a few of their top tips to get you on your way.



Street Appeal

First impressions count. The outside of your home is the first thing people see when they view your property. Start with painting the fence, weeding the garden, and add some instant colour with pots of in-season flowers, a great way to freshen up your entrance. Don't forget house numbers, letterbox and front door hardware, all important accessories.

Repair and Refresh

A fresh, neutral paint job goes a long way when preparing your home for sale. Fix marks and scuffs and do minor repairs, little details will not go unnoticed by potential buyers. Cleaning is important when it comes to selling your home. Everything from the floors to tile grout in the bathroom, the kitchen splashback, spiderwebs, mouldy patches or any peeling paint - everything should be immaculately clean, people pay attention to the smallest details when looking at their potential new home. Don't forget the smell-factor. Use scented candles, reeds or diffusers; we recommend a light floral scent.



Declutter and Maximise Space

We all accumulate things over time, so this is the perfect opportunity to purge and declutter. This one step will make the biggest impact to people coming through your home. The idea is to make a room feel bigger, so furniture size and placement is important. Position sofas and chairs into cosy, conversational groups, and place them so that there is a clear traffic flow in the room. Replacing bulky furniture with low-backed couches will make a room feel larger and more open. If your room has a large blank wall, use an oversized piece or a mirror to create dimension.



Return a room to its intended use

Talk to your agent first about how they plan to market your home, however it's a good idea to revert the home office or rumpus room back to the original bedroom. A home office should be just that – a desk, office chair, good lighting and accessories are all you need.

Call the experts

Sometimes the best approach is to start from scratch. Katie and Dayna use pieces that are new, on-trend and suit a wide range of buyers. They use furniture that suits the style and era of the home and pieces that make the most of the size and usability of rooms. They'll also dress your house for real estate photography and ensure your home's best features are highlighted.

 [homeeditstaging](https://www.instagram.com/homeeditstaging)

JUN - AUG 2021

Pt Chevalier Sales

STREET ADDRESS	SUBURB	CAPITAL VALUE	LAST SALE PRICE	LAST SALE DATE
10/57 Pt Chevalier Rd	Point Chevalier	\$630,000	\$885,000	Jun-21
4/47 Pt Chevalier Rd	Point Chevalier	\$670,000	\$885,000	Jun-21
15 Dignan St	Point Chevalier	\$1,675,000	\$1,050,000	Jun-21
1/35 Oliver St	Point Chevalier	\$810,000	\$1,199,000	Jun-21
202 Pt Chevalier Rd	Point Chevalier	\$1,040,000	\$1,249,000	Jun-21
103 Pt Chevalier Rd	Point Chevalier	\$940,000	\$1,460,000	Jun-21
104 Kiwi Rd	Point Chevalier	\$1,120,000	\$1,610,000	Jun-21
54 Alberta St	Point Chevalier	\$1,020,000	\$1,665,000	Jun-21
20 St Michaels Ave	Point Chevalier	\$1,360,000	\$1,725,000	Jun-21
88 Moa Rd	Point Chevalier	\$1,425,000	\$1,800,000	Jun-21
36 Maryland St	Point Chevalier	\$1,975,000	\$2,025,000	Jun-21
28 Miller St	Point Chevalier	\$1,900,000	\$2,350,000	Jun-21
7 Wright Rd	Point Chevalier	\$1,450,000	\$2,515,000	Jun-21
21A Moa Rd	Point Chevalier	\$1,575,000	\$2,600,000	Jun-21
36 Walker Rd	Point Chevalier	\$1,750,000	\$2,800,000	Jun-21
38A Wright Rd	Point Chevalier	\$2,425,000	\$3,215,000	Jun-21
58 Huia Rd	Point Chevalier	\$1,725,000	\$3,340,000	Jun-21
1/143 Pt Chevalier Rd	Point Chevalier	\$650,000	\$780,000	Jul-21
2/236 Meola Rd	Point Chevalier	\$960,000	\$1,500,000	Jul-21
169 Pt Chevalier Rd	Point Chevalier	\$1,040,000	\$1,735,000	Jul-21
47 Moa Rd	Point Chevalier	\$1,280,000	\$1,971,000	Jul-21
396 Pt Chevalier Rd	Point Chevalier	\$1,750,000	\$2,370,000	Jul-21
300 Pt Chevalier Rd	Point Chevalier	\$1,575,000	\$2,526,000	Jul-21
7 Humariri St	Point Chevalier	\$1,525,000	\$2,910,000	Jul-21
26B Newell St	Point Chevalier	\$1,800,000	\$3,182,000	Jul-21
1036B Great North Rd	Point Chevalier	\$1,060,000	\$1,235,000	Aug-21
30 Wright Rd	Point Chevalier	\$1,725,000	\$2,400,000	Aug-21
1013 Great North Rd	Point Chevalier	\$1,340,000	\$2,495,000	Aug-21
19 Wainui Ave	Point Chevalier	\$1,750,000	\$2,900,000	Aug-21
412 Pt Chevalier Rd	Point Chevalier	\$2,075,000	\$4,750,000	Aug-21
16 Moa Rd	Point Chevalier	\$1,725,000	\$2,600,000	Aug-21
MEDIAN	\$2,025,000			
AVERAGE	\$2,120,226			

