

THE YEAR OF THE DRAGON

It should be a good year for NZ overall but "things are a changing"



- Last Big Day Out was on Jan 20 - Thank you to the organisers for 18 years of brilliant music.
- A wet summer so far for most of us - good for pastoral land & grass growth - not so good for Christmas holidays though.
- The icon Kodak is nearly gone - replaced with digital technology. We all have wonderful memories on photo – thank you Kodak.



economic & housing indices

- Gross domestic product (GDP) the measurement of our economic growth shows the economy grew 0.8% in September '11 quarter following a 1% growth in June '11 quarter. *(Statistics NZ)*
- Manufacturing up 2.3%, retail, accommodation and restaurants up 2.5% and business services up 0.6%. *(Statistics NZ)*
- Fourth largest country in the world Indonesia joins the Asian/Australia/NZ free trade agreement opening the door for NZ business and right on our doorstep. *(NZ Herald)*
- Trade with China grew 120% since October '08 & could be our biggest export market by 2017. *(BNZ Weekly Tony Alexander)*
- Housing sales show improvement in NZ, Auckland and North Shore, we see this trend continuing all 2012.
- Now is a great time to buy before valuation pressure builds up.

the good news

- New movies being filmed in NZ this year should add more than \$2 billion to our economy – fantastic! *(Herald on Sunday)*
- Air NZ wins top airline 'Oscar' for the second time. The global airline industry magazine Air Transport World named Air NZ the world's top airline – Super! Fly Air NZ. *(NZ Herald)*
- Visitor arrivals (230,000) up 3.8% in November. *(Statistics NZ)*

the not so good news

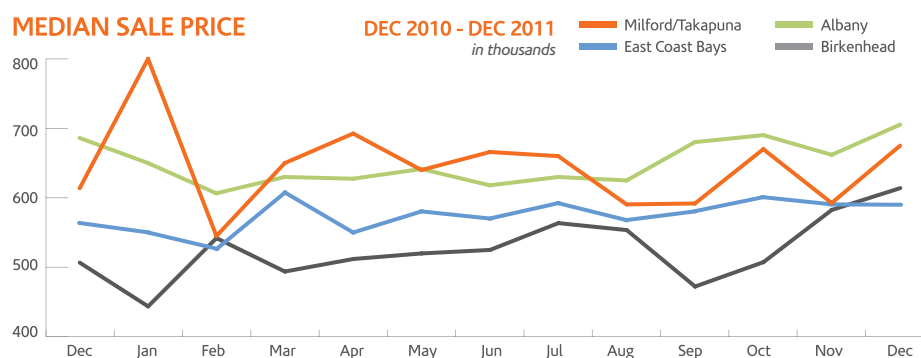
- Please say a prayer for the 11 Kiwis who lost their lives in the hot air balloon accident over Carterton.
- For those who lost their lives in the sea when the Costa Concordia tipped over on a rocky outcrop off Giglio Island in Italy may you rest in peace.
- Rena breaks up and debris floats onto our beautiful beaches.
- Armed police call outs soar – 992 in June, 12 months against an average of 513 for the last 14 years. It's more dangerous out there – watch it! *(NZ Herald)*

current marketing environment

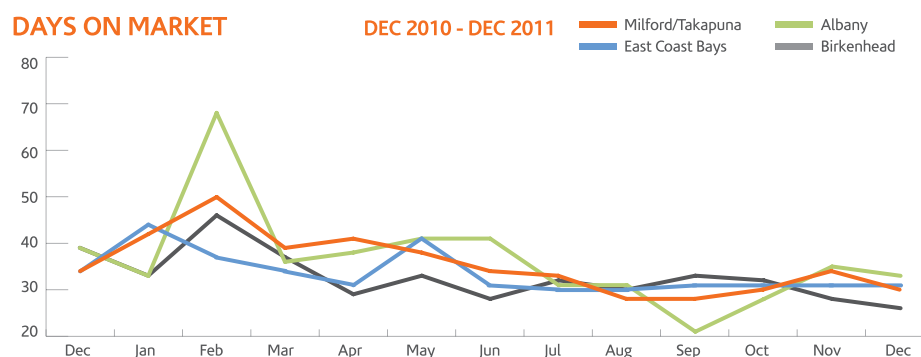
SALES STATISTICS

	DEC '09	DEC '10	DEC '11
New Zealand			
Volume	4,957	4,397	5,316
Median sell price	\$360,000	\$352,000	\$355,000
Auckland			
Volume	1,646	1,428	1,826
Median sell price	\$470,000	\$455,000	\$484,375
North Shore			
Volume	320	297	391
Median sell price	\$526,500	\$550,000	\$575,000
Median days to sell	31	36	29

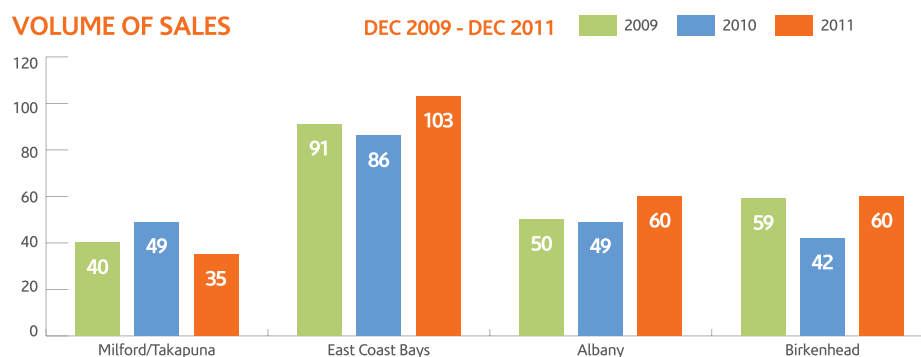
MEDIAN SALE PRICE



DAYS ON MARKET



VOLUME OF SALES



north shore rental statistics

The Christmas period remained relatively busy this year and it will really start to pick up now that schools starting. If you have a property to lease, please phone Paul Cameron on 021 916 699 or Matt Robertson on 021 913 210.

RENTAL STATISTICS DEC '11

	NO RENTED	MEDIAN PRICE	PRICE RANGE
Takapuna/Milford			
Two Bedrooms	14		\$420 - \$700
Three Bedrooms	12		\$550 - \$755
Four Bedrooms	7		\$557 - \$750
East Coast Bays			
Two Bedrooms	10		\$350 - \$480
Three Bedrooms	12		\$500 - \$595
Four Bedrooms	10		\$565 - \$700