

Harcourts
Whangarei

PROPERTY SALE PROPOSAL

COMPARATIVE MARKET ANALYSIS

PREPARED FOR HELEN AND JOHN
MAY 2024

26

WAIPUI PLACE,
RUATANGATA WEST,
WHANGAREI

PRESENTED BY: PAUL SUMICH



What is a CMA?

A Comparative Market Analysis (or CMA) is a legal requirement and report that I use to help determine the accurate and likely sales range of your home.

I use similar properties in your area that have been recently listed and recently sold. All of these give us insight into what your home could sell for in today's market.

This CMA will look at what makes your property unique or things that are either better in your home or make your home less desirable when compared to other properties that have sold. These things will affect the value of your home.

It is important to remember that a price range too high could mean your property sits on the market for months, and actually helps sell other homes around yours...

Anyone can promise you a price, but it is the process employed that will lead to a successful sale.

Having a home that is priced right will ideally attract a variety of buyers, which is why a CMA is so important as a starting point.

WELCOME

Welcome to your Comparative Market Analysis. Before you can put a price tag on your home we have to consider a few things, including other homes like yours that are currently on the market, and homes that have sold in and around your area.

These numbers will shed light on what the market value of your home truly is because it illustrates what buyers are likely prepared to pay for your home.


Together, we'll look at things like similarities and any differences between your home and the ones in this report to arrive at a fair market price guide, along with an emotional buyer price guide.

Then we will factor in market conditions to place your home in the correct price range to get the most amount of buyer interest on your home, all aimed to deliver you the best result in the least amount of time.

If this all seems like a daunting task, don't worry I've got you covered!

I appreciate the trust placed in me to represent what is likely your most valuable asset, and are here to answer any of your questions so that when your home is on the market you know that you are working with the right person.

*There's no
place like
your place.*



ONE OF THE KEY ISSUES WHEN SELLING REAL ESTATE WHICH IS OFTEN OVERLOOKED BY SELLERS IS THAT PROPERTY HAS NO RECOMMENDED RETAIL PRICE.

UNDERSTANDING THE WAY PROPERTY IS VALUED IS THE KEY TO MAXIMISING THE FINAL OUTCOME.

EVERY PROPERTY TRULY IS UNIQUE, AND I WILL HELP BUYERS SEE THE MAXIMUM VALUE FOR THEM IN YOURS.

26 WAIPUI PLACE

YOUR PROPERTY



THREE



TWO



TWO

LEGAL DESCRIPTION:
LOT 3 DP 422460

RATES:
\$2,062.85

ERA BUILT:
2010'S

LAND TYPE:
FREEHOLD

HOUSE STYLE:
LIFESTYLE RURAL

IMPROVEMENTS:
\$690,000

HOUSE SIZE:
199 SQM

LAND VALUE:
\$355,000

LAND SIZE:
1.208HA

CV:
\$1,045,000

SPECIAL FEATURES:

- LARGE FAMILY HOME
- LAND IS STILL A MANGABLE SIZE
- POPULAR RURAL LIFESTYLE LOCATION
- PROPERTY HAS SPACE FOR SHEDS, BOAT, CAMPER ETC...

RECENTLY LISTED

Properties you will be competing against.
Buyers will likely be comparing your land to these.

Together, we will be better presented, have a better plan,
and out-market this competition





ADDRESS	1272 Pipiwai Road	52 McKinley Road	1220 Pipiwai Road	64 Miro Road
DATE LISTED	27 Oct '23	27 Oct '23	15 Nov '23	11 Apr '24
ERA BUILT	1930's	1980's	2000's	2010's
HOUSE SIZE	176sqm	205sqm	125 sqm	137sqm
LAND SIZE	4.04Ha	5.48Ha	4,046sqm	1.31Ha
LAND TYPE	Freehold	Freehold	Freehold	Freehold
IMPROVEMENTS	\$540,000	\$755,000	\$370,000	\$455,000
LAND VALUE	\$510,000	\$470,000	\$450,000	\$355,000
CV	\$1,050,000	\$1,225,000	\$820,000	\$810,000
BED	3	4	3	3
BATH	1	2	2	1
CAR	1	4	2	2
SALE METHOD	ASKING PRICE \$998,000	BY NEGOTIATION	OFFERS OVER \$855,000	BY NEGOTIATION

AVERAGE CV \$976,250

A photograph of an outdoor dining area. In the foreground, there is a wooden dining table and several chairs with dark grey upholstered seats and backs. The background features a wall made of large, light-colored stone blocks. To the right, a black-framed glass door is partially visible. The scene is brightly lit, suggesting daytime.

