



Bayleys Global

August 2009 Report

Contents

- Introduction
- Website Enquiry
- Rightmove Enquiry
- Office Enquiry
- Recent Sales



Introduction

Bayleys' global marketing initiatives are being cranked up another notch as we continue to showcase a diverse spectrum of New Zealand property to the world market.

Our Bayleys Research Manager Gerald Rundle and residential sales agent Mike Woods are currently in Singapore presenting residential New Zealand real estate to expat's looking to keep a foothold in our property ladder – whether for owner-occupation in the near future, or as an investment.

Meanwhile, in the country sector, Bayleys, has entered into a working alliance with one of Britain's biggest agricultural and rural property companies, Smiths Gore, to channel millions of pounds of UK investment funds into Kiwi rural properties through the exposure of rural listings in Bayleys' upcoming Country magazine.

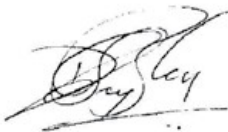
To support the UK marketing initiative with Smiths Gore, Bayleys is undertaking an eight-centre country property roadshow in October this year – with the specific aim of selling New Zealand farms to English, Scottish and Welsh investors.

The New Zealand farming roadshow leads perfectly into our one of our other big UK marketing initiatives... a presence at two of England's biggest immigration expo's – taking place in Manchester on October 10/11 and in London on October 17/18.

At last year's expo's, Bayleys compiled a database of motivated people showing specific interest in moving to New Zealand to settle, and buying New Zealand property as a result. Already, many of those leads from last year's expo' attendance have been directly converted into property and business sales – thereby amply justifying our prominent presence at these events.

So all in all, it's a busy time for Bayleys' global marketing initiatives, but certainly a necessary strategy as Bayleys delivers on its marketing mantra of leaving no stone unturned in maximising the value of our clients' property assets.

All the best,



David Bayley
Head of International Markets



Website Monthly Report August 2009

Report Overview

This report provides an overview of the various statistics recorded for the Bayleys online offerings along with some commentary.

Report Contents

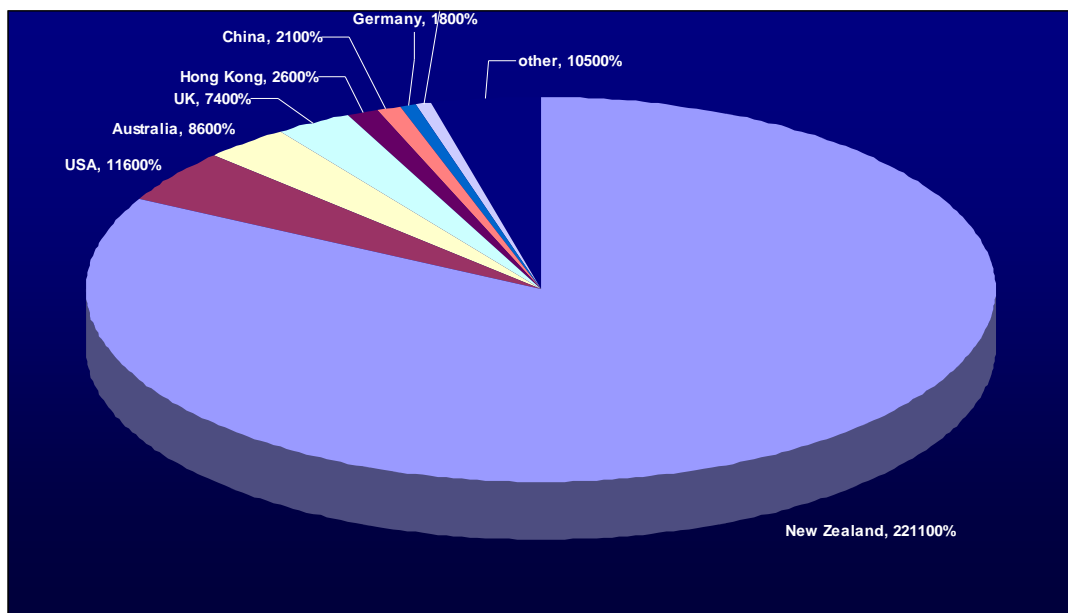
- Key Findings
- Bayleys Website (www.bayleys.co.nz)

Key Findings

Unique visits have increased to **94,600** for August 2009 which is **41%** up on the same time last year.

