



# Current market appraisal

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Prepared for: Peter and Judith Challis  
Date: 11<sup>th</sup> December 2023  
Property address: 7 Barnard Street, Matamata  
Presented by Julie Dare & Kelly Hudson



**ALTOGETHER**  
**BETTER**

# Thank you

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## Dear Peter and Judith

Our sincere thanks for the opportunity to present our credentials for the proposed sale of your property. We subscribe to the 'clients for life' philosophy and believe that clear and transparent communication is vital when dealing with property matters. Working as a team, Kelly and myself are dedicated to listening, working and achieving great results for our clients.

Our aim is to apply considerable energy into your individual requirements, thus reducing the stress of selling your property. Our skills backed with Bayley's superior reputation and extensive networks present a winning combination to give your property the cutting edge in today's competitive marketplace.

Please feel free to contact us any stage to discuss the contents of this document.

Kind regards,

### Julie Dare

027 292 6531

julie.dare@bayleys.co.nz

SUCCESS REALTY LTD,  
LICENSED UNDER THE REA ACTS 2008



### Kelly Hudson

021 0247 6869

kelly.hudson@bayleys.co.nz

SUCCESS REALTY LTD,  
LICENSED UNDER THE REA ACTS 2008





# Your property

## Property information

4  1  1  2 

**Legal description:** Lot 1 DP 573581

**Certificate of title:** 1045696

**Rating valuation:** \$520,000

**Land area:** 634sqm

**Registered proprietors:** Peter Roy Challis  
Judith Anne Challis

## Features

- Beautiful villa
- Large living spaces
- Great location
- Easy care section
- Original features

# Recently Sold in your area

A requirement of the Real Estate Agents Act is to support the recommendation with an analysis of properties that have recently sold in the area. These properties are mainly selected on the basis of geographical proximity, size area and time of sale. As no two properties are exactly alike there may be slight differences in the characteristics in the property selection shown in this section.

**1** 4 FARMERS ROAD, MATAMATA, 3400



5	2	1	903m <sup>2</sup>	170m <sup>2</sup>	<b>Sold Price</b> <b>\$775,000</b>
Age	1952	DOM	59	Capital Value	\$740,000
Sold Date	29-Jun-23	Distance	0.76km	CV Date	01-Jul-21
First Listing	\$785,000				
Last Listing	Not Disclosed				

**2** 3A WESTERN STREET, MATAMATA, 3400



4	2	-	1,232m <sup>2</sup>	114m <sup>2</sup>	<b>Sold Price</b> <b>RS -</b>
Age	1983	DOM	55	Capital Value	\$660,000
Sold Date	05-Sep-23	Distance	0.23km	CV Date	01-Jul-21
First Listing	\$785,000				
Last Listing	\$785,000				

**Notes from your agent**

Sold in September 2023 for \$785,000

**3** 20 TOWER ROAD, MATAMATA, 3400



4	2	-	1,012m <sup>2</sup>	160m <sup>2</sup>	<b>Sold Price</b> <b>RS \$740,000</b>
Age	1970	DOM	90	Capital Value	\$720,000
Sold Date	18-Oct-23	Distance	1.51km	CV Date	01-Jul-21
First Listing	Not Disclosed				
Last Listing	Not Disclosed				

**4** 10 RATA STREET, MATAMATA, 3400



3	2	-	924m <sup>2</sup>	141m <sup>2</sup>	<b>Sold Price</b> <b>\$750,000</b>
Age	1954	DOM	11	Capital Value	\$750,000
Sold Date	21-Aug-23	Distance	1.09km	CV Date	01-Jul-21
First Listing	Not Disclosed				
Last Listing	Not Disclosed				

Please note - the above properties may have been sold by companies other than Bayleys. This data may have been sourced from REINZ or Property Guru.

# Currently for sale in your area

As with Comparable Recent Sales in the area, it is also useful to support the recommendation with any analysis of properties that are currently or have been recently listed in the area (but not sold). These properties are selected on the basis of geographical proximity, and comparableness to the target property – using features such as size, area and price as examples. As no two properties are exactly alike there maybe slight differences in the characteristics in the property selection shown in this section.