RECENTLY SOLD

Land that has recently sold will shed light on what buyers are actually willing to pay for lots that are similar to your own.



ADDRESS	42 Roydon Drive	21B Pearson Road	183A Gumtown Road	360 Kara Road
DATE LISTED	25 Jan '24	20 Dec '23	18 Jan '24	24 Oct '23
ERA BUILT	2000's	2010's	2010's	1990's
HOUSE SIZE	183sqm	180sqm	241sqm	203sqm
LAND SIZE	1.72Ha	4.44Ha	1.27Ha	1.44Ha
LAND TYPE	Freehold	Freehold	Freehold	Freehold
IMPROVEMENTS	\$675,000	\$680,000	\$635,000	\$525,000
LAND VALUE	\$375,000	\$420,000	\$355,000	\$395,000
CV	\$1,050,000	\$1,100,000	\$990,000	\$920,000
BED	3	4	5	4
BATH	3	2	2	3
CAR	4	4	4	4
DAYS ON MARKET	83 DAYS	117 DAYS	22 DAYS	161 DAYS
SALE DATE	17 Apr '24	15 Apr '24	9 Feb '24	2 Apr '24
SOLD PRICE	\$1,090,000	\$1,190,000	\$1,124,000	\$900,000

AVERAGE SALE PRICE: \$1,076,000

AVERAGE DAYS ON MARKET: 95

THE DETAILS



SOLD ADDRESSES

1. 25 Springs Road
2. 82 Springs Road
3. 77 Te Kowhai Road
4. 122 Norris Road

AVERAGE CV: \$1,015,000

AVERAGE SOLD PRICE: \$1,076,000

SALE PRICE OVER CV: 6%

YOUR IDEAL SELLING PRICE \$

THE AREA

The area surrounding Ruatangata is known for its lush farmland, picturesque landscapes, and a strong sense of community. Surrounded by rolling hills and orchards, it's a haven for agriculture, particularly known for avocado and citrus groves. Living in the area provides a charming rural setting with convenient access to urban amenities with Whangarei city less than 15km away.



12

PROPERTIES
SOLD PAST 12
MONTHS

49

MEDIAN DAYS
ON THE
MARKET

10%

DECREASE IN MEDIAN
SALE PRICE PAST 12
MONTHS



SCHOOLS

PRIMARY SCHOOL AT
MATARAU, MAUNGATAPERE,
AND RANGE OF ALL LEVELS OF
SCHOOLS WITHIN 30MINS



AREA HIGHLIGHTS

FERTILE FARMLAND
MAUNGATAPERE VILLAGE
MANGAKAHIA SPORTS COMPLEX
POROTI TAVERN



All data from REINZ stats, for a 12 month period to the current month.

THE PRICE GUIDE

Based on the comparables and your section's unique features I recommend you list your property with an online price guide range of \$1,000,000 - \$1,100,000 initially.

With this price range my aim is to make your property more attractive to buyers than the current competition of other properties for sale.

Then, we encourage active bidding at Auction, or I negotiate to a result that you would sell at.

FAIR MARKET PRICE GUIDE \$1,025,000 - \$1,100,000

EMOTIONAL BUYER PRICE GUIDE \$1,100,000+

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

Supply and demand are about the same. Sellers usually accept reasonable offers, and homes generally sit on the market for an average time.

METHOD OF SALE

Let's take a closer look at our three phase sales strategy that I propose to use for selling your property.

All designed to maximise your opportunity to achieve a sale.