Percentage of **International traffic** has reduced to **16% of total traffic**, however actual numbers remain the same at around 15,000 unique visits.

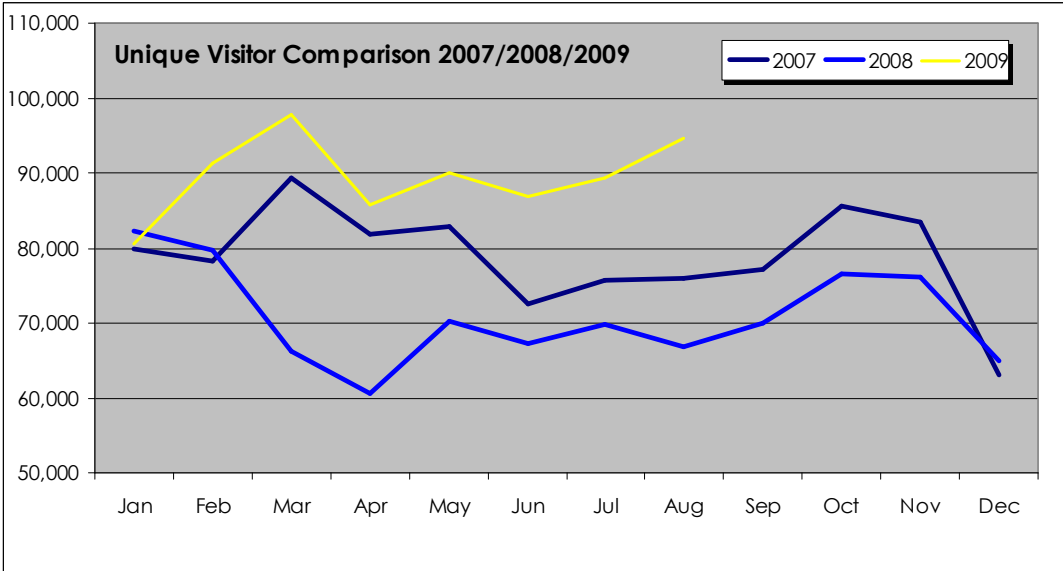
2,670 Email enquiries were generated from the Bayleys website in August. The break down of the location of where these emails were coming from is shown below:



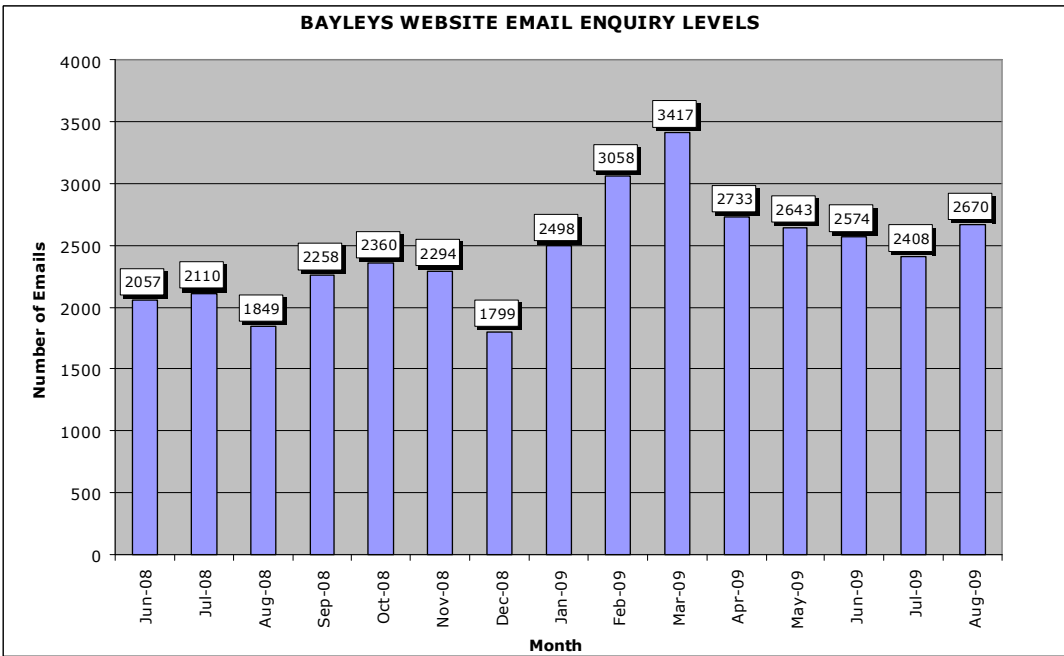
The Bayleys Website (www.bayleys.co.nz)