## 1 16 PERIA ROAD, MATAMATA, 3400



4 1 - 1,214m<sup>2</sup> 170m<sup>2</sup>  
 Age 1930 DOM 31 days Capital Value \$750,000  
 Listing Date 09-Nov-23 Distance 0.08km CV Date 01-Jul-21  
 Listing Price \$779,000

## 2 6 SYLVAN PLACE, MATAMATA, 3400



3 2 - 670m<sup>2</sup> 134m<sup>2</sup>  
 Age 1963 DOM 16 days Capital Value \$720,000  
 Listing Date 24-Nov-23 Distance 0.74km CV Date 01-Jul-21  
 Listing Price \$750,000

## 3 1 MILL CRESCENT, MATAMATA, 3400



4 1 - 746m<sup>2</sup> 174m<sup>2</sup>  
 Age 1958 DOM 256 days Capital Value \$650,000  
 Listing Date 29-Mar-23 Distance 0.76km CV Date 01-Jul-21  
 Listing Price \$720,000

## 4 17 INAKA PLACE, MATAMATA, 3400



4 1 - 673m<sup>2</sup> 161m<sup>2</sup>  
 Age 1977 DOM 24 days Capital Value \$740,000  
 Listing Date 16-Nov-23 Distance 0.85km CV Date 01-Jul-21  
 Listing Price \$699,000

Please note - the above properties may have been sold by companies other than Bayleys. This data may have been sourced from REINZ or Property Guru.



# Appraisal value

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Our value assessment is based upon our understanding of your property, our inherent market knowledge and intimate awareness of active buyers within the marketplace and their pricing considerations. In addition, this value assessment is guided by recent comparable sales and considerations of current market trends.

Our goal is to maximise the value of your property by generating broad and genuine interest in the asset driving competitive tension and leading to multiple offer negotiations.

Our value assessment should be viewed as a guide only.

Based on the statistical comparisons of past sales and our own experience of the market we would see the value of your property between:

**\$730,000 and \$760,000**

DISCLAIMER: This market appraisal has been prepared exclusively for the use of the addressee. It should be noted that we are not registered valuers and the value indicated is a subjective view of the value of the property in the current market. It should also be noted that through a good campaign and competitive bidding purchasers may value the property higher.



# Professional fees

Professional fees for property at

## **7 Barnard Street Matamata**

Bayleys seeks appointment on a Sole Agency basis to market the property for sale and proposes a commission fee based on the following scale of charges.

Marketing Investment - \$868.68 + GST – Trade Me, Silver package, professional photos – payable upfront. Full marketing costs will be deducted from the commission upon a successful sale.

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

- An administration charge of \$600
- 4% on the first \$500,000 of consideration
- 2.5% on the balance of consideration

