

The Waterview Local

RayWhite

WATERVIEW - 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

Waterview Sales

STREET ADDRESS	SUBURB	CAPITAL VALUE	LAST SALE PRICE	LAST SALE DATE
8 Waterbank Crescent	Waterview	\$815,000	\$815,000	Jun-21
55 Daventry Street	Waterview	\$910,000	\$910,000	Jun-21
3/1553 Great North Road	Waterview	\$945,000	\$1,260,000	Jun-21
18A Alford Street	Waterview	\$1,125,000	\$1,760,000	Jun-21
1B210 Oakley Avenue	Waterview	\$540,000	\$670,000	Jul-21
3/1582 Great North Road	Waterview	\$700,000	\$998,500	Jul-21
2/48 Daventry Street	Waterview	\$815,000	\$1,030,000	Jul-21
1521A Great North Road	Waterview	\$785,000	\$1,325,000	Jul-21
40A Alford Street	Waterview	\$970,000	\$1,513,000	Aug-21
37 Seaside Avenue	Waterview	\$895,000	\$1,740,000	Aug-21

AVERAGE \$1,202,150
MEDIAN \$1,145,000

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

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Waterview
House Prices
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Sale Price vs CV

The average sale price vs CV for this period was **33.3% above CV** over 31 sales. Homes have been sold **as high as 122% above CV**.

CV	Average Sale Price	Highest Sale Price
	+33.3%	+122%

Sales Median & Average Price

During this period in Waterview, there were **10 sales** with a total value of **\$12,021,500**.

Median
\$1,145,000

Average
\$1,202,150

MARKET RESULTS

Waterview Wrap

Homes Sold



141

12 months to period 2020



104

12 months to period 2021



-26%

Number of sales increased

Average Sale Price



\$803,707

12 months to period 2020



\$1,208,645

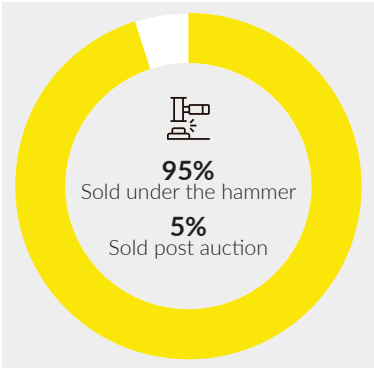
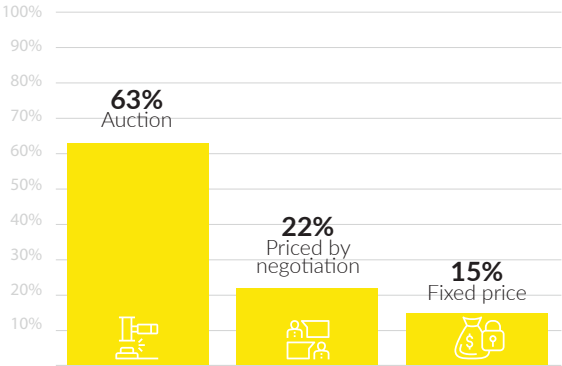
12 months to period 2021



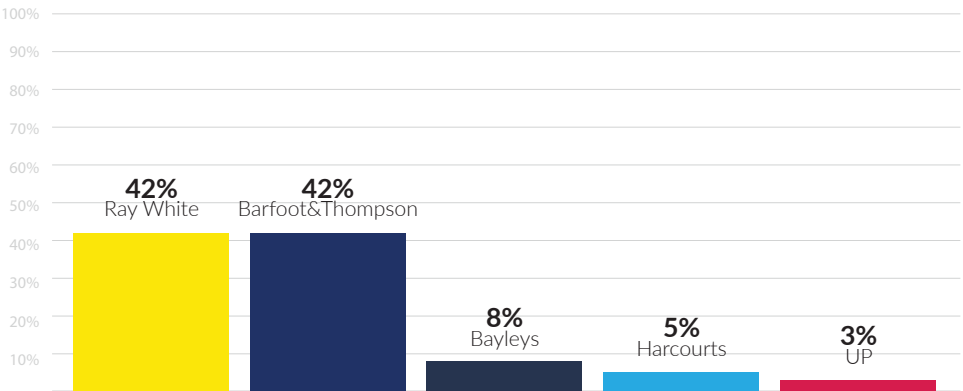
50.3%

Increase on median price

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.

LOVE
Local ♥



Waterview Coffee Project

29 Daventry Street, Waterview, Auckland 1026

Founded in late 2012, The Waterview Coffee Project (TWCP) brings more than just good coffee to the area – it's also an opportunity to ignite new enterprises and give the community a chance to connect, interact with each other and support local initiatives.

After some integral support in getting the café up and running, we have teamed up with the Well-Connected Alliance this summer to bring more events and ideas to life with the goal to make Waterview an even healthier, more thriving community.

TWCP is here to stay and will grow with the changing face of Waterview and embody its adaptability, diversity and love of a good cup of coffee.

LOCAL
Reno



 [the_waterview_reno](#)



Browne St Cafe


50 Rosebank Road, Avondale, Auckland 1026

Feeling an arvo beverage or dreamy coffee fix? Browne St is your fully licensed, all day eatery that is open 7 days a week.

Browne St has become a local favourite with it's warm and friendly wait staff, all day seasonally changing menus and a range of cold, locally brewed beers, itching to be poured from the tap.

Browne St is a perfect spot to indulge and relax while enjoying the sunny north-facing position, not to mention Browne St's modern décor which is easy on the eye along with their local beats in the background. In addition to that, Browne St has a stunning private function room which comes with a fully stocked bar and allows for up to 150 people, perfect for any upcoming parties, wedding receptions or corporate conferences.

Browne St, your local.

 [brownastreetnz](#)



 [diary_of_our_renos](#)

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 Waterview 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:**

- 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

REQUEST
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 in Fir Street which they can't wait to finish. Follow their progress @the_waterview_reno

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

Kane Taylor
021 345 700

www.kanetaylor.co.nz



MARKET
SNAPSHOTS



REQUEST
APPRAISAL



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