- The Bayleys website recorded 94,621 unique visitors in August 2009
- International Traffic made up 15.9% of overall traffic
- Email enquiry levels increased in August to 2,670 emails

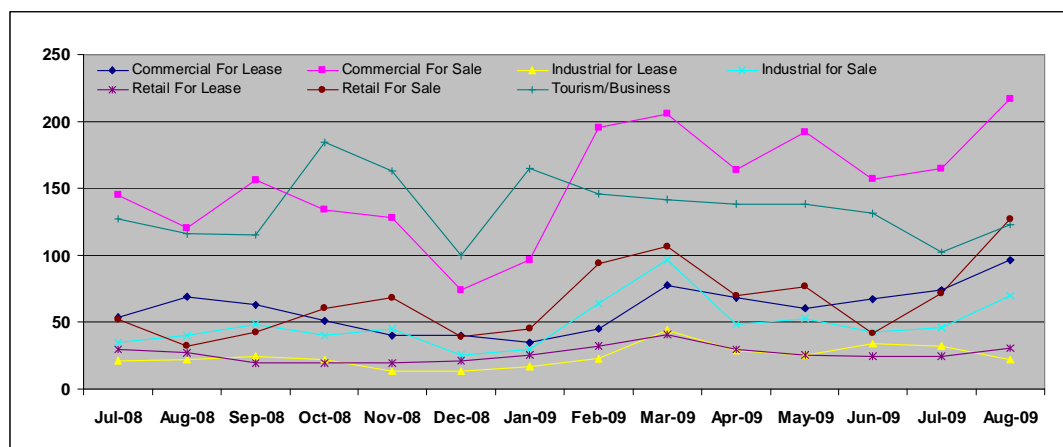
Bayleys.co.nz year on year visitor stats comparison



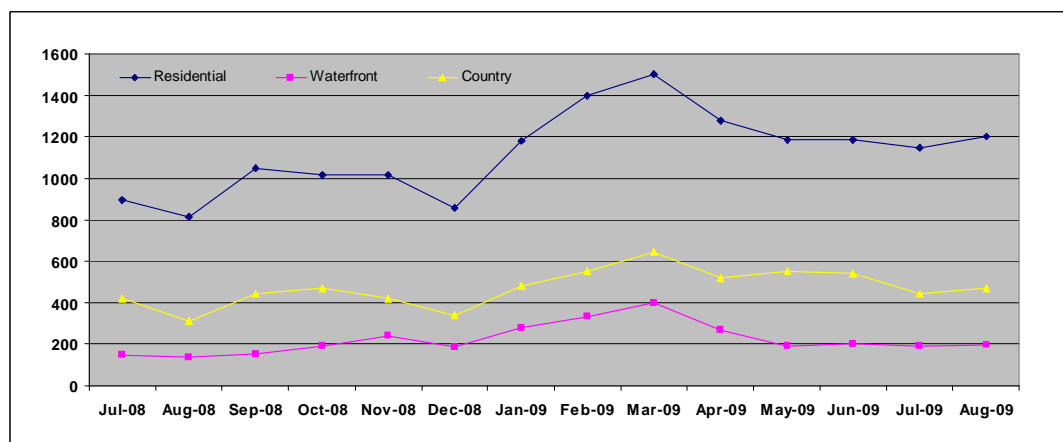
Total Monthly Email Enquiries received from Bayleys.co.nz



