

September 2011 Issue

studio news

Urban Studio
PROPERTIES LIMITED

Welcome to the Spring edition of Studio News...

Inside you'll find points on why Spring is such a great time of year for selling your property, buying a home in a 'boom' suburb and evaluating your real estate agent using 12 questions.

You'll also find a few of our beautiful new listings to tempt you.

Have you visited us on Facebook yet?

Look us up under 'Urban Studio Properties' LIKE our Facebook page and keep up to date with all our latest listings, quick links to properties, sneak previews for the Property Press e-book and full publications along with other market relative information.

EXPAND INTO SPRING

At this time of year, most of us who have been slowing down for the winter start to get moving again. Days are longer and we respond to that expansiveness with an expanding of our own awareness and activities, putting new ideas into practice and taking on new projects. The longer days have another benefit: extra daylight hours make it possible for many people to view a property for sale even at the end of the working day.

So it's not surprising that many people decide to make a new start, putting their houses on the market and going out to look for another one to buy. After all, the garden too is expanding and putting out new growth and the house can be opened up to the fresh air, getting rid of any stale winter odours – what better time to attract purchasers than when the house is looking its best? The fact that you can start opening up the house to the fresh air means you can also quickly dry any paint jobs needed to present the house at its best – and dispel their odours.

Many people who have been thinking of selling take advantage of the fact that their house and garden are looking good and that purchasers are out in larger numbers by deciding to put their houses on the market. The general optimism and feel-good energy that seems to be commonplace during spring makes it one of the best times of the year to get the best sale outcomes.

EVALUATE YOUR POTENTIAL AGENT IN 12 QUESTIONS

Did you know that there are 12 questions that will help you separate the professional from the not so professional agent when you are trying to work out who will sell your home? Compare two or three agents' answers to these questions and you will not only know your local marketplace better but you will have a good idea of which agent is likely to do the best job of selling your home.

1. How long have you been selling real estate?
2. How many properties have you sold in the last 12 months?
3. From what advertising sources do the majority of local home buyers come?
4. Approximately how many purchasers do you have listed on your books who might be interested in inspecting my property for sale?
5. a) Do you recommend advertising on the internet?
b) If yes, what sites do you use?
c) Do you use virtual tours?
6. Are Open Homes a good idea?
7. Over the last 6 months what has been the percentage variation in a local property from asking price to sold price?
8. What is your agency's average length of time from the first marketing activity to offer and acceptance?
9. What is the length of your agency period?
10. If I am not happy with your service what remedies do I have?
11. a) What is the average cost of a marketing programme?
b) Can I pay it off in two or three payments?
12. Why should I appoint you as my selling agent?

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LOOKING TO BUY IN A BOOM SUBURB

Every home buyer wants to be assured of strong capital gain and their dream is to buy in the next 'boom' suburb, where values increase more, sometimes a huge amount more than the average. Most people know that the best suburbs to buy in are those with good infrastructure and amenities offering their residents quality of life and convenience. Obviously, life is easier if there is close proximity to a CBD with excellent transport and amenities such as parks, shops, cafes, restaurants, bars, schools, and hospitals. But there is one thing that many people don't factor in.

Supply of housing and the potential for further development is one of the greatest factors putting pressure on prices. If a suburb is already fully developed (such as the inner suburbs of Sydney or Auckland), then an increase in demand will not come with an increase in supply as it might in a new housing estate, but rather it will force prices up as more buyers compete for scarcer housing stock. This has a compounding effect as the population of the city gets bigger and the city spreads more.

If you think you have found a place that is about to boom, make sure you research the reason for the boom. Demand based on short term need doesn't last and may leave the buyer with a property that is worth less than they paid for it. Examples of short term boom conditions are often seen in tourist areas based on overseas tourism so that when the dollar increases in value or there is international terrorist anxiety, tourism is reduced to a trickle and houses are harder to rent and therefore even harder to sell.

If you want to buy as near the CBD as possible, but prices are forcing you further out, make sure you look for a suburb on a direct transport line to the city.



Location Devine

8 Hempton Street, Central New Plymouth

Expressions of Interest
4 large bedrooms, 2 living areas and office
En suite and 2 bathrooms
Fantastic entertainers courtyard
Indoor/outdoor flow
Double garage with workshop and single garage
Carport and plenty of off street parking
1037m2 flat section

urbanstudio.co.nz ID# USP0349



Three Hundred Degree view

33 Veale Road, Frankleigh Park

Offers

4 double bedrooms

Master with en suite and large walk-in wardrobe

Hydraulic lift to first floor

2 stunning bathrooms, 1 with spa bath

Fabulous kitchen with scullery

Amazing city, sea, coastal and mountain views

In-ground swimming pool

Large double garage plus workshop

urbanstudio.co.nz ID# **USP0341**



Stylish One Level Brick Home

15 Horizon Heights, Whalers Gate

\$469,000

Near new one level three bedroom home

Two bathrooms, office Nook

Large double garage and separate garden shed

Large kitchen with stunning mountain views

Heat Pump heating, double glazing

Fully fenced level section

Sheltered private Spa pool

urbanstudio.co.nz ID# **USP0351**



The View From Within

2/4 Hobson Street, Central New Plymouth

\$630,000

New roof and Aluminium windows with tinted glass and double glazing

Radiator heating throughout the home, heated with gas plus gas Infinity hot water

Sunny open-plan living with new kitchen

Breathtaking views, just steps from the beach

Three bedrooms, one bathroom and two toilets

Large single garage with internal access

urbanstudio.co.nz ID# **USP0350**



New And Awash With Sun

13a Tainui Street, Welbourn

\$519,000

Stunning outlook over the reserve

Brand new build

3 bedrooms plus study

Open plan living areas

All day sun

Internal access from double garage

Close to schools and shops

urbanstudio.co.nz ID# **USP0311**



A Family Showstopper

11 Sandel Rise, Merrilands

\$579,000

Formal living and dining plus casual dining area
Separate family room and large rumpus
Three generously sized bedrooms, office nook
Large family bathroom and ensuite
Large double garage with elevator access
Fully-fenced level lawn area
Stunning mountain views and distant sea views
urbanstudio.co.nz ID# USP0348



Sensational Buying

50a Wills Road, Bell Block

\$448,000

Sunny, new one level brick home
Open plan living with a separate study
Three double bedrooms, two bathrooms
Heat pump and electric hot water
Three patio areas for outdoor living
Monier Brick exterior and Gerard Tile roof
Knightsbridge 100% wool carpet
urbanstudio.co.nz ID# USP0342



Brand New in Bell Block

112 Wills Road, Bell Block

\$630,000

4 double bedroom
Separate family room
Heat pump, double glazing
Gas Infinity hot water
Double garaging
Open plan living with a dividing wall
Brick exterior
urbanstudio.co.nz ID# USP0331



I'd Rather Have Modern

88 Karamea Street, Whalers Gate

Offers Over \$420,000

4 double bedrooms
Master with en suite and walk-in wardrobe
Open plan kitchen, dining and living
Positioned well for the sun
Double garage with internal access
Off-street parking
Elevated outlook
urbanstudio.co.nz ID# USP0345