Disclaimer: The properties stated were sold across various agencies. City Realty Limited makes no claim to any particular sale and no claim to knowledge of the specifics or circumstances surrounding the transactions

Find us on 



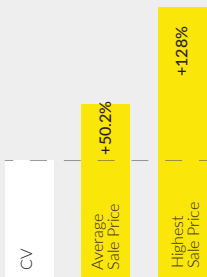
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Pt Chevalier
House Prices
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MARKET RESULTS

Pt Chevalier Wrap

Sale Price vs CV

The average sale price vs CV for this period was **50.2% above CV** over 31 sales. Homes have been sold as high as **128% above CV**.



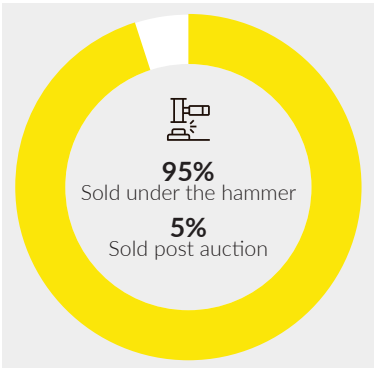
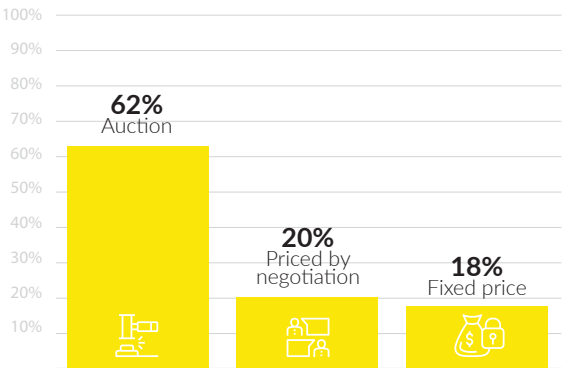
Sales Median & Average Price

During this period in Pt Chevalier, there were **31 sales** with a total value of **\$65,727,000**.

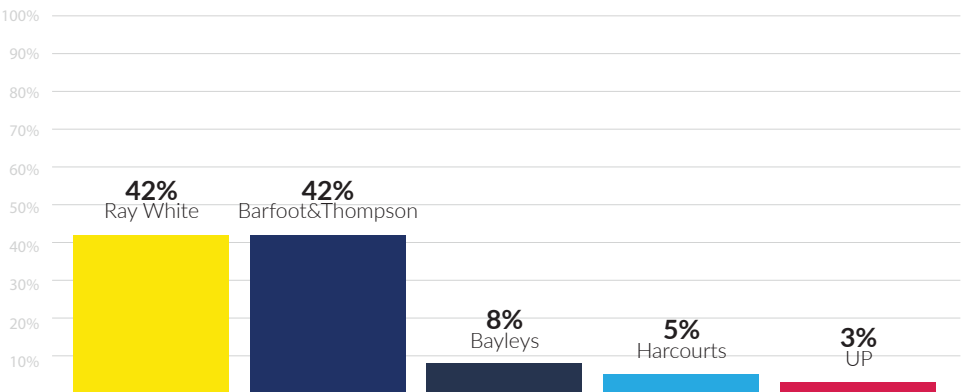
Median
\$2,025,000

Average
\$2,120,266

Methods of Sale



Central Auckland Market Share



Market share results obtained from various sources. City Realty LTD and Team TaylorMade cannot be held liable for these statistics as this information may change frequently.

Number of Sales

Homes Sold



164

12 months to period 2020



205

12 months to period 2021



25%

Number of sales increased

Median Sale Price



\$1,659,303

12 months to period 2020



\$1,978,473

12 months to period 2021



19.2%

Increase on median price

LOVE Local ♥



Ambler Cafe

181 Pt Chevalier Road, Pt Chevalier 1022

The aroma of French cuisine and freshly ground Supreme coffee regularly draws friends and families to this popular local.

They have a great brunch, lunch and dinner menu but you can also just pop in to enjoy some of the most delicious croissants, pain au chocolate and coffee in town. And all right on our doorstep.



Pt Chev Beach Cafe

506 Pt Chevalier Road, Pt Chevalier 1022

Established in 2017 the Pt Chev Beach Cafe has rapidly gained a reputation for excellent cuisine, great coffee and welcoming service. The stylish décor compliments the delicious menu and the indoor/outdoor areas make it a year-round favourite.