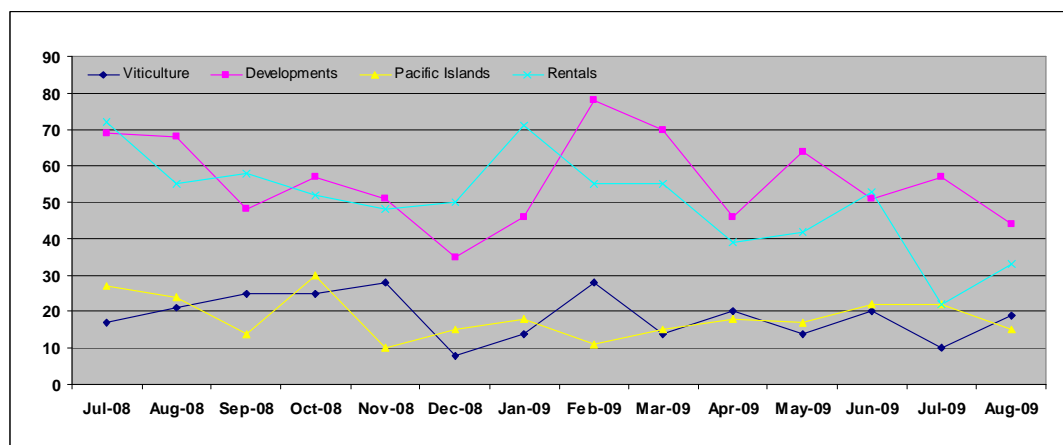
Email enquiry levels from: Commercial, Industrial, Retail and Tourism/Business



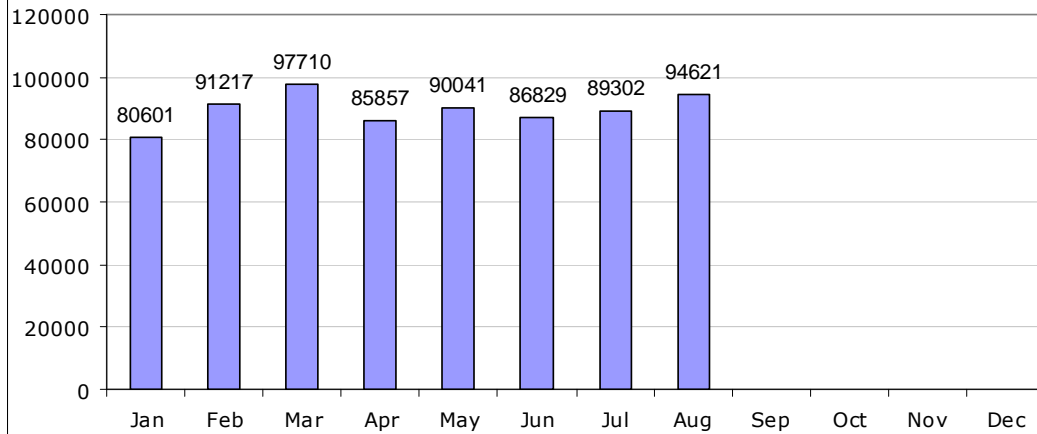
Email enquiry levels from: Residential, Country and Waterfront



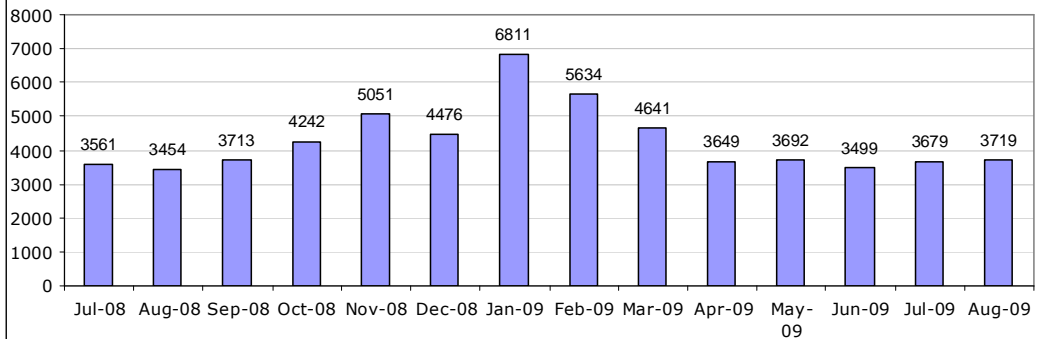
Email enquiry levels from: Viticulture, Developments, Pacific Islands and Rental Listings



