

CUSTOM  
RESIDENTIAL

LICENSED REAL ESTATE AGENT



# WELCOME TO CUSTOM RESIDENTIAL



## WELCOME.

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We've put this book together to let you know more about our company and our whole approach to Real Estate.

One thing's for sure. Change is upon us and we thought it was about time that someone stepped in to fill the service gap in the industry. There is no doubt that what was working even a year ago, will not work in 12 months time. We are here to play a leading role in raising the bar and believe that exciting times lie ahead.

When we started Custom Residential, we didn't want to run with the status quo and be part of just another generic franchise group. We wanted to be nimble enough to change and improve things very quickly. We felt that bringing change as part of an existing franchise would be harder than making a sharp turn in an oil tanker.

We definitely wanted to offer people something different. It might sound odd, but we are not interested in selling property in sheer volume. Chest-beating over how many hundreds of sales are

completed in a month may sound impressive, but what does that really mean for the experience and outcome for each individual homeowner within that mass? It's about quality, not quantity.

We're hungry and excited to be here and don't take anything for granted. We're on your team and really want to show you what we can do.

At Custom Residential, we listen, give straight up advice and then get on with the job. We don't do 'drama' and we know our place. It's actually your home we

are representing, you are the customer and your interests must be paramount at every stage of the process. That's how it works.

We know you're busy, but really hope you enjoy reading our first edition of Straight Up. We've included some really interesting content, and at the end of it, you will see that we are different to all the other generic franchises. We're proud of our testimonial page and would love you to see our new video too.

Thanks for taking the time to read our booklet.

# MEET THE TEAM



## Our team.

110% focused.

So, here's the team from Custom Residential. They've received a truckload of written client testimonials this year and are becoming famous for their approachability and willingness to go the extra mile. There is something different about these guys and the public are starting to sit up and take notice. The results they've achieved for vendors in the past 12 months have been nothing short of amazing.

The average age of a real estate agent in New Zealand is around mid 50s, the average age of our team is closer to mid 30s. We generate some serious energy and enthusiasm within the office and both our vendors and purchasers notice it. They say that in business, speed impresses; our team are on the ball, and generally speaking, are younger, stronger and faster than the competition. They are not part-timers. They are at a stage in life when long hours, new ideas and new technology are all accepted willingly as standard procedure. It is no coincidence

that we find ourselves in the perfect position to embrace the changes that are needed within the industry.

You have a competitive edge when you use a Custom Residential agent. A lot of their training comes directly from the super competitive environment of Sydney, Australia and this alone ensures a superior outcome for sellers. We are always looking for ways to be better at what we do. We are not tired or conventional in our approach. Quite the opposite in fact.

We understand that it's actually about you. Not about us. Empathy, honesty and diligence are core values for our team. We know that you need someone who will actually sit and listen to your needs then have the skill and ability to just get on with the job.

We take pride in delivering on the promises we make. We'll do everything we say we'll do. Sometimes more.



1. **Sue Hatton** 027 279 9696 sue.hatton@customresidential.co.nz  
 3. **Nic Blackie** 021 106 0404 nic.blackie@customresidential.co.nz  
 5. **Sieva Jackson** 021 635 122 sieva.jackson@customresidential.co.nz  
 7. **Sam Durkin** 021 576 224 sam.durkin@customresidential.co.nz  
 9. **Rose Kirkwood** 021 848 758 rose.kirkwood@customresidential.co.nz  
 11. **Jeanne Clayton** 027 288 8097 jeanne.clayton@customresidential.co.nz  
 13. **Rex Worthington AREINZ** 027 442 3028 rex.worthington@customresidential.co.nz  
 15. **Vivi Heetebrij** vivi.heetebrij@customresidential.co.nz

2. **Kerri Wayman** 021 302 131 kerri.wayman@customresidential.co.nz  
 4. **Dan Reed** 021 191 2225 dan.reed@customresidential.co.nz  
 6. **Steve King** 021 223 0425 steve.king@customresidential.co.nz  
 8. **Richard Barber** 021 767 454 richard.barber@customresidential.co.nz  
 10. **Scott Kittelty** 021 1601 510 scott.kittelty@customresidential.co.nz  
 12. **Jason Trowbridge** 021 358 888 jason.trowbridge@customresidential.co.nz  
 14. **John Wills** 021 333 053 john.wills@customresidential.co.nz  
 16. **Zeisha Fremaux** zeisha.fremaux@customresidential.co.nz