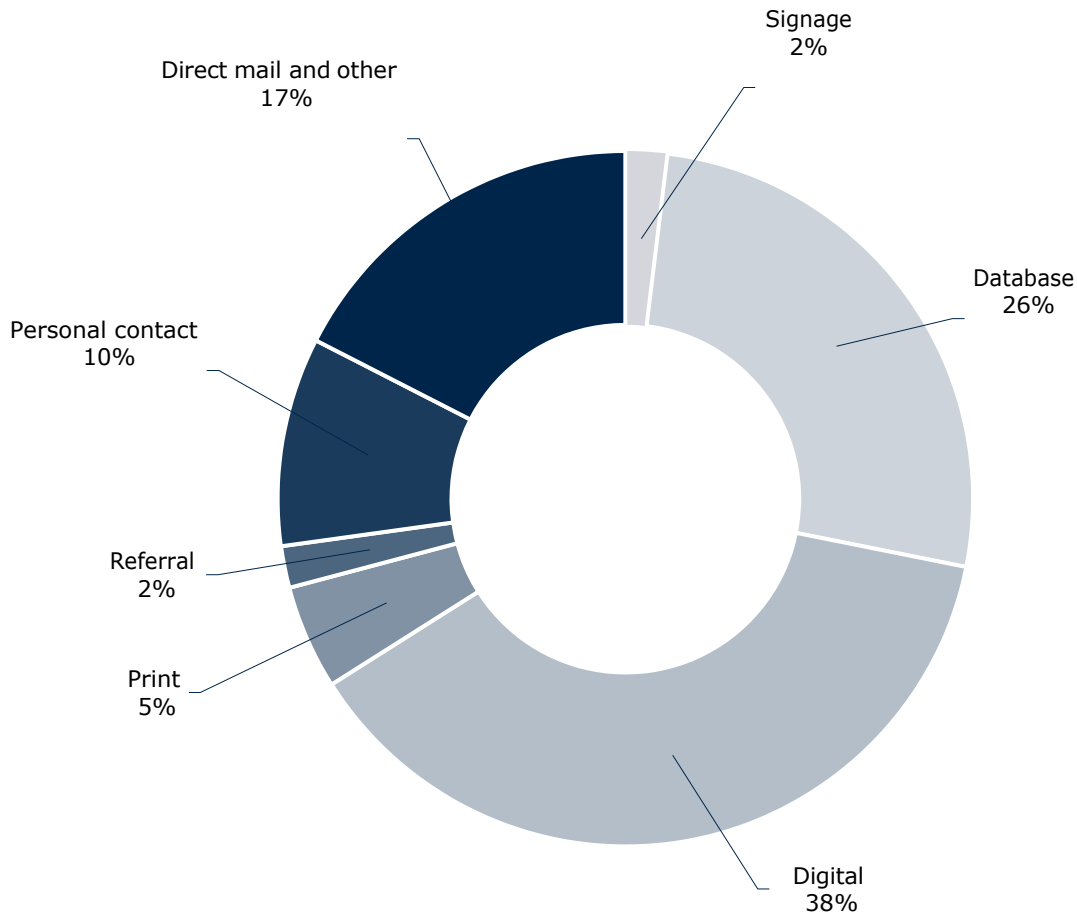
The full commission based upon the above fee structure would be \$27,100 + GST

We would like to offer you the following reduced commission – \$600.00 administration fee, 2.95% up to \$500,000, 2% on the balance plus GST

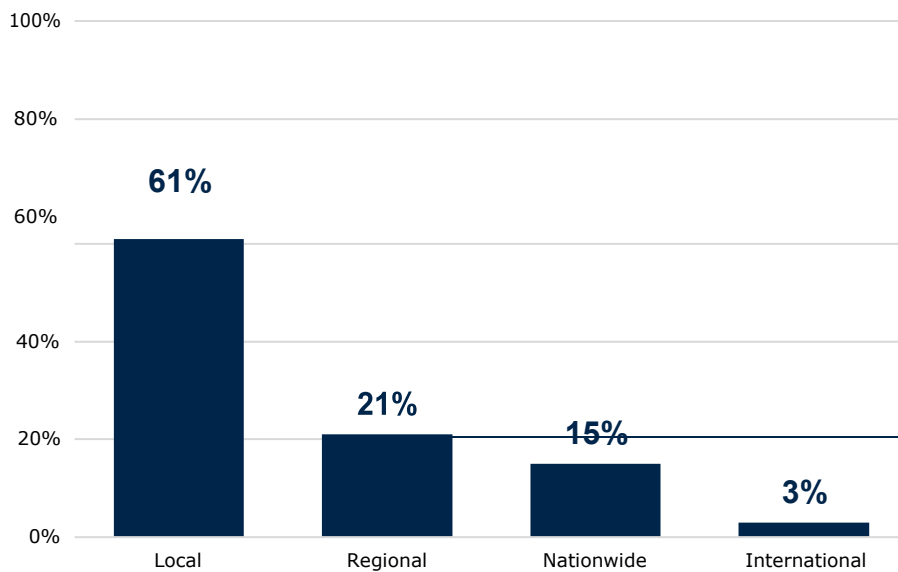
The reduced commission based upon the highest appraisal figure would be  
\$20,550.00 + GST

# Our buyers

## Buyer source



## Buyer location





Please note: The above marketing data is pulled from all Waikato Bayleys residential and rural offices from 01/04/2021 to 31/03/2022.



