

*Our commitment is your key  
to success*



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**Gerard & Karin Charteris**  
Residential Sales & Marketing

"House sales in Auckland continued to tick over quietly in August but remain stalled on winter sales levels while prices came under pressure, with average sales price for the month falling to its lowest level since January.

"During August we sold 637 properties which was only 7 fewer than in July and 28 less than June, so there was a modest level of market activity", said Peter Thompson Managing Director of Barfoot & Thompson.

"Sales levels have remained constant around the 650 level for three months.

The average sale price for August was \$510,978, which is the lowest average price for six months.

"It is 4.4 % below July's average price and 4 percent below the average price being achieved in August Last year.

In August the market turned in favour of buyers, and the major contributor to this is the lack of choice for buyers.

"We are selling what we list, but throughout August there was a degree of uncertainty about the economy, compounded by the challenges South Canterbury Finance was going through, and which ultimately led to it being placed in receivership.

"There are buyers in the market, and we are experiencing a significant increase in the number of visitors to our web site. We anticipate vendors will return to the market, and prices and activity will show a modest lift as we move into summer."

Peter Thompson Managing Director

*Whilst we have taken all care in sourcing the information in our fact sheet we can take no responsibility for its accuracy.*



### 13 Glen Esk Place, Remuera

Enjoy Living Indoor and Out—GZ

A high stud, warm Rimu timber door framing and intimate garden setting all lend a sense of English charm and privacy as you enter this beautifully dressed home in a quiet cul-de-sac setting. Both the family and formal living areas open out to a generous north facing, sun drenched courtyard and lawn perfect for entertaining in the balmy spring evenings. There is also a separate laundry, bathroom and double garage with internal access on the ground level, with 3 generous double bedrooms upstairs (master with walk in wardrobe and ensuite), and office. Zoned for both Grammars, handy to a number of top schools and just minutes from fashionable Newmarket shopping centre, this is a beautiful home in prime real estate location. Viewing highly recommended.

**Auction:** 10.30am, 3rd November, level 4,50

Kitchener Street, City (unless sold prior).

**View:** Saturday and Sunday 2-2.30

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[www.gerardcharteris.com](http://www.gerardcharteris.com) for more details.

**Barfoot & Thompson**  
Since 1923 MREINZ

Licensed under the Real Estate Agents Act 2008

LIVING AND WORKING IN YOUR NEIGHBOURHOOD  
**Our perspective on real estate**



## Our August 2010 Auckland Results

Sales	637 Properties
Value	\$325,493,092
Average Sale Price	\$510,978
Sales over \$1 million	39 Properties
Value of sales over \$1 million	\$51,753,401
New listings during month	1,086
Available listings at end of month	5,626
Number of lettings	728
Average rent	\$406

## Web Watch

### barfoot.co.nz

Total visits	368,049
Unique visitors	122,561
Residential property views	882,706
Lifestyle property views	86,428
Rental property views	93,851
Commercial property views	38,251
Average page views	4.89
Average time on site	3:55

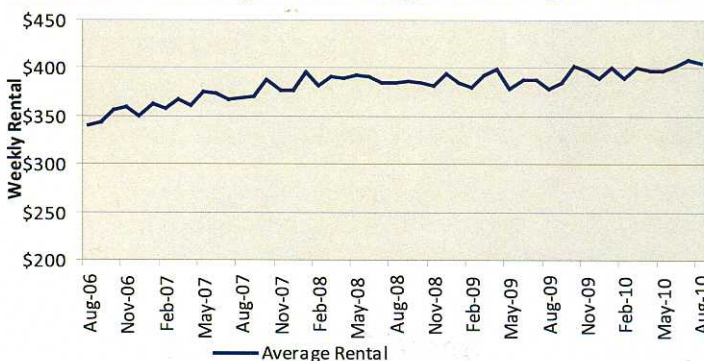
### Top Residential searches    Top Rentals Searches

1. Mortgagee Sales	1. Search all suburbs
2. Auckland	2. Auckland City
3. Epsom	3. Mt Eden
4. Search all suburbs	4. Greenhithe
5. Blockhouse Bay	5. Franklin District
6. Mt Eden	6. Waitakere City
7. North Shore City	7. Manukau City
8. Remuera	8. Auckland City Centre
9. Devonport	9. Parnell
10. Mt Roskill	10. Papakura District

### Our listings on trademe.co.nz

1,237,590 for sale property views, 4,841 emails  
666,398 for rent property views, 5,714 emails  
(Includes commercial property)

## Barfoot & Thompson Average Rental per Week



## What is SEO and what does it do?

One third of all visitors to barfoot.co.nz come from search engines, mostly Google. Search Engine Optimisation (SEO) is ensuring that the technical aspects and content of our site match what search engines are looking for. We constantly carry out SEO activities. The aim is to have our site appear at or near the top of the results for searches related to real estate. This includes:

- Ensuring our content is rich in keywords related to real estate
- Including relevant words automatically in the titles of all of our property pages
- Tracking which keywords send traffic to our site
- Making it easy for people to share and link to our content
- Running paid ads that appear with search results

In August eight of the top 50 keywords people searched that sent traffic to our site were the names of individual salespeople.

Simple insight into how Google works can be found at:  
<http://ppcblog.com/how-google-works>

## Barfoot & Thompson August Auctions

<b>90</b>	Sold under the hammer
<b>7</b>	Sold prior
<b>12</b>	Sold on auction day
<b>40</b>	Sold post auction date (as at 6th September 2010)
<b>149</b>	Total auction properties sold

### Up

- Barfoot & Thompson average rent up \$28 on that for August last year
- Fall in household borrowing larger than the fall in new investment, resulting in an increase in housing equity (Treasury Monthly Economic Indicators, August 2010)

### Down

- The seasonally adjusted number of new housing units authorised, excluding apartments, fell 5.3 percent in July 2010 (Statistics New Zealand)
- Barfoot & Thompson average sale price down 4% on previous August