# REALITY CHECK.

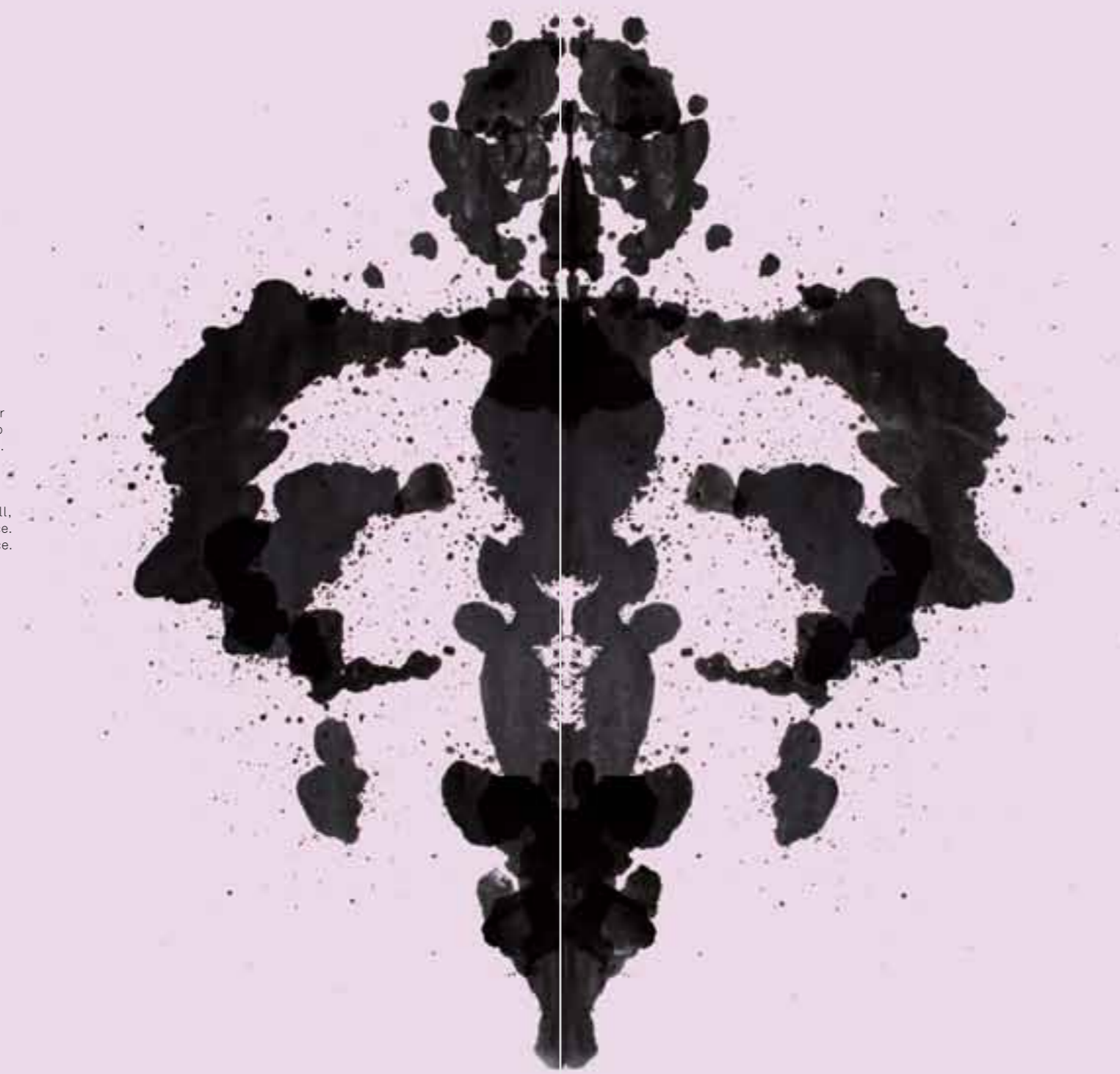
# 1

We're not the biggest, nor do we sell the most property. The truth is, we're quite happy to set fire to mahogany row and push against the standard 'conveyor belt' approach to selling property in volume. From day one, we choose to focus on the individual needs of each client and provide an outcome and experience that meets and exceeds expectation. We feel this is real estate the right way.

