

# The PROPERTY REPORT

## RED: THE ULTIMATE ATTENTION SEEKER



Make an assertive move this spring and spice up the décor in your home by adding a splash of RED! Strong, dark shades of the colour such as ruby and burgundy can evoke a grown up, self-assured and sophisticated feeling while cherry is cheery, childlike and familiar.

Red is the perfect colour to transform the atmosphere in your home with minimal effort for maximum impact. It draws the attention away from minor imperfections and details while adding liveliness to neutral colours such as beige, eggshell, and latte. But beware – use this colour sparingly or suffer a too-small and cramped feeling as red also has the effect of looking larger than it really is.

No matter which shade of red you use, the results will liven up any space and give a fresh and innovative look to your living areas.

John Ross  
Professionals Hutt City



Did you know the colour red has a physical effect on people? Red stirs emotions of love and fiery passion; it gets the heart beating faster and increases breathing. It's also the first colour perceived by the human brain.

The Chinese have understood this for centuries and there, the colour red represents happiness, good luck and success. In Russia red symbolises beauty, while the Italians have even branded their own colour of red, rosso corsa, which is the traditional colour for race cars including Ferrari.

## did you know?

Avalon formed as a private residential development in the 1970s on land formerly occupied by market gardens. Avalon came to the attention of most New Zealanders as the early centre of the country's nation-wide television broadcasting production, with the opening of the purpose-built Avalon Studios in 1975.



Source: Wikipedia Website ([www.wikipedia.org](http://www.wikipedia.org))

## Focus on ... Avalon

September 2006 - August 2007

	MEDIAN SALE PRICE	NUMBER OF SALES	MEDIAN DAYS TO SELL
September 2006	\$340,000	10	28
October 2006	\$400,000	7	8
November 2006	\$336,000	10	22
December 2006	\$345,000	9	18
January 2007*	-	-	-
February 2007	\$314,000	8	23
March 2007	\$375,000	13	25
April 2007	\$353,000	10	35
May 2007	\$298,000	8	21
June 2007	\$427,500	6	67
July 2007*	-	-	-
August 2007	\$345,000	5	30



**Median** - the middle value when all of the data is placed in order of value. The median is a better indicator of value in the middle of the range than the average figure, as the average can be influenced by 1 or 2 extremely high or low values.

**Source** - REINZ website and Professionals Hutt City Ltd MREINZ records. These statistics are for residential dwellings and do not include sections.

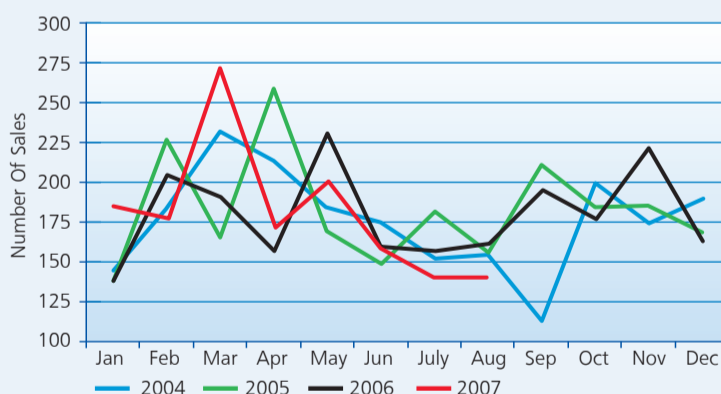
## Lower Hutt Statistics

June - August 2007

SUBURBS	MEDIAN SALE PRICE	NUMBER OF SALES	VS LAST YEAR	MEDIAN DAYS TO SELL	VS LAST YEAR	MEDIAN SALE % CHANGE	
						1 YEAR	3 YEARS
Alicetown	\$442,500	11	↓	23	↑	8%	69%
Avalon	\$352,500	14	↓	63	↑	11%	60%
Belmont	\$449,000	11	↓	47	↓	10%	76%
Boulcott*	-	-	-	-	-	-	-
Central Hutt	\$516,125	26	↑	30	↓	12%	59%
Eastbourne & Bays	\$737,500	14	↓	29	↓	32%	56%
Fairfield	\$398,000	13	↓	28	↑	-3%	47%
Harbourview*	-	-	-	-	-	-	-
Kelson	\$345,500	13	↑	27	↑	4%	36%
Korokoro*	-	-	-	-	-	-	-
Manor Park*	-	-	-	-	-	-	-
Maungaraki	\$382,000	17	↓	25	↓	2%	27%
Moera	\$149,000	5	↓	10	↓	-48%	-35%
Naenae	\$280,625	34	↓	32	↑	16%	67%
Normandale	\$402,000	8	↓	45	↑	3%	46%
Park Ave	\$421,000	13	↑	58	↑	30%	37%
Petone	\$433,000	27	↓	27	↓	13%	49%
Stokes Valley	\$310,000	51	↓	27	↑	27%	79%
Taita	\$280,000	19	↑	31	↑	20%	64%
Tirohanga	\$560,000	8	↑	33	↓	*	63%
Wainuiomata	\$260,000	83	↑	30	↑	23%	92%
Waiwhetu	\$364,000	19	↓	38	↓	9%	30%
Waterloo	\$417,500	20	↓	27	↓	21%	41%
Woburn	\$570,000	21	↑	30	↑	-6%	28%

\*For accuracy purposes, suburbs with less than 5 sales in the period have been excluded from this analysis.

## Lower Hutt Residential Property Sales



## Regional Round Up

June - August 2007

OUR REGION	MEDIAN SALE PRICE	NUMBER OF SALES	VS LAST YEAR	MEDIAN DAYS TO SELL	VS LAST YEAR	MEDIAN SALE % CHANGE	
						1 YEAR	3 YEARS
Lower Hutt	\$336,700	439	↓	29	↑	9%	40%
Upper Hutt	\$338,107	214	↓	28	↑	17%	69%
Porirua	\$375,000	149	↓	31	↑	17%	50%
Wellington	\$435,000	884	↓	25	↑	3%	28%
<b>MAIN CITIES</b>							
Auckland	\$490,000	2,422	↓	29	↓	12%	34%
Hamilton	\$300,000	882	↓	28	↓	0%	36%
Christchurch	\$326,500	1,875	↓	27	↓	14%	37%
Dunedin	\$221,250	644	↓	27	↓	-8%	20%

Red, enough said.



Professionals

hutt city limited MREINZ