
Greetings from Warwick Hobbs



*Residential Sales Consultant with Lincoln Darling Realty Limited, Dunedin
Newsletter – May 2023*

1. Trade Me Property Roadshow 2023.

Recently our team attended a very informative Trade Me seminar. I would like to share some of the wealth of Real Estate information that was covered.

- * 88% of buyers access Trade Me
- * 25% of them are upsizing,
- * 22% are moving elsewhere in NZ
- * 31% are concerned at rising prices in NZ
- * 20% are concerned with rising inflation in NZ.
- * 13% noted a lack of suitable properties on the market.

What features buyers would compromise in.

- * 28% on location
- * 28% on number of bedrooms
- * 23% on the size of the land involved
- * 13% on type of property.

*There is more traffic coming in from overseas now.

* 99% do online searching and spend an average of 8 hours browsing.

Key words/phrases that buyers use in their search.

1. Garage
2. Dunedin
3. Property for sale
4. Mosgiel
5. Property
6. Section
7. House for sale
8. Lifestyle property
9. View
10. Beach

NOTE: If you have your property on the market, make sure your agent puts as many of these keywords/phrases in the text that are appropriate.

NEWS: Trade Me has purchased Homes.co.nz, so when you arrange to list with Trade Me, your property is automatically listed on this popular website.

*** The average spend by vendors on marketing is \$3,000.**

2. Trade Me – Darling Realty Gold TradeMe Package

When You List Your Property with Warwick at Darling Realty: You will qualify for the valuable **Trade Me Gold Marketing Package** which includes the following benefits:
A 3-week premium listing (large advertisement at the top of the page), then it goes to a 1-week super feature listing, then to a Feature Listing* The advertisement also gets boosted 3 times (ie bumped back up to the top of the feature listings). In short, your listing will stay close to the front pages of Trade Me Property.

A Feature Listing* will ensure your listing **stands out**. It will attract 39% more enquiries than a Base Listing, attract interest with 43% more listing page views than a Base Listing. A Feature Listing has a distinctive background and border, appears ahead of all Base Listings in search results, it is ordered by date featured, not by listed date, and lasts the lifetime of your marketing campaign.

A Trade Me Gold Marketing Package will help reduce the time your property is on the market.

3. FOR SALE. A neat, renovated Ownership Unit. Vacant Possession.

I am presently marketing a sunny, tidy two bedroom Ownership Unit in Oxford Street Dunedin.

It has now been open to all offers. Every offer will be considered.

This unit has a private and sunny courtyard. It is built of brick and tile construction, of 70 sq metres in internal area with an adjacent carport. It is available for viewing also by appointment. Please contact me if you or someone you know would like a viewing.

OPEN HOME THIS SUNDAY - 1.30pm to 2pm.

4. I am seeking your help in introducing me to friends, family, or neighbours who are seeking Real Estate assistance.

I am offering:

- a complimentary market analysis of a property (so important in this current market)
- sound real estate advice
- what homes are selling for in their area. Just ask me.
- professionally prepared hard copy renovation guides with tips for every area of a property (inside and out), which include; landscaping, living areas, bedrooms, kitchen and bathrooms, plus reports including '27 Valuable Tips That You Should Know to Get Your Home Sold Fast and for Top Dollar', '7 Costly Nightmares to avoid when renovating your home to sell'...and more
- other information helpful for those thinking of selling their home to gain the best price and avoid the mistakes which can happen in the process.

I am a trusted adviser to my clients. All communications will be in confidence.

Referrals are the best compliment you can pay me. If your friends, family or neighbours require Real Estate assistance, please contact me. My promise is that for every referral you give that results in a successful sale at Darling Realty, I will give a \$200.00 voucher from a Dunedin retail business of your choosing.

Please check out my website to see my philosophy in Real Estate, examples of some of my past sales, testimonials and past newsletters. Website: www.warwickhobbs.nz

Contact me for: *'For reliable "no pressure" service – that gets results'*

Please feel free to forward this newsletter to family or friends.

As always I appreciate any feedback, questions or ideas for improving this service to you.

Best wishes.

Warwick Hobbs | Sales Consultant

**Let my 20 years
experience in Real Estate
be put to good use.**

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