

The Westmere Local

RayWhite

WESTMERE - IN THIS ISSUE

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TaylorMade
SUMMER 2021/22

KANE'S View



It's no secret the last two years have seen a meteoric upswing in New Zealand's housing market and we're now looking forward to some stability. Buyers have really been taking the brunt of it as many struggle to secure property in a fast-moving market, and many more facing the hurdle of the new government home lending rules.

Being at the coalface, Team TaylorMade can see change relatively quickly. In December 2021 we saw stock levels skyrocket which meant vendors needed to consider market prices and not ideal prices to sell their homes. In general, we're finding open homes have been slower, but buyers are committed and very eager to buy.

What we may see is the properties that are well prepared, fully consented and well-presented will do well, while others that need work or have consenting issues, especially with CCCFA changes, may just take a little longer to sell. At the end of the day, we are gradually moving to a more stabilised market for all.

It was a BIG 2021 for everyone, let's make 2022 one to remember, in a good way.

Kane Taylor
Team TaylorMade

FROM THE Auctioneer

The City Realty Groups (CRG) auction business finished 2021 in a strong position with a total of 709 auctions being conducted with a clearance rate of 85.4%. This resulted in just over \$450,000,000 worth of real estate being sold by auction in 2021, a pretty good outcome considering the chaotic year we all saw.

As we begin trading in 2022, there have been signs of positive activity in our auction business, but not quite to the level we experienced in the latter part of 2021. Auctions have traditionally been quieter in January and together with the entire nation being placed into a red light setting, this has not helped with the momentum we initially expected.

However, as we move into the last of the summer months and long weekends, we are seeing an



increase in the number of new listings being launched to the market, and as many owners decide to capitalise on the current market, we're confident it's going to make for a very busy first quarter.

Cameron Brain
Auction Manager & Auctioneer, Ray White City Realty Group


SEP - NOV 2021

Westmere Sales

STREET ADDRESS	SUBURB	CAPITAL VALUE	LAST SALE PRICE	LAST SALE DATE
28 Westmere Crescent	Westmere	\$1,500,000	\$1,925,000	9-Sep-21
19B Garnet Road	Westmere	\$750,000	\$920,000	10-Sep-21
10 Peel Street	Westmere	\$1,750,000	\$2,900,000	30-Sep-21
1/5 Edgars Road	Westmere	\$490,000	\$568,000	5-Oct-21
31 Faulder Avenue	Westmere	\$2,950,000	\$3,150,000	19-Oct-21
165 Garnet Road	Westmere	\$1,550,000	\$2,922,000	20-Oct-21
19B Larchwood Avenue	Westmere	\$1,575,000	\$2,055,000	25-Oct-21
17/50 Livingstone Street	Westmere	\$1,140,000	\$1,480,000	30-Oct-21
42 West View Road	Westmere	\$1,450,000	\$2,955,000	11-Nov-21
7 Westmere Crescent	Westmere	\$3,150,000	\$6,012,000	11-Nov-21
46 Sunny Brae Crescent	Westmere	\$1,775,000	\$2,699,000	16-Nov-21
6/186 Garnet Road	Westmere	\$670,000	\$1,140,000	17-Nov-21
26 Winsomere Crescent	Westmere	\$4,350,000	\$7,620,000	17-Nov-21
4 Chester Avenue	Westmere	\$1,625,000	\$2,635,000	19-Nov-21
49 Garnet Road	Westmere	\$1,550,000	\$3,750,000	22-Nov-21
8 Peel Street	Westmere	\$1,775,000	\$2,415,000	26-Nov-21
20 Tirotai Crescent	Westmere	\$1,825,000	\$3,000,000	26-Nov-21

AVERAGE **\$2,832,118**
MEDIAN **\$2,699,000**

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

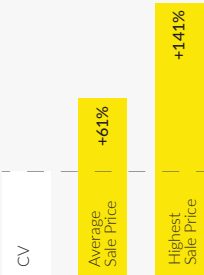
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Sale Price vs CV

The average sale price vs CV for this period was **61% above CV** over 88 sales. Homes have been sold **as high as 141% above CV**.



Sales Median & Average Price

During this period in Westmere, there were **17 sales** with a total value of **\$48,146,000**.

