

# Reaching buyers others can't

Jenni Finlayson of Bayleys Orewa explains how.



IN THE NORTH

# Why Bayleys

## A proud family history

“In the New Zealand context, Bayleys are an amazing and sizeable untold success story. I can only imagine this is because they’re not a public company, so the news media and therefore the public remain oblivious to their accomplishment and relevance. But I’ve had 45 years in this business across the globe and by any standard they’re right up there with the best”.

*Sir Robert Jones*

## A strong future

**Starting from** humble beginnings in 1973 in South Auckland, Bayleys Real Estate has been a true New Zealand success story and has an enviable reputation of maximising the value of their clients’ property assets.

Founded by father Graham and sons John and David, the family involvement continues with John and David’s nephew and niece, Mark Macky and Kirsty Stevenson, the proud locally-based owners and directors of Bayleys in the North with offices in Orewa Beach, Whangaparaoa, Warkworth, Omaha Beach, Mahurangi East, Mangawhai, Bream Bay, Whangarei, Dargaville, Paihia and Kerikeri.

Bayleys in the North is one of Bayleys Group’s largest franchises and has won the Bayleys Franchise of the Year award a number of times.

John and David Bayley, who are both still actively involved in running the business, are proud that the firm family values that fuelled Bayleys’ initial success still anchor the overall team approach of the Bayleys network.



Mark Macky & Kirsty Stevenson, Directors

**BAYLEYS**

# What makes Bayleys different?

Three key factors that set us apart from the rest.



## 1. Results

We do the business. We have a strong track record and our team approach will attract the best possible price for your property.



## 2. Bayleys Reach

Our marketing reach is unrivalled and our approach is specific to your home. We use traditional marketing approaches plus innovative strategies to ensure we find the right buyer, not necessarily the first buyer.



## 3. Service

Keeping you fully informed of progress and buyer feedback during the marketing of your property. We constantly aim to over-deliver on our service commitment to you.

Anyone can promise you the best service. We guarantee it.

Our commitment to you is such that we offer this unique guarantee of service. We guarantee the following points and ask only that you give us just 48 hours to remedy any problem you have with us. After 48 hours if we haven't fixed the problem we agree to cancel our agency agreement.

No if's, no but's, no maybe's.

- We guarantee you will be kept informed on all property inspections and feedback as they take place
- We guarantee you will receive a weekly marketing report updating you on progress on the sale of your property
- We guarantee our marketing will be of the same high standard as approved by you and no stone will be left unturned in our endeavours to sell your property
- We guarantee that we will work in your best interests to maximise the value of your property.

## Bayleys in the North team

11 offices

80 sales people

653 transactions per annum

\$515,000,000 sales value per annum



# Why Jenni Finlayson



Here are 3 good reasons why...

1

I have a passion for the Hibiscus Coast / Mahurangi West and have specialised in it for 10 years. This gives me a special feel for where the market stands at any given time, and what individual properties achieve.

2

I have a growing number of very satisfied clients who have appreciated my attention to detail and my willingness to go the extra mile. These attributes you will be able to count on.

3

I have a really strong belief in the value of openness and honesty. I also believe the agent client relationship has to be driven by respect, meaning the client's interests are always paramount.

**Jenni**

# Who is Jenni?

Jenni first lived on the Hibiscus Coast over 30 years ago and loves the beach lifestyle and friendly community that it offers. She chose her real estate career because of her long term interest in the property market, combined with her enjoyment of working with people.

Jenni comes from an education background, having taught at the secondary and tertiary level. She has also worked in the finance industry, gaining valuable skills and knowledge that assist her real estate clients. She has gained her Licensee status after completing the required qualifications at Massey University and has Associate membership of the Real Estate Institute of New Zealand.

Jenni provides a professional service where your property is her priority. Her aim is to sell your property at a premium price, in the shortest time and with the least worry to you. She is a strong communicator, understanding that clients want timely and good quality information throughout the sale process. Combined with her enthusiastic attitude, friendly manner and strong ability to negotiate, it is clear to see why Jenni has developed such a strong business.

She is proud to be working for Bayleys Real Estate, a family company with strong values of honesty and ethics, who are leaders in marketing initiatives and who place an emphasis on building long term relationships with their clients.

Outside of real estate, she enjoys being with her family and friends and maintaining an active lifestyle. Jenni looks forward to working with you ..... contact her today.

102 sales transactions

\$105,900,000 sales value

**Jenni Finlayson**  
AREINZ, BSc, Dip Sci, Dip Teaching, Dip Intl Compliance

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Top Residential Salesperson Orewa 2010/2011

**TOP 10%**  
OF BAYLEYS SALES  
PEOPLE 2012/2013



# Results achieved by Jenni

A small selection of some notable sales.