PHASE 1 - Pre-live

During the week of final preparation and just before your lot goes live on the market, I will look to bring through buyers (day of the photoshoot is perfect!) that I have identified through past sales or in our database that would be interested in your property. This does two important things - gives us price feedback from active buyers that we don't currently have, and, could generate an early offer for you as they have recently missed out on buying.

PHASE 2 - By Negotiation

Your property is likely going to appeal to a wide range of mostly conditional buyers. Because of this, we want to attract all buyers and enable them to offer on your property at any stage. By marketing without a price listed in this phase of the campaign, we allow buyers to be attracted to the property, and not the price. This also enables us to protect the value of your property, as buyers submit offers at where they see value for money, and you either agree with them or not.

PHASE 3 - Price It - Post 30 Days

If we don't achieve a sale within the first 30 days, then this doesn't mean it is the end. We simply work through the process and move into this third phase. I recommend pricing the property in this phase of the campaign, as we would've had 30 days of buyer feedback along with open homes and private viewings, to show us where buyers see the market value of your property.

KIND WORDS

"...Paul is an exceptionally generous man who genuinely cares about the outcome for others which can be a rare characteristic in the real estate industry. We highly recommend Paul"

- Win & Wendy, sellers

"...Paul formulated and executed a well organised plan, within a tight timeframe. This enabled the quick sale of our property, at a price that we had hoped to achieve. It meant that we were able to bid at auction, on our proposed 'next' home. Paul (and his colleagues) also supported us at auction, which was very much appreciated. Paul's digital marketing of our property, and hard work with potential buyers was excellent."

- Amy G, seller

"Paul is the best Real Estate Agent I have ever dealt with. When selling my house he went above and beyond the call of duty. He helped me deal with problems I had regarding my house in a calm and efficient manner. I felt that he was totally on my side and was always available when I needed him. I recommend Paul to anyone considering buying or selling a property. He is the best!"

- Julie G, seller

"...One of the reasons Paul stood out as an agent was his digital marketing skills and this was something that was very important to us - we could comfortably say that no other agent in Whangarei could offer this kind of marketing."

- Matt & Renee, sellers

SELLING PLAN

Now that we've talked about your likely selling range for your property, it's time to put together a plan of action to prep, market and sell it.

Here is what my selling system looks like.

Combined with my secret sauce marketing, it will set you up for a successful sale.



ONE

THE PREP

The first thing we'll need to do is take care of repairs, do some cleaning and declutter as much as we can. Staging is also a good idea.



TWO

DESIGN

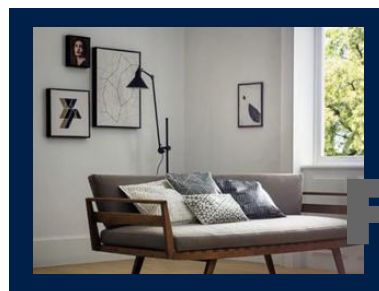
Once your home is prepped it's time to bring in the photographer, and have the marketing materials made.



THREE

ADVERTISE

I'll advertise your home on my social networks, as well as countless websites and the top real estate portals.



FOUR

SELL

Open houses, showings and negotiating the best offer for you is the final step before we can all celebrate your sale!

PERSONAL GUARANTEE

Anyone can promise you the best service. I guarantee it.

With a proven track record of success, the right skill set, and years of sales experience, I have all of the tools to successfully sell your home.

If you're serious about selling your home, then I'm serious about getting the job done for you!

My personal guarantee - If you are unhappy with my service at any time, just send me written notice and I will unconditionally release you from your listing contract.

Now more than ever, who you work with really matters.

Allow me to work with you, and together, we can get started on your successful campaign.

PROFESSIONAL FEES

Fee for service.

I seek appointment on a Sole Agency basis to market your property for sale and propose the commission fee based on the following scale of charges.

4% on the sale price up to \$350,000 and then 2.5% on the balance, along with an admin fee of \$500.

The fee shall be payable on the completion of an unconditional sale. All charges are exclusive of GST.

Paul Sumich



PAUL SUMICH

Coffee, Property, and Paul.

His hard work, charisma, and true passion for the business has helped Paul's reputation as a qualified real estate professional quickly rise.

"Just as the Real Estate industry evolves to become more innovative and efficient, so do I."