# Marketing strategy

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At Bayleys, we are passionate about harnessing the power of marketing to achieve the best possible outcome and we go further to find the right buyer for your property, not just the first buyer.

Each property, vendor and purchaser is unique, so it is important to generate fresh marketing ideas rather than work to a pre-determined formula. By reaching more people we create more competition, and greatly increase the chances of an outstanding result.

To create demand requires two fundamentals of marketing.

1. **Get the message right**
2. **Making sure the right people see it**

The more powerful our message, the more prospects we reach, the greater the demand we can create for the property. The secret is then to concentrate demand into a defined time period, get the message to the right buyers and generate competition between buyers to maximise the sale price.

# Sales methods

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There are five main sales strategies that we could adopt in selling your property

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## Auction



### Advantages

- Timeframe approach
- Transparency
- Ensures competition
- Market determines value
- Unconditional sale
- The vendor is always in control

### Disadvantages

- No conditional offers initially

## Price



### Advantages

- Buyers know what the price is
- Can deal with conditional offers

### Disadvantages

- If priced incorrectly, you lose buyers or sell too cheaply
- No timeframe
- People may discard property on price and not consider the features and benefits

## Sale by negotiation



### Advantages

- You can accept conditional offers

### Disadvantages

- No timeframe / no urgency
- Offers are often conditional
- Buyers often try to get a bargain

## Expression of interest / set date of sale



### Advantages

- Timeframe approach
- Owners can accept conditional offers
- Deadline sale

### Disadvantages

- Offers are often conditional rather than unconditional
- Buyers often don't understand this process
- No transparency

## Tender



### Advantages

- Timeframe approach
- Allows confidentiality
- Ideal for challenging properties
- Interested parties have to do due diligence

### Disadvantages

- Non-transparent
- Very formal process that locks buyers in
- Buyers often don't feel comfortable with the process

# Marketing methods

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**To achieve the best sale price, your property must reach the widest possible audience.**

At Bayleys, we are passionate about results, and we go further to find the right buyer (not just the first buyer) for your property. The Bayleys View ethos is simple, we provide maximum views on your property to find buyers others can't through a unique set of tools which create competition, increase demand and ultimately achieve an outstanding result for you.



## Digital

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Bayleys are leading the charge in digital marketing and have developed industry leading digital marketing opportunities for our vendors. Through Bayleys you'll have access to a range of online property portals, highly effective social media listing products as well as our exclusive homepage property carousels which can place your property on the homepages of the NZ Herald and Stuff websites, reaching a combined audience of approximately 5.4 million unique browsers per week – an opportunity that is unique to Bayleys.



**Exclusive homepage carousels**



## Global

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Bayleys is able to internationally market your property through our global network partner, Knight Frank. Through this partnership, Bayleys reaps the benefits of a globally connected network spanning 60 markets. Our closest connections are to the Knight Frank Asia Pacific Group with 7,740 people in 147 offices all working collaboratively to find the right buyer for your property.



**Bayleys international approach is always on**



## Print

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The sleek design of our print advertising runs in everything from local papers to the New Zealand Herald to the Sunday Star Times and foreign language publications, as well as our exclusive portfolio of Bayleys professional, glossy magazines. Bayleys believes in the value of print advertising and maximises print media wherever possible ensuring your property is placed front and centre of attention.



**142,000 weekly readers for the NZ Herald – Saturday Herald Homes**



## Networks

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Bayleys is the largest real estate company in New Zealand so when you list with Bayleys, you've got our whole network of dedicated experts working hard to get you the best possible result for your property. From the unique opportunities of Bayleys Syndications, our expanding development team or our nationwide commercial, retail and rental teams – we connect with an ever-expanding pool of buyers through our extensive network both nationally and internationally.



