

Newsletter

Harcourts Team Group



JUNE 2018

Harcourts

The importance of selling with a Real Estate Consultant

Selling a property is one of the most significant financial decisions you will ever make, and so there's no time to leave anything to chance. In order that you get the best possible price, whether it's your home, a rental property or even a business or commercial property, there are a few things you can do to ensure the best financial outcome.

The way to do this is to understand the property market and current trends in your area, who your potential buyers are likely to be and how best to market to them.

The simplest, most effective way to tap into this information is by selecting a quality real estate consultant who will work hard on your behalf to get the best possible result. Now we know that the industry is changing and there is a lot of competition, even some online companies who are offering their untested service, but ensure you shop around. Talk to friends, ask for recommendations, ask several sales consultants to appraise your property. It might seem like a hassle when you just want to get on with selling, but it is a crucial part of getting the best sales result.

And when you're talking to sales consultants be sure to ask about more than money. Your sales consultants' fees are obviously an important part of any sale, but consider that, as with any specialised service, getting the cheapest doesn't always mean the same thing as getting the best value.

Make sure you know exactly what your sales consultant will be doing for you and make sure they are clear on your expectations as the vendor. If you think their rate is too high, say so. They may well be open to negotiation.

Do they have a well-thought-out marketing plan that's specific to your property? Selling a property is more than banging up a sign out the front and running a print ad for an open home. Digital is now hugely important – ask specifics about their marketing reach and how this will be monitored and refined along the way. Ensure they are a good communicator and will keep you updated at every stage of the sales and marketing process.

Do they know your local area and what properties are selling for? Do they have a good idea of who the market is for your property? Are you comfortable with their plan? Are they listening to your feedback? Are they part of a strong real estate network that will help them connect your home with potential buyers? Do they and the company they work for have a strong track record of success? All these things will add up to a better sales result for you.

Harcourts scoop Most Trusted award for a sixth year in a row.

Reader's Digest has announced its Most Trusted brands for 2018, and Harcourts, New Zealand's largest real estate brand has come out on top. Meaning that for the sixth consecutive year, New Zealanders have voted Harcourts their Most Trusted real estate brand and making Harcourts the only real estate brand to have held this honour for this continuation.

Harcourts CEO Chris Kennedy says the support and faith New Zealanders continue to put into the company is humbling.

“To be named the Most Trusted real estate brand for six years in a row is an incredible achievement. We are not only proud of our teams across the entire country, but we want to thank those New Zealanders who have worked with us and voted us number one.”

“We take the trust New Zealanders place in us very seriously. After all, making the decision to buy or sell a property is often one of the biggest, most important financial decisions all of us will make. You want to know that the sales consultants you are working with have knowledge, experience, honesty and integrity.”

The challenge for the company is to keep finding new ways to deliver exceptional customer service. “That is absolutely always at the core of everything we do. We are constantly looking at ways to improve our clients' experience with us,” he says.

“To ensure Harcourts is living up to this goal of offering clients a premium service, the company will, in 2018, launch a client experience project. This will allow every customer the opportunity to rate their experience with our company and our people, in a transparent way that can be measured. It's an exciting innovation which will allow Harcourts to continue to grow our people and constantly evolve our service to clients.”

“You hear it said a lot, that no relationship can work without trust. Trust is something you can't put a price on. That is why this title of Most Trusted is so important to us.”

Harcourts will receive this prestigious award on 30 May alongside other elite Kiwi brands such as Whittakers.

Thank you, New Zealand.



Trust. One thing you can't put a price on.

New Zealand's most trusted real estate brand, six years running.



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Award winners, voted by New Zealand

Readers Digest Most Trusted real estate brand 2013 - 2018 Readers Digest Quality Service Award 2018

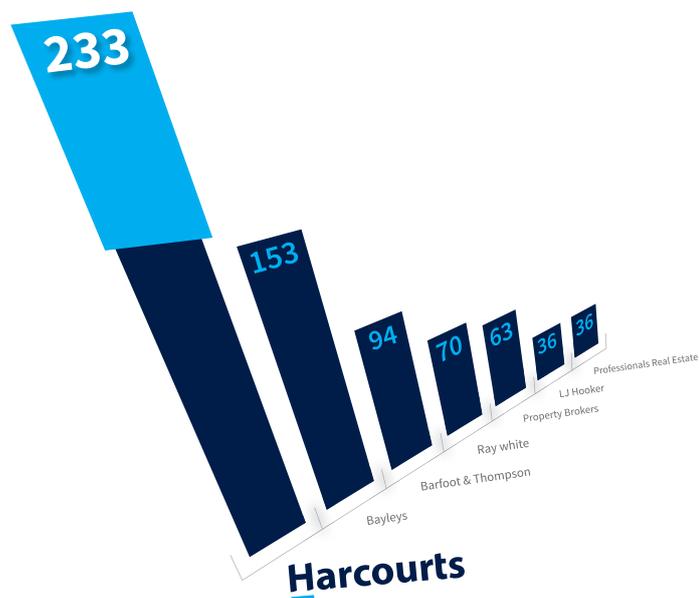
New Zealanders have voted Harcourts not only their Most Trusted real estate brand but also now hold the Quality Service Award for 2018. These are badges of honour we wear with pride. It drives us to provide our clients with better and better service.



harcourts.co.nz

Provides Maximum Online Exposure

Harcourts is consistently ranked No.1 online by Nielsen Online Ratings. www.harcourts.co.nz continues to get fantastic results via Nielsen Online Ratings for top real estate brands online within New Zealand. With more unique visits than any other real estate group proving we have the highest percentage of people shopping for real estate online! Where else would you want to advertise your property?



Source: Nielsen Online Ratings Average Unique Audience Jan - Mar 2018.

Top 6 real estate agent brands online within New Zealand displayed. Figures displayed are the average unique audience (units of 1,000) over a 3 month period.

Interest Rates

Lender	Flt.	1yr	2yr	3yr	5yr
Kiwibank	5.80	4.79	4.99	5.35	5.39
Kiwibank Special	-	4.29	4.49	4.85	-
ASB Bank	5.80	4.79	4.95	5.19	5.99
BNZ - Std, FlyBuys	5.90	4.99	5.29	5.59	6.09
BNZ - Spec Classic	-	4.39	4.55	4.99	-
ANZ	5.79	4.85	5.05	5.49	6.09

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Blueprint

THE REGION'S LARGEST REAL ESTATE MAGAZINE

To achieve the best price on your home you need to reach the best buyers. Harcourts print over **180,000** copies of BluePrint a month. This exclusive Harcourts publication is distributed on a weekly basis throughout the Wellington Region.

This massive customer reach gives Harcourts clients huge confidence when looking to maximise the sale price of their home. Just one of the many advantages of selling with Harcourts.

If you would like to subscribe to our mailing list to receive the latest BluePrint in your inbox each week, call us today on 0800 427 000.





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TRUST ISN'T SEEN, IT'S EXPERIENCED

For the sixth year in a row, Harcourts has been voted New Zealand's most trusted real estate brand. This is the sixth time the Reader's Digest has asked the public to vote on the real estate category, and every time, Harcourts has come out on top.

At Harcourts we aim to create clients for life and pride ourselves on exceptional service. We are humbled that New Zealand has voted us the Most Trusted Real Estate Brand six years running.



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