**15 Sykes Avenue, Stanmore Bay**  
\$1,500,000, 62 groups, 42 days on the market



**491 Hibiscus Coast, Highway, Orewa**  
\$1,040,000, 3 groups, 14 days on the market



**1/276 Hibiscus Coast Highway, Orewa**  
\$1,063,000, 37 groups, 26 days on the market



**15 The Ritz, Orewa**  
\$930,000, 62 groups, 79 days on the market



**44 William Bayes, Red Beach**  
\$1,200,000, 85 groups, 36 days on the market



**41a Bay Street, Red Beach**  
\$627,000, 52 groups, 28 days on the market

# What Jenni's clients say about her

Jenni made the sale process completely stress free.

We were delighted with the expediency and fair price of the sale.

A careful and reliable agent, Jenni is totally committed to achieving a successful outcome.

She sets realistic expectations and drives hard to achieve the best outcome for all involved.

Jenni's negotiating skills were leaving both seller and buyer feeling happy with the result.

Her positive attitude, her people skills and business acumen made her a real pleasure to deal with.

During the entire process Jenni was professional, honest and approachable.

Jenni's regular updates and supportive communication took the stress out of the event.

Jenni is always well presented and a most pleasant lady to deal with.

# At Bayleys we recognise that successful selling of your property requires a partnership approach.

Simple and straight forward, with no awkward surprises. That's how selling your property should be, and how we want it to be. At Bayleys, we do this by agreeing to a plan, sticking to the deadlines and communicating with you every step of the way. It's also how we're able to deliver the best result with the minimum possible stress for you.

This approach is designed to find you **more buyers** and get a better result **with less hassle.**

## Trust

Our core value is to be honest and ethical at all times.

## Understanding

Understanding of your aspirations and requirements.

## Marketing & reach

Utilising our industry-leading marketing skills, tools and resources is an essential part of the process.

## Managing & negotiating

Effectively managing and qualifying all enquiries, and then negotiating a sale at the best achievable price.



## Team approach

Coordinating a team approach that will attract the best possible price for your property.

## Expertise

The maximisation of Bayleys specialist expertise, innovation and capabilities.

## Information

Keeping you fully informed of progress and buyer feedback during the marketing of your property.

## Exceptional service

We constantly aim to over-deliver on our service commitment to you.



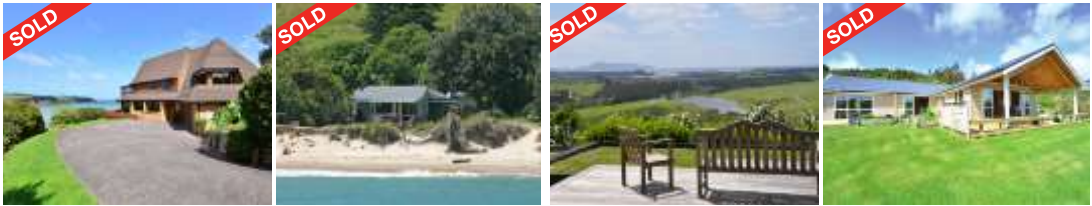


# Not all property marketing achieves the same results



Not all marketing is equal. A well planned and executed campaign turns over every stone looking for the best buyer. By doing this, you maximise the chances of getting the best price for your property.

While our marketing standards are high, ensuring we present your property in the best possible manner, it does not necessarily cost a lot. Whether a smaller local campaign, or if you want to reach buyers further afield, we will ensure that any marketing investment is spent wisely and effectively.



At the end of the day, it's about getting you the best net result at the end of the transaction. It costs you no more to engage the right agent, yet it could be very expensive if you don't.

# Bayleys Reach

Finds buyers others can't



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 the first buyer. That's where Bayleys Reach comes into it's own.

By reaching more people we create more competition, and greatly increase the chances of an outstanding result.

We believe this innovative and exclusive multi-channel approach to campaign planning is one of our competitive edges.

This means more eyes seeing your property, more serious competition for it, and ultimately the best possible result for you.

The Bayleys Reach elements are:



## Bayleys property picks

Bayleys are to be the only real estate agency that can put your home in prime position on the New Zealand Herald home page. NZherald.co.nz homepage receives 6.4 million page impressions and 800,000 unique browsers weekly. 25% of click-throughs are from offshore, predominantly made up of Australia, United States, United Kingdom and Asia.