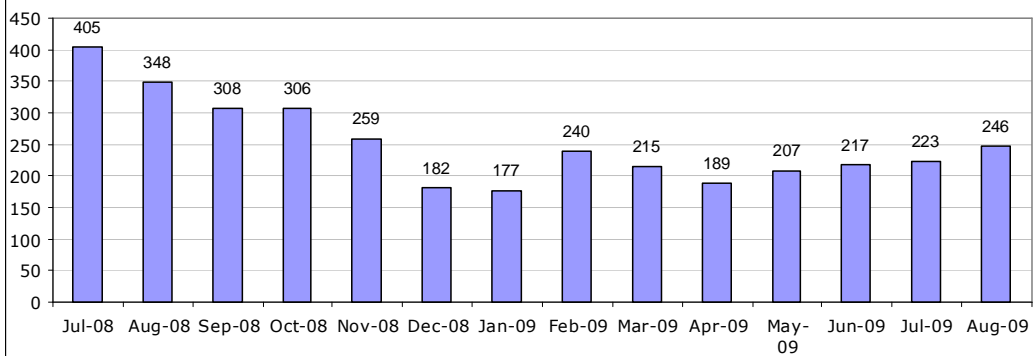
Unique Vistors to www.bayleys.co.nz 2009



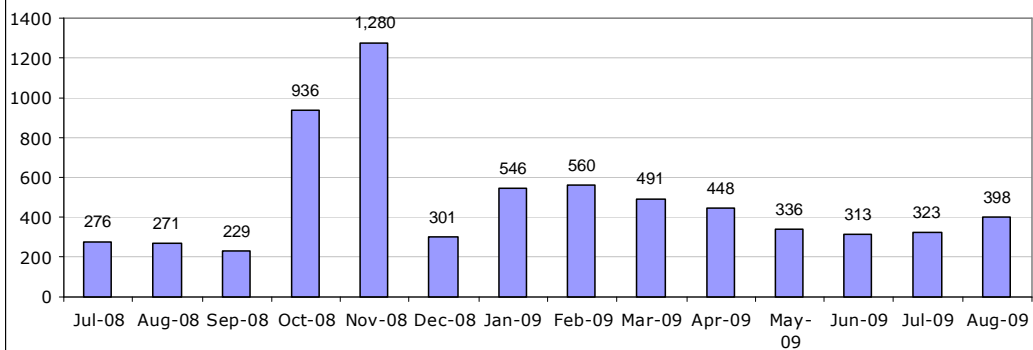
UK Unique Visitors



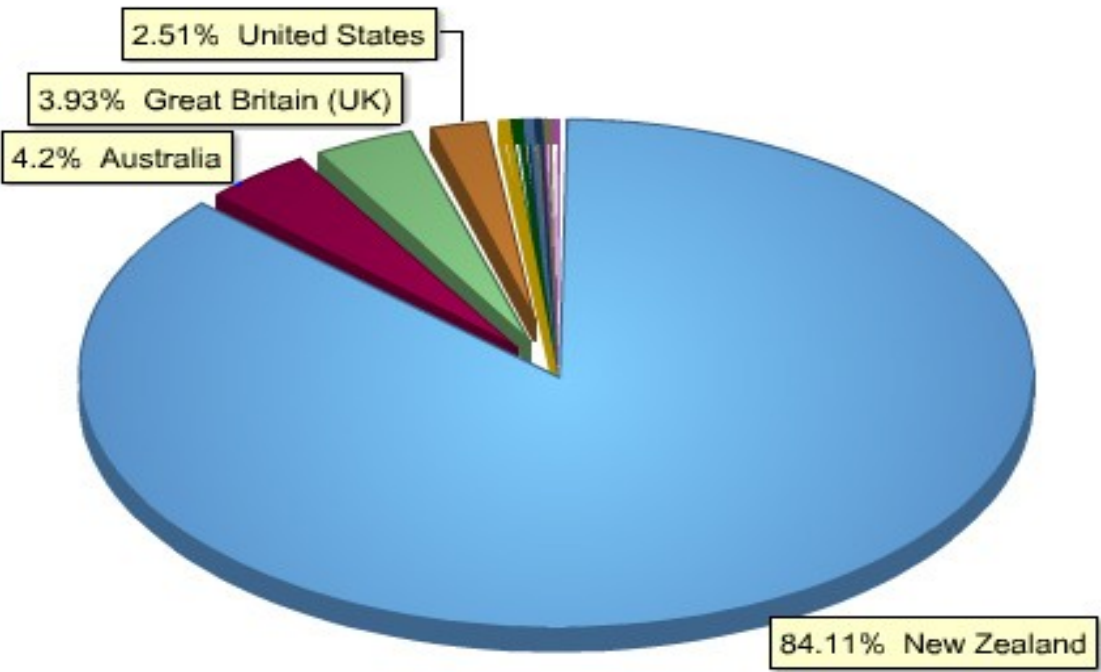