**Networks which attract local, national and off-shore attention**

# Pay later option for marketing and house preparation costs



Access up to \$35,000 to spend on marketing, styling, repairs, home improvements and more, with nothing to pay until your property settles\*

- Marketing
- Staging
- Repairs
- Renovation
- Landscaping
- Painting

\*Or when property is withdrawn, up to 180 days.

## The advantages of List Now?

### A no fuss payment option for listing expenses

Pay for a wide range of expenses without being out of pocket.

### Maximise your property's sale potential

Present your property at its best to achieve the greatest sale price.

### Online application with fast approvals

Quick online process and no paperwork required.

## Fees

- \$99 establishment fee for loans under \$4,000
- \$175 establishment fee for loans greater \$4,000
- 2% interest per month

## How it works

1. The agent creates a payment request that includes the amount paid via a secure portal
2. Vendor receives a link to confirm all payment details
3. Funds are paid by List Now to Bayleys on the transaction approval
4. Marketing and other property upgrade services can be ordered / scheduled
5. Vendor payment is reconciled on settlement from the solicitor's trust account

REAL ESTATE  
logotype

City: Auckland      Postcode: 1010

Funding Request Date: Fri, 21 July 2023

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Pay Later Days ▼

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Visa / Mastercard  
Pay now      \$3,087.00

Bank Transfer  
Pay now      \$3,000.00

Scan the costs calculator here



**Eligibility:** Must be 18 years or older. Must own the property for sale and be a New Zealand resident. We are unable to assist properties without title or CCC issued, on-sells or sections. For approved applicants only. Eligibility criteria, T&Cs, fees and charges apply. Your agent will collect information about you for the purposes of verifying your identity under the Anti-Money Laundering and Countering Financing of Terrorism Act 2009 (AML/CFT Act). If your agent refers you to Real Flow Finance (NZ) Limited (Real Flow), you agree that your agent may also disclose any such information that it has collected to Real Flow so that Real Flow may also satisfy its obligations under the AML/CFT Act. Real Flow is certified by the Commerce Commission for the purposes of being a creditor under a consumer credit contract. **Real Flow Finance (NZ) Ltd NZBN 9429050314508, Trading as List Now. Financial Services Provider Number 1003035**



# Journey to success

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The journey from listing to settlement can be right up there with the most stressful of experiences, so at Bayleys we aim to take the hassle out of the process. While our salespeople offer service with transparency, communication and superior knowledge, the below information will outline just what you can expect every step of the way.

## 1. Listing



- Your property, your call. During the listing stage you will make many decisions, and your Bayleys salesperson will provide a detailed submission document to steer you in the right direction. This will include recommendations regarding sale method, marketing, commission and the anticipated sale value considering current market analysis.
- Once listing has been finalised, vital documents such as the Certificate of Title (CT), Land Information Memorandum (LIM), or Pre-Contract Disclosure Statement (PCDS) must be obtained
- Prior to officially launching the advertising campaign your salesperson will seek approval for marketing material including advertising and photography, while preparing an Information Pack (IM) for prospective purchasers. Other offices across the Bayleys network will be alerted to the new listing.

## 2. Marketing



- A typical marketing campaign lasts six weeks and during this time you can expect to see your bespoke marketing plan come to life.
- You will receive regular updates and copies of the marketing material.
- Your salesperson will provide a detailed weekly report including buyer-feedback and strategy for the week ahead.

## 3. The sale



- Your salesperson will keep you informed of all qualified interest, culminating in a sale by the set date or a process of negotiation where they will listen, advise and represent your interests.
- Once both buyer and seller have come to an agreement and signed the documentation, the deposit is paid and held in the Bayleys Trust Account until release has been granted.
- Correspondence between legal representatives, banks for finance and your salesperson will follow to ensure all conditions have been met and each party is satisfied settlement can go ahead on the agreed date.

## 4. The settlement



- After your salesperson has received written confirmation from the lawyer that settlement has taken place, the deposit can be released, keys exchanged and a celebratory champagne is in order.