**800,000** unique viewers weekly



## Online

The internet is a vital part of the property marketing mix. Not only is it extremely cost effective, but because it makes things easier for prospective purchasers, it often delivers results very quickly. As part of the Bayleys Reach programme, we will profile your property on three key property websites:  
• bayleys.co.nz • realestate.co.nz • rightmove.co.uk

**180,000** unique visitors per month on Bayleys.co.nz



## Media

Despite the trend towards online advertising print media is still an integral part of a multi-channel marketing campaign, especially for passive audiences who may not be specifically looking for property but scan print media for opportunities. Bayleys sells the sort of properties people like looking at – our brand can help your property attract more eyeballs.

**2,00,000** property purchasers use press



## Global

Bayleys Real Estate has introduced overseas investors to more than \$500,000,000 worth of New Zealand property.  
• In the last year bayleys.co.nz has received 411,430 visits from offshore traffic  
• Our exclusive alliance with Christie's International Real Estate allows exposure to a cultivated audience through Christie's unsurpassed global marketing plans.

**\$500,00,000** worth of New Zealand property



## Preview Magazine

13,000 printed copies of Bayleys residential property magazine are distributed throughout Auckland and the North every month, reaching active buyers who are looking at quality Bayleys properties.

**13,000** printed copies of Preview



## Local Presence

Clear and concise communication in the local area allows for local community and passers-by to know the property is for sale through:  
• Signage • DLE maildrops  
• Open Homes • Market Insight Flyers

**75+** salespeople in the north



## Databases

A compilation of qualified buyers who are contacted through regular mailouts and e-newsletters etc.  
• bSmart eMarketing system with over 25,000 buyers in monthly contact  
• 125,000 people on Bayleys offshore database

**115,000** people on offshore database



## Public Relations

Bayleys Communications team has the highest rate of cut through for editorial and media opportunities. Exposure through PR has been found to increase sales value as much as 20%. 99.65% of the media releases generated by the Bayleys PR team are picked up by one media. The average PR campaign generates approximately \$4,500 - \$5,000 worth of measurable news coverage.

**99%** of Bayleys PR is picked up by the media



## Team

The Bayleys network is a key way to ensure that your property is presented to all salespeople in the local and national networks. We don't have lock-boxes so your listing agent will show your property to any buyers personally. Bayleys National Office Network:  
• 75 offices nationwide • 800 salespeople

**800+** salespeople in New Zealand

# The journey to success

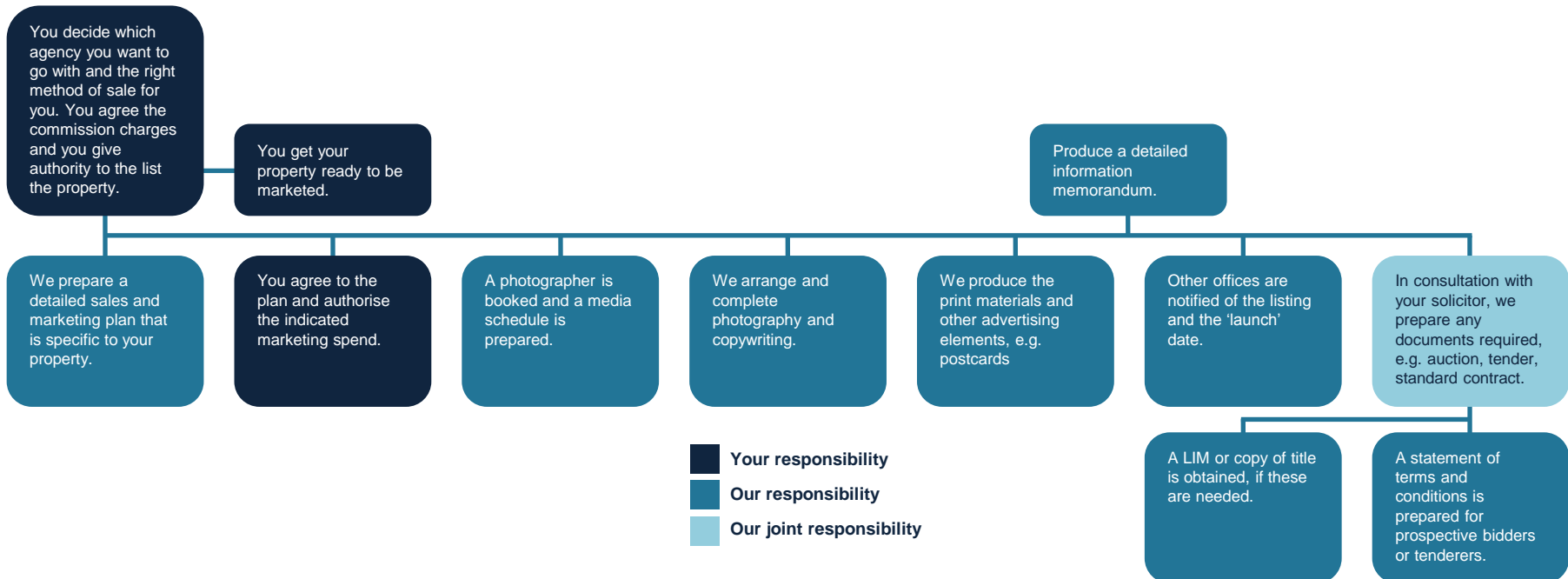
We totally understand that selling your most prized possession, your property, can be a stressful time.