South Africa Unique Visitors



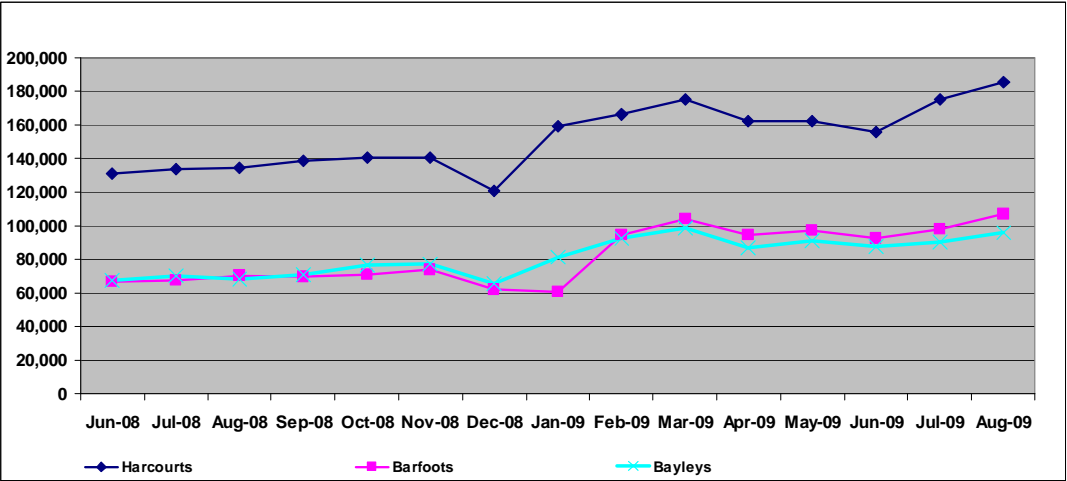
WaterfrontNZ.com Unique Visitor Traffic



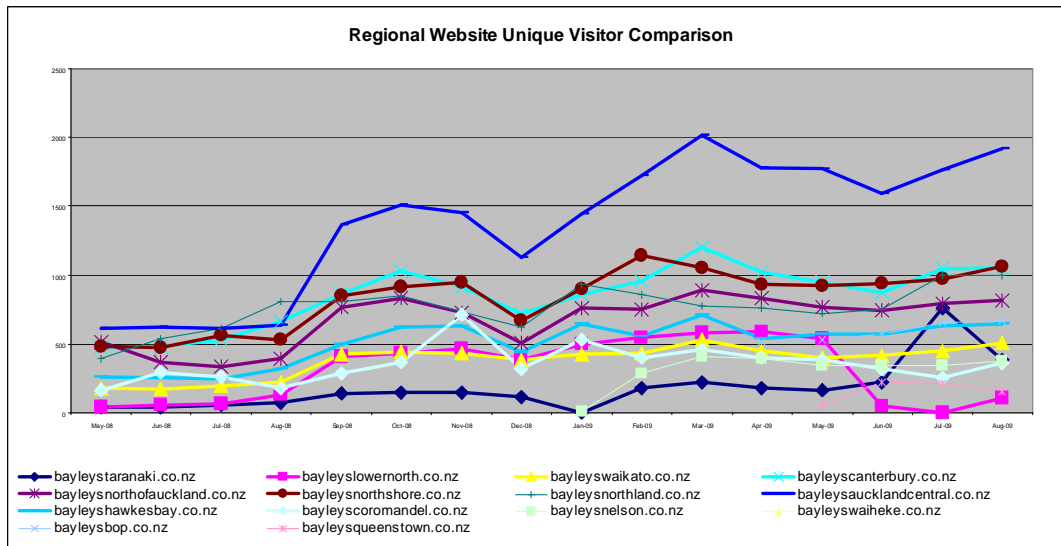
Geographic location of visitors to www.bayleys.co.nz