# Why Bayleys?

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In real estate, as in life – it’s all about who you know, and as New Zealand’s largest full-service agency with affiliates across the globe – Bayleys is the best connected in the business.

You might have heard our stellar reputation in the market-place, or you might have seen our clean, smart branding - but there’s a lot more to what we can do for you.

This document will explain how Bayleys consistently achieves the very best results for our sellers, and why we are the most qualified real estate company to manage the sale of your property.

## Three fundamental factors set us apart:



### Team approach

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When you engage a Bayleys salesperson, you receive access to the entire team within their office as well as the wider Bayleys network. Regular meetings and a collective approach mean that there is 100 percent focus on delivering the best result.



### Bayleys reach

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Our marketing reach is unrivalled, and our method is tailor-made for your property. Combining traditional methods with innovative marketing strategies ensures that we find the right buyer, not the first buyer.



### Service

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The 'Bayleys Promise' is our commitment to delivering the best service to each and every client through open communication, transparency and accountability.

## At Bayleys we take pride in being Altogether Better.

Altogether better at our jobs and altogether better at looking after our clients. When you’ve got everyone from Bayleys altogether on your side, you’re much more likely to get an altogether better result.

# Why Julie?

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Julie has enjoyed Real Estate in Matamata for some 20 years during which time she has become a much sought after and respected salesperson. Being locally born and bred has ensured that Julie has an in depth knowledge of the town, its properties and the people. Her interest in real estate was ignited many years ago when she and husband Kevin built their first home after which followed some renovating of two homes plus five more new builds. The experience of building, renovating plus buying and selling during this time gave her an invaluable insight to both sides of the fence from her client's perspective.

Julie quickly builds empathy with her clients and being a perfectionist ensures that she provides them with advice and service which is unsurpassed in Matamata. The repeat business which comes her way speaks for itself as do the lovely and complimentary references she has accumulated. In addition the numerous industry awards that Julie has amassed over the years, including getting into the silver and then into the gold club with Harvey's. These awards are for selling a certain amount of real estate over a three month period. Working for Bayleys Julie was awarded the High Achievers award for the office for the last seven years in a row. This is a testament to her hard work and dedication to her career.



**Julie Dare**  
027 292 6531  
Julie.dare@bayleys.co.nz

BAYLEYS MATAMATA  
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# Why Kelly?

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Kelly joined the Bayleys Matamata Residential Team approximately a year ago and has been working in partnership with Julie Dare. Previously gaining 2 years experience from working as a Personal Assistant for Sam & Margaret Troughton.

She brings along with her some great skills in communication and utilising technology and social media platforms to reach audiences. Working alongside Julie, Kelly is providing the extra support and skills needed to ensure all their client's needs are met and reducing the stress during the sale and purchase process.

Julie and Kelly were proud to be awarded Success Realty's Top Office Achievers for the Matamata Office 2022/2023.

Kelly has gained a Diploma in Business Leadership and Management and finds it greatly complements her real estate agent role.

Kelly moved to New Zealand 12 years ago after marrying a New Zealand farmer and feels privileged to call New Zealand her home.

In her spare time she enjoys being part of her children's school PTA, helping to run Matamata Junior Hockey and being an extra pair of hands on the farm, especially around calving time.



**Kelly Hudson**

021 0247 6869

[Kelly.hudson@bayleys.co.nz](mailto:Kelly.hudson@bayleys.co.nz)

BAYLEYS MATAMATA  
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# Recently sold/track record



555 Taihoa South Road, Matamata

4 3 4



22 O'Sullivan, Matamata

4 4 3



15 Archford Street, Matamata

3 2 2



45 Smith Street Matamata

4 1 3



49a Waharoa Road East, Matamata

3 2 2



8 Kiwi Street, Matamata

3 1 2

# Testimonials

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Julie and Kelly were spot on with their marketing strategy. From staging the house for the photos on a less than ideal day. To how to have the presentation on open homes. Communication was fast and reliable. At no point did I feel that I needed to chase them for information. In a challenging market Julie and Kelly got a great result in a short time frame. Couldn't be more pleased with the result.