At Bayleys, we aim to minimise that stress by making the whole sale process as smooth and as simple as possible. The first step in achieving a successful sale is listing with Bayleys. The step-by-step flow charts below explain simply and clearly how you and I will work together to achieve the 'dream' result . . . The sale of your home.

We look forward to walking beside you every step of this journey and guiding you through the sale process . . .

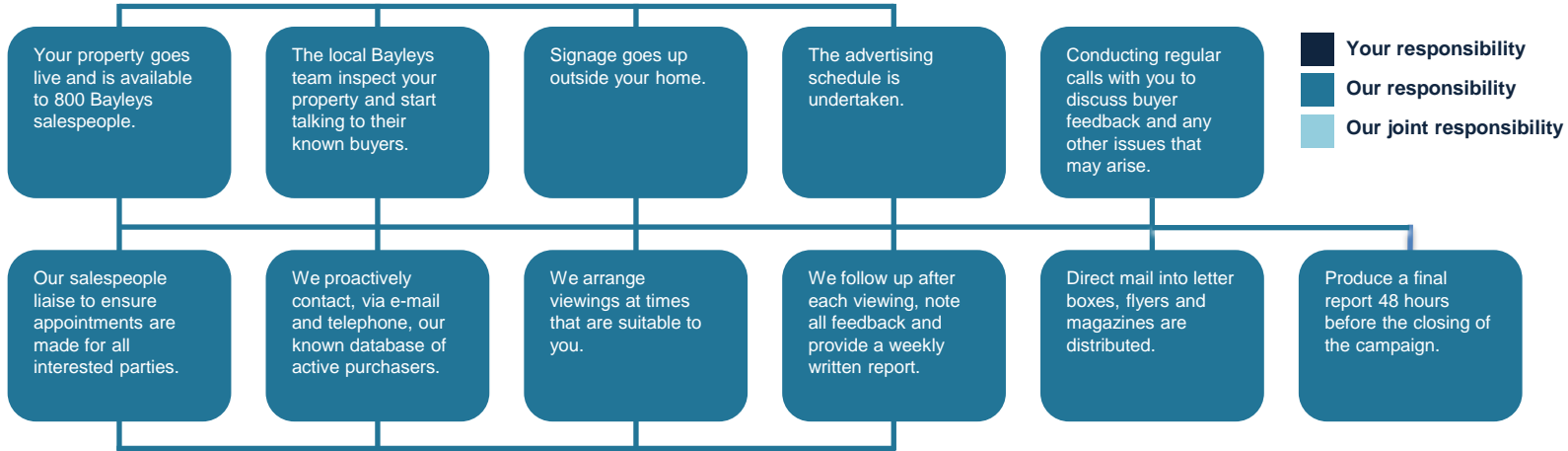
## At the start

### Preparation prior to marketing



## During the marketing campaign

3 to 4 week campaign



## Negotiation, sale and settlement

Dotting the 'i's and crossing the 't's



# We're not just passionate about real estate



Charity may begin at home but it's not where it ends. It's part and parcel of Bayleys business philosophy that we give back to the community.

We are involved in a lot of community initiatives and causes throughout New Zealand, and particularly in the North. We are passionate about where we live and about our communities.

When you choose Bayleys you can be confident you are choosing a partner who are doing their bit for our community.

Bayleys in the North, proud supporters of:

Dargaville Rugby  
HBC Kindy Ducky Derby  
Mahurangi College First XV  
Mahurangi East Bowling Club  
Mahurangi East Tennis Club  
Mid-Western Rugby & Fishing  
Northland Dog Trials



Elite sponsor



Principal sponsor





# So why choose Bayleys?



Because you shouldn't hand your keys to just anyone.



# Bayleys in the North



## Jenni Finlayson AREINZ

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Mackys Real Estate Ltd, Licensed under REA Act 2008

### Our Bayleys offices in the North

Orewa Beach 09 426 5911	Whangaparaoa 09 428 0600	Warkworth 09 425 7640	Omaha Beach 09 422 7441	Mahurangi East 09 425 4128	Mangawhai 09 431 5415	Bream Bay 09 432 7125	Dargaville 09 439 4297	Whangarei 09 470 0960	Paihia 09 402 8088	Kerikeri 09 407 9221
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