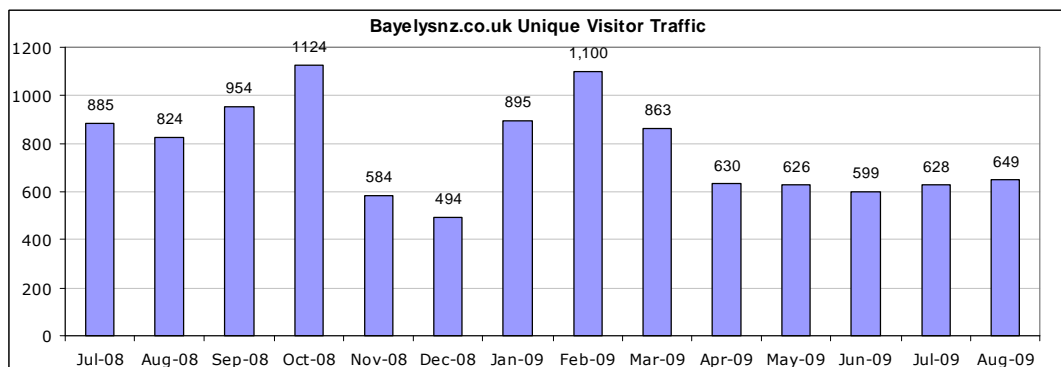
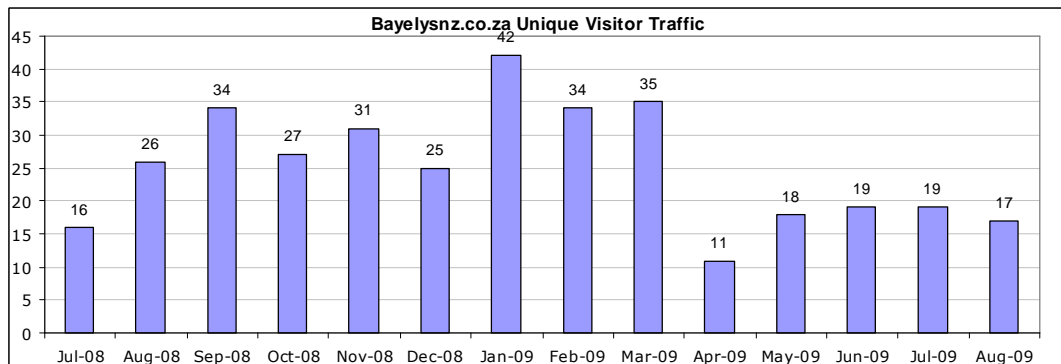
Competitor Unique Visitor Comparison



Regional Websites Unique Visitor Comparison



Visitor Traffic to our Bayleys UK and Bayleys South Africa sites



Enquiry from www.rightmove.co.uk

Bayleys property was displayed in **579,112** searches via the Rightmove website in August. **74 people** have e-mailed Bayleys for further information. Below is a selection of some of the enquiry generated through Rightmove.

"Can you please forward me details of this land if it is still available and information so that we can view it. Has it already got permission to have a brand new relocatable home put on the land? Many Thanks."

Enquiry: Kaiapoi, Canterbury
From: Lorraine Murray

"Looking at working and emigrating to South Island and would like full details on this property."

Enquiry: Nelson, Nelson & Bays
From: Martin Gernon

"We are emigrating next year and seeking the appropriate property in a good school catchment area."

Enquiry: Whangarei Heads, Northland
From: Beverley Wakefield

"We want to move over next year to be closer to family."

Enquiry: Whangarei Heads, Northland
From: Jamie Wilson

"Please send me full details or any further info on the attached property."

Enquiry: Masterton, Wairarapa
From: Doug Walker



Office Enquiry

Australia

- David Cashmore, Bayleys Waikato, is currently working with a couple from the Sunshine coast who are interested in the property at 1 Wellington Street, Hamilton. The enquiry was generated through the Bayleys website.
- Rosemarie de Jong, Bayleys Canterbury, has noticed an increase in enquiries from Australia recently with many of these potential purchasers indicating they are looking to buy property now in order to return to in 1-2 years time.
- Lorraine Chapman, Bayleys Rotorua, is currently dealing with has two Australian based parties, who are interested in lakefront property. The enquiry was generated through the Bayleys website.
- Lynnette Thomas, Bayleys North of Auckland, is working with an expat residing in Perth who is about to proceed with an offer on 47 Weranui Road, Waiwera.
- Victoria Cherrington, Bayleys North of Auckland, is in negotiations with a couple from Australia who are looking to purchase waterfront property on the Hibiscus coast. The enquiry was generated through the Bayleys website.