Located right beside the beach, the café is child and dog friendly, making it the perfect place for a family gathering, a date night with your dog...or just an ice cream.

FROM THE Auctioneer

As Winter 2021 draws to an end auction numbers have been steady, however we've experienced a considerable increase on the figures from the previous two years.

On the other hand, buyer activity remains strong with economic factors still favouring buyers to purchase. We're seeing an increase in average bidder numbers which is forcing prices up and, in many cases, setting record prices for streets and suburbs, and busy, active auctions.

As we move into Spring we have once again found ourselves in Level 4 lockdown, with Auckland looking to spend a little longer at this level than most parts of the country.

When the Level 4 alert was announced, we quickly put the systems and procedures we learnt during last year's lockdown into place and moved seamlessly onto a virtual and online auction platform, ensuring all our vendors were still well positioned to achieve the maximum price possible.

The shift to online and virtual auction did not dampen the massive demand from buyers across all properties with 81% of auctions throughout New Zealand selling under the hammer.

Since lockdown began, the Ray White City Realty Group has sold 86% of our auctions under the hammer, with some properties having up to fourteen registered buyers bidding online and sales well above reserve prices.

The lockdown has generated a lot of conversation around "What will happen when we get out of



lockdown?" and I've spent considerable time talking to prospective vendors and buyers on what we are likely to see over the coming months.

We are already seeing owners preparing to launch properties to the markets in Level 4, and this number will increase as the stock levels decrease. If previous lockdown trends are anything to go by, the next few months will see auction listing numbers increase significantly as well as the buyer activity, creating a similar frenzy to the one we've seen over the past 12 months.

Our auction process whether it is online, in-rooms or on site continues to provide absolute transparency for each party during the transaction.

Cameron Brain

*Auction Manager & Auctioneer
Ray White City Realty Group*

Auction double act

Despite their busy schedules, auctioneer Cameron Brain and Ray White business partner Kane Taylor, still find time to give back.

They recently joined forces to auction a diamond watch at a Pink Ribbon Brunch fundraiser for Breast Cancer Foundation New Zealand.





Daniel Horrobin



Kane Taylor



Louise De Martin



Yuhei Umezaki



Sam Miller



Sammie Johnson



Iona Rodrigues

HOW CAN

Team TaylorMade Help You?

As a family-owned and operated business, we're proud to be part of the Ray White network. Our close-knit team works together with the power of Ray White to maximise results. We are competition creators with a combined experience of 90+ years in the real estate industry. Our love for Pt Chevalier continues to grow; we simply love the cafes, the community and most of all, the people.

Marketing

Every one of our marketing packages is TaylorMade to meet your needs. Not every property is the same; we adjust our social network and targeted marketing audience for each individual home sale to maximise reach and results.

Presale Advice

Presentation is key. From our first visit, we'll show you how to get the maximum value for your property. From home staging to tradespeople to a garden facelift. Our team of experienced advisors are dedicated to achieving the ultimate result.

Auctions & Negotiations

Ray White has been in the auction business since 1902 so our award-winning auctioneers have been trained by the best. We pride ourselves on getting you the best results, backed up by over 100 years of expertise in the marketplace.

Team TaylorMade will stay in regular contact with weekly meetings and updates every step of the way during the lead up to your auction or negotiation. Our customer service is second to none, and our systems and processes are TaylorMade to your needs.

**Sell with Team TaylorMade,
our standard is excellence.**

**Request an appraisal today and you
will secure our TaylorMade base package
which includes:**

- Exclusive billboard in Pt Chevalier
- Professional day and dusk photography
- Video and drone shots of your property
- LIM Report and Certificate of Title
- Homes.co.nz & Neighbourly Listing
- Consultation with our Property Stylist
- Exclusive Facebook and Instagram marketing
- Professional Copywriter
- Professional Floor Plan
- TradeMe Premium Package
- Oneroo.co.nz Listing
- Property Signboard
- Property Flyers
- Award-winning Auctioneer
- International email database

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APPRAISAL



We are proud to offer a
10% discount
on our service fee to
SuperGold Card Holders.



A LITTLE About Kane

Passion + Perseverance = Excellence

The demand for excellence from both himself and his team has propelled Kane Taylor to the top 3% of Ray White internationally.

A proud business partner of the Ray White group, selling homes and heading the top-performing Team TaylorMade keeps Kane at the top of his game.

A specialist in the City fringe and surrounding Auckland suburbs, Kane is an approachable and skilled negotiator, known to go the extra mile for his clients.

Kane lives locally and is busy renovating a villa with his partner Rochelle where they see themselves raising a family and enjoying what Pt Chevalier has on offer.

Kane has an excellent scope of the market, in an industry where long hours and a commitment to people's needs is the benchmark, Kane's genuine approach and passion for hard work is unsurpassed.



Contact us today

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www.kanetaylor.co.nz



MARKET
SNAPSHOTS



REQUEST
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