He is unapologetically competitive, with a tenacious spirit born from years of endurance sport and small business ownership, he is definitely someone that you want in your corner. He will play hard for you, but always fair. To the moon - and back. Done.

Client focused in his approach, Paul revels in the one-on-one. It's about providing a valuable service while putting it all together. Dedicated, disciplined, and easy going, Paul's skillset ranges wide; from selling some of the best character homes in Whangarei, to unique coastal and lifestyle properties. The level of trust is extremely high, with some of the biggest deals having been done away from the standard very public campaigns. Paul is anything but standard...

He's fast paced, optimistic and confident – everywhere but in a kayak.

Paul recognises the importance of hard work and tailored property campaigns – which makes him a perfect fit for people that want to maximise the sales result of their home.

"I think it's rare when someone finds something that fits their personality so well. I feel like I've had a life full of opportunities all leading me to real estate."



Harcourts Whangarei

Harcourts Whangarei is your local real estate hub, and forms part of Northland's esteemed Harcourts Optimize Group which includes Harcourts Bream Bay, Harcourts NAI and Harcourts Just Rentals Property Management. With offices in Whangarei Central and in Bream Bay, our team of professional real estate consultants excel in all types of property services including residential, lifestyle and commercial, property management and sales.

So, why choose Paul Sumich & Harcourts?

Ultimately, it's all about trust – it's a small word with big meaning.

A vital element to any relationship, it is especially important when choosing a real estate agency to help you navigate life's big moves.

For the 11th consecutive year, New Zealand has voted Harcourts their Most Trusted Real Estate Brand (Readers Digest Most Trusted Brands Awards*), making Harcourts the only real estate brand to receive this honour since the award's inception in 2013.

For the dedicated team at Harcourts Whangarei, this endorsement recognises and celebrates the values embedded in our culture. These values include Being Courageous, Doing the Right Thing, Fun & Laughter, and above all, People First.

After 133 years in the industry, we at Harcourts know better than most, real estate is tough – but people are tougher. Our amazing people work hard to create positive client experiences that make every minute of your real estate journey worth it. Buying and selling, renting and leasing, are all massive decisions with major consequences – but there's no need to go it alone. Harcourts are committed to being there for you all the way, to earning and rewarding your trust, and to continuing to show you why we are New Zealand's Most Trusted Real Estate Brand.

THE TEAM BEHIND PAUL

6 THINGS...

Timeline:

Method of sale:

Price Guide:

Improvements/Projects:

Marketing Plan:

Fee for service:

NOTES

GETTING IT DONE

NEXT STEPS

If you'd like to move ahead with me, then here's what happens next for you to get to sold. I truly specialise in covering it all and keeping you updated as we go through the entire process together.

Allow anywhere from 7 days to 90+ days for the campaign.

PRIOR TO LAUNCH

- Sign the listing form & AML documentation.
- Prepare the legals - order LIM, draft up sales and purchase agreement.
- Market ready - with any repair or maintenance jobs completed.
- Staging (If Needed)
- Photography, Video & Copy writing completed.
- Pre-live VIP buyer showings of your property.
- Contact other local agents to have your property on their radar.