Median
\$2,699,000

Average
\$2,832,118

MARKET RESULTS

Westmere Wrap

Homes Sold



88

12 months to period 2020



104

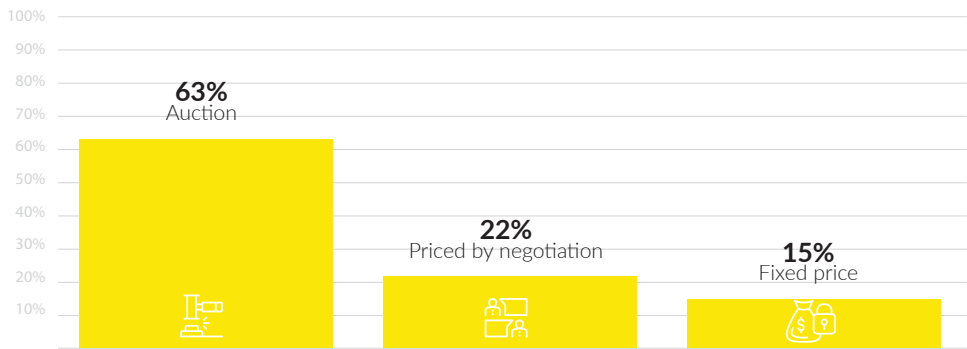
12 months to period 2021



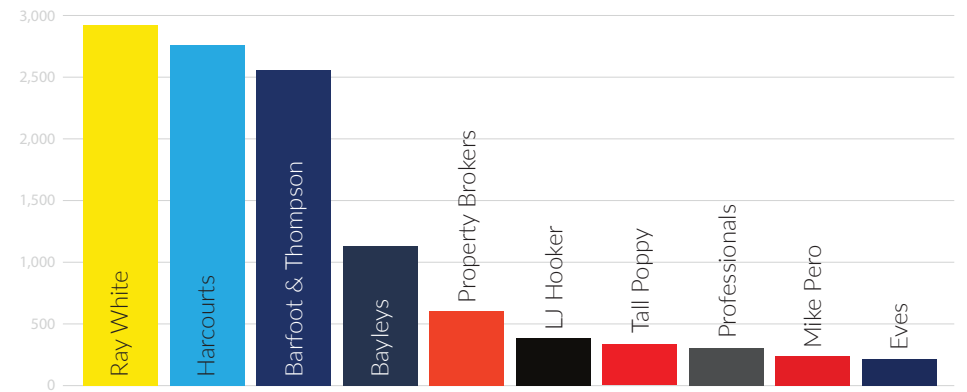
+18%

Number of sales increased

Methods of Sale



Listings by Brand - Nov 2021 - NZ



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 ♥



Westmere Butchery

131 West End Road Westmere 1022

One of the best-known butchers in Auckland, Westmere Butchery is famous for its award-winning sausages and hams and offers international specialties such as haggis, real South African droëwors and biltong. Visit their friendly butchers in-store and pick up top-quality cuts of meat and free-range chicken and pork, all at competitive prices.



Catroux Cafe

129 West End Road Westmere 1022

Catroux is a lovely local neighbourhood café where all the food is made onsite - honest, delicious and fresh. The simple white room features a cabinet heaving with delicious, nutritious fresh salads, tasty sandwiches, sweet treats and Auckland's best scones. They also have a seasonal brunch menu, proudly serve Allpress coffee, and a range of super-amazing smoothies and fresh juices.

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



Seabreeze Cafe

184 Garnet Road, Westmere, Auckland 1022

An inviting eatery in which to while away the weekends or a sunny afternoon.

Aside from the cabinet food, Supreme Coffee and smoothies, from the kitchen come an abundance of dishes that are equal parts heartening and inspiring. They are also licenced, and with plenty of outdoor seating for a lazy glass of rosé come lunchtime.

 [seabreeze.cafe](https://www.instagram.com/seabreeze.cafe)

LOCAL Builder



Call Joe
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 [jra.construction](https://www.instagram.com/jra.construction)

Summer 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)



Daniel Horrobin



Kane Taylor



Sam Miller



Yuhei Umezaki



Louise De Martin



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

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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 together with his partner Rochelle, is busy renovating a bungalow that 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

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www.kanetaylor.co.nz



MARKET
SNAPSHOTS



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