**Sam Lynch**



Working with Julie & Kelly was such a great experience for us. They walked us through the whole process which made it so easy as we have never sold a house before. Communication and efficiency was top class with a nice and fast sale! We can not thank Julie & Kelly enough!

**Matt & Megan Dawson**



I would like to both congratulate and endorse you and Julie for your work and communication before, during and after the sale of our family home at 45 Smith Street Matamata. The auction campaign worked, with well crafted advertising dovetailing in conjunction with smart open home times catering to the targeted market. We were well informed about all actions and I believe able to make an accurate decision to complete a deal with the information gained. I am happy to recommend you both to any prospect sellers in your territory of Matamata. Regards and thanks again.

**Rob Kirkwood**

**Bayleys are Altogether Better**

Check out [bayleys.co.nz/altogetherbetter](https://www.bayleys.co.nz/altogetherbetter) to see why.



# Bayleys Matamata

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**Bayleys Matamata Real Estate Office is centrally located within the Matamata Township. We market all types of real estate, offering for sale a wide range of residential houses, sections, lifestyle land, commercial buildings and businesses from throughout the district. Our team's co-operative efforts and high work ethic creates more successful real estate sales on behalf of our vendors. You can count on our team to maximise the value of your real estate assets, whatever its type or value.**

Bayleys Matamata has established itself as a first-choice real estate company to bring your property or development to the market and successfully sell on your behalf.

Matamata “The home of the Hobbiton movie set” is a picturesque town located in the heart of the Waikato region and nestled at the base of the beautiful Kaimai ranges. Known for its farming and thoroughbred industries this, rich fertile countryside offers many opportunities. With a total population of around 12,000 it caters for excellent health, sporting and educational facilities, this makes Matamata an enviable community.

# Community

## Julie and Kelly alongside Bayleys Matamata are proud sponsors of local community initiatives :-

Supporting and sponsoring different events in our community allows us to be involved and make a difference .



### All Stars Team – Matamata Junior Hockey

Representing one of many local teams, this tournament runs through a whole term and allows over 200 children a chance to develop their skills in hockey and compete in a great competition. Julie and Kelly are proud to help support a great team.



### Matamata Intermediate Aims Games

One of the biggest annual games to be held in New Zealand for school aged children, the AIMS Games has nearly 12,000 competitors and over 370 schools. We are proud to be help support the Matamata Intermediate School. Julie and Kelly are looking forward to supporting this great event.



### Bayleys Business Awards

The Bayleys Business Night Out celebrates business success in Matamata-Piako. Trades, Manufacturing and Primary Industries, Consumer Services (Retail, Tourism and Hospitality), Professional Services and New and Emerging Business award categories are eligible to become the Matamata-Piako Bayleys Supreme Business Award winner.



### Bayleys Matamata Christmas Lights Tour

A fantastic local event, each year residents dust off their Christmas lights and make Matamata sparkle!

# Thank you

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Thank you for considering Bayleys and Julie and Kelly for the sale of your property, I am confident you will find Julie and Kelly bring all the skills, support and knowledge which has served our clients for many years.

Our promise is to form a partnership with you - a true working relationship with open lines of communication. In particular, we will go to extra lengths to ensure you are kept informed and we are there with you every step of the way.

We pride ourselves on delivering the most comprehensive and honest reporting in the market place. This includes regular, relevant and transparent market feedback so you can make an informed decision when it counts.

Quite simply, we provide the level of service and communication we would wish to receive ourselves. This means you can count on our personal commitment. You can also expect full accountability on our part - because it is our name that is on the line.

We look forward to working with you, and wish you every success with the sale of your property.



## **Mike Bayley**

Managing Director - and homeowner  
Bayley Corporation Ltd.





ALTOGETHER BETTER

**Julie Dare**

Residential Sales  
027 292 6531  
julie.dare@bayleys.co.n

**Kelly Hudson**

Residential Sales  
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