ON THE MARKET

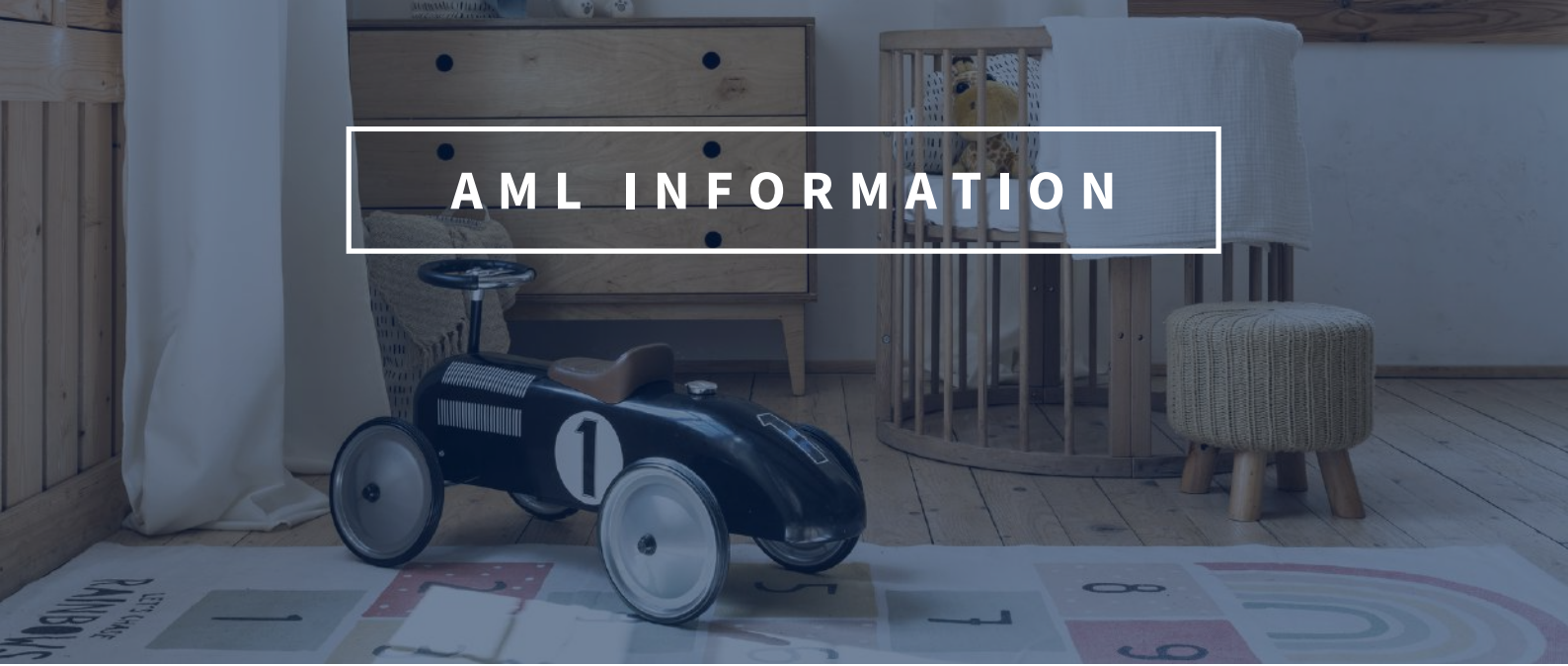
- Launch campaign - across digital, print, local, and our database.
- Open Homes & Private viewings conducted.
- Active phone work with potential buyers.
- If Auction (3-3.5 weeks from start) or present offers at any stage.
- Negotiate until acceptance of an offer.

OFFER UNDERWAY

- Under Contract with buyer.
- Satisfaction of any conditions buyer may have.

SOLD!

- Sold & deposit is paid from buyer.
- Final inspection of the property with buyer.
- Settlement Day.



AML INFORMATION

KEEPING NEW ZEALAND AN UNSPOILT PARADISE FOR US

Not for money launderers.

Money laundering is widespread in New Zealand, with an estimated \$1.36 billion being laundered each year. Legislation was put in place in 2009 to try to identify, and prevent this.

From 1 January 2019, real estate businesses have been subject to New Zealand's anti-money laundering regime contained in the Anti-Money Laundering and Countering Financing of Terrorism Act 2009 (the Act).

Under the act we need to obtain and verify information from new and existing clients and the people connected with them for the purposes of engaging with us. We may also need to collect this information about other people we occasionally do business with. We have not needed to collect much of this information previously.

When you engage with us we will ask you for:

- your full name; and
- your date of birth; and
- your address.

To confirm these details, documents such as your passport or driver licence, and documents that show your address (like a current bank statement or utility bill) will be needed. If you are seeing us about company or trust business, we will need information about the company or trust (including the people associated with it such as directors and shareholders, trustees and beneficiaries). We may also need to ask you further information.

Please check with us for more details if needed.

**Paul
Sumich**

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thank you

Harcourts
Whangarei

OPTIMIZE REALTY LIMITED, REAA 2008