United Kingdom

- David Cashmore, Bayleys Waikato, has been working with a UK based family who are moving to Hamilton to take up a new position at Waikato Hospital. The family are interested 16B Davidson Lane, Hamilton. The enquiry was generated through the Bayleys website.
- David Cashmore, Bayleys Waikato, is dealing with a UK based faming who are relocating to Hamilton. The enquiry was generated through a referral from Bayleys Auckland Central.
- Angela Davies, Bayleys Waikato, is currently working with buyers from Wales who are interested in a small lifestyle block. The buyers originally attended at the Opportunities NZ Expo in Manchester.
- Duncan Dysart, Bayleys Tauranga Commercial, has a conditional contract on a restaurant business in Whakatane with an Englishman who saw it on Bayleys website and flew out to inspect and put a contract on the business.
- Lorraine Chapman, Bayleys Rotorua, is currently working with a UK based "Vendor" of a top end property located at Brunswick Park Rotorua.
- Lorraine Chapman, Bayleys Rotorua, has a UK based purchaser due out here in January to look at lakefront property options.
- Anne Pitcher, Bayleys Rotorua, has been dealing with enquiry from the UK regarding lakefront property. The enquiry was generated through the Bayleys website.

France

- Angela Davies, Bayleys Waikato, is working with expat New Zealanders returning from France to buy lifestyle property in Tamahere. The enquiry was generated through the Bayleys website.



Singapore

- Lynnette Thomas, Bayleys North of Auckland, is currently working with a Singapore Buyer who is interested in the property at 35 Swann Beach Road, Manly. The enquiry was generated through the Bayleys website.
- Gavin Perry, Bayleys Tauranga, is currently working with clients based in Singapore. The enquiry was generated through the Bayleys website.

Canada

- Lynnette Thomas, Bayleys North of Auckland, received a phone call from Canada regarding 35 Swann Beach Road, Manly. The enquiry was generated through the Bayleys website.

Greece

- John Ledingham, Bayleys North of Auckland, is working with an NZ couple presently living in Greece. The couple are coming to New Zealand this Summer to view and hopefully to purchase a coastal property to return to in a few years time.

USA

- Victoria Cherrington, Bayleys North of Auckland, is currently working with a buyer from California who is interested in a mortgagee property.

Germany

- John Little, Bayleys Tauranga Residential, is currently working with a German couple who are looking at settling in the Bay of Plenty. The enquiry was generated through the Bayleys website.



2009 Apartment Sales to offshore purchasers



Stratis
605/83 Halsey Street
Auckland City
Sold price: \$405,000
Purchaser Origin: Russia



Scene Two
801/18 Beach Road
Auckland City
Sold price: \$355,000
Purchaser Origin: Russia



Shed 20 Princes Wharf
50A/139 Quay Street
Auckland City
Sold price: \$310,000
Purchaser Origin: Belgium



Stratis
210/83 Halsey Street
Auckland City
Sold price: \$475,000
Purchaser Origin: Fiji



Stratis
509/83 Halsey Street
Auckland City
Sold price: \$410,345
Purchaser Origin: China



Stratis
410/83 Halsey Street
Auckland City
Sold price: \$566,035
Purchaser Origin: China



Stratis
208/83 Halsey Street
Auckland City
Sold price: \$558,620
Purchaser Origin: China



Sebel
208/85 Customs St West
Auckland City
Sold price: \$244,500
Purchaser Origin: H Kong



Sebel
208/85 Customs St West
Auckland City
Sold price: \$221,500
Purchaser Origin: H Kong



Stratis
308/83 Halsey Street
Auckland City
Sold price: \$510,000
Purchaser Origin: Noumea



Stratis
406/83 Halsey Street
Auckland City
Sold price: \$550,000
Purchaser Origin: Noumea



Scene One
1305/1 Beach Road
Auckland City
Sold price: \$355,000
Purchaser Origin: Australia



Perspective
510/28 College Hill Road
Freemans Bay
Sold price: \$380,000
Purchaser Origin: Canada



Princes Wharf
53, Shed 24, 143 Quay St
Auckland City
Sold Price: \$2,700,000
Purchaser Origin: Australia



Stratis
408/83 Halsey Street
Auckland City
Sold Price: \$500,000
Purchaser Origin: UK



Metropolis
1 Courthouse Lane
Auckland City
Sold Price: \$350,000
Purchaser Origin: UK