We opened our doors during a recession and have simply had to work harder and smarter than the others. This mentality runs right through the company and our vendors definitely notice it. How do we know this? Because they tell us.

It's clear that our quality over quantity approach is paying big dividends for our vendors. After all, they only get to sell their home once. Individual attention. Maximum price.

# 1



# REALITY CHECK.

# 2

The individual agent you choose will have the biggest single effect on the outcome you achieve when selling your home. This is a fact.

It's the individual agent, not the brand, that manages the whole project. The agent plans and executes the strategy, answers phone enquiries, selects the photos, runs the open homes, handles subsequent viewing appointments, communicates with you, your buyers, valuers, builders, and of course negotiates a price.

It is the agent's enthusiasm, skill, honesty and approachability that matter most. This is where Custom Residential agents are proven to shine through. We take our role seriously and seek the market's top dollar. Not hound you for your bottom dollar.

In the past, many vendors have opted for a 'big brand' only to be disappointed with the individual agent. This is akin to buying a 60 ft launch and putting a 90 horse power engine on the back. Absolutely no grunt where it counts!

Our team is full of focused professionals. We turn away far more agents than we hire and our results and references speak for themselves.

# 2



# ACTION NOT WORDS

## Actions Not Words.

Real Estate is what we do for a living.

We've always felt that it's what happens *after* the listing form is signed that matters most to a home owner.

Custom Residential is not in the business of making big promises and becoming your best friend during a 45 minute listing presentation only to let you down horribly during the campaign – when it really counts. Instead, we back our words with actions and do everything we say we'll do.

## Living up to the Hype.

It's probably running through your mind: "What if these guys are just another company that's all hat and no ranch?"

Absolutely not. We can understand why you might feel that way. But Custom Residential is here to provide straight up advice, personal service and do everything we say we'll do. That's a promise.

We've received a lot of positive client feedback this year and have included just a small percentage of it towards the back of the book. Our business is growing one happy customer at a time and that's just the way we like it.

## The rubber meets the road.

We've got plenty of rubber on the road. Our team is a lot larger than most people think and our agents have huge reach with high-quality personal networks.

Our guys are out there doing Real Estate seven days a week. They've developed strong relationships with serious buyers, both locally and overseas and are actively helping those people find and purchase suitable property.

Our agents carefully maintain their registers of buyers. For example, we currently have a couple of families living in hotels that are desperate to purchase, we have plenty of cash buyers who have already sold and are

renting, just waiting to pounce on the next opportunity. Others have said "find me 'x' and I'll make a quick decision. Money is not an issue." We also have a large pool of overseas buyers who are seriously excited to receive our regular email newsletters. As a result, we've sold property to buyers from Singapore, Los Angeles and the United Kingdom this year – and our vendors were really impressed with the results.

Custom Residential definitely has all bases covered.

# PUTTING TWO AND TWO TOGETHER

## Putting two and two Together.

As a team, we get more than 150 buyer enquiries every day. Most from New Zealand, but also an increasing number from overseas clients who receive our weekly newsletters. We list and sell quality homes in your area and connect people to property seven days a week. That's our job.

Our young, vibrant team clicks really well with the executive families and single go-getters that are hell bent on moving into the area. We're in our 20s, 30s and 40s and so are they.

This is a huge advantage to vendors who choose to work with us.

## Connect & Go.

When you meet a Custom Residential agent, their enthusiasm is obvious and you sense something different. Connect us to your property and watch us go!

We work as a team and bring instant energy and momentum to your sales process. As a vendor you'll hit the ground running faster with Custom Residential. Think immediate impact, immediate interest.

We never take anything for granted and genuinely leave no stone unturned in search of the best buyer for your home. A lot of agents talk about this. We actually do it, and our work behind the scenes makes a huge difference for our vendors. After all, you only get to sell your home once, so the process deserves masses of energy from the word go.

## Dedicated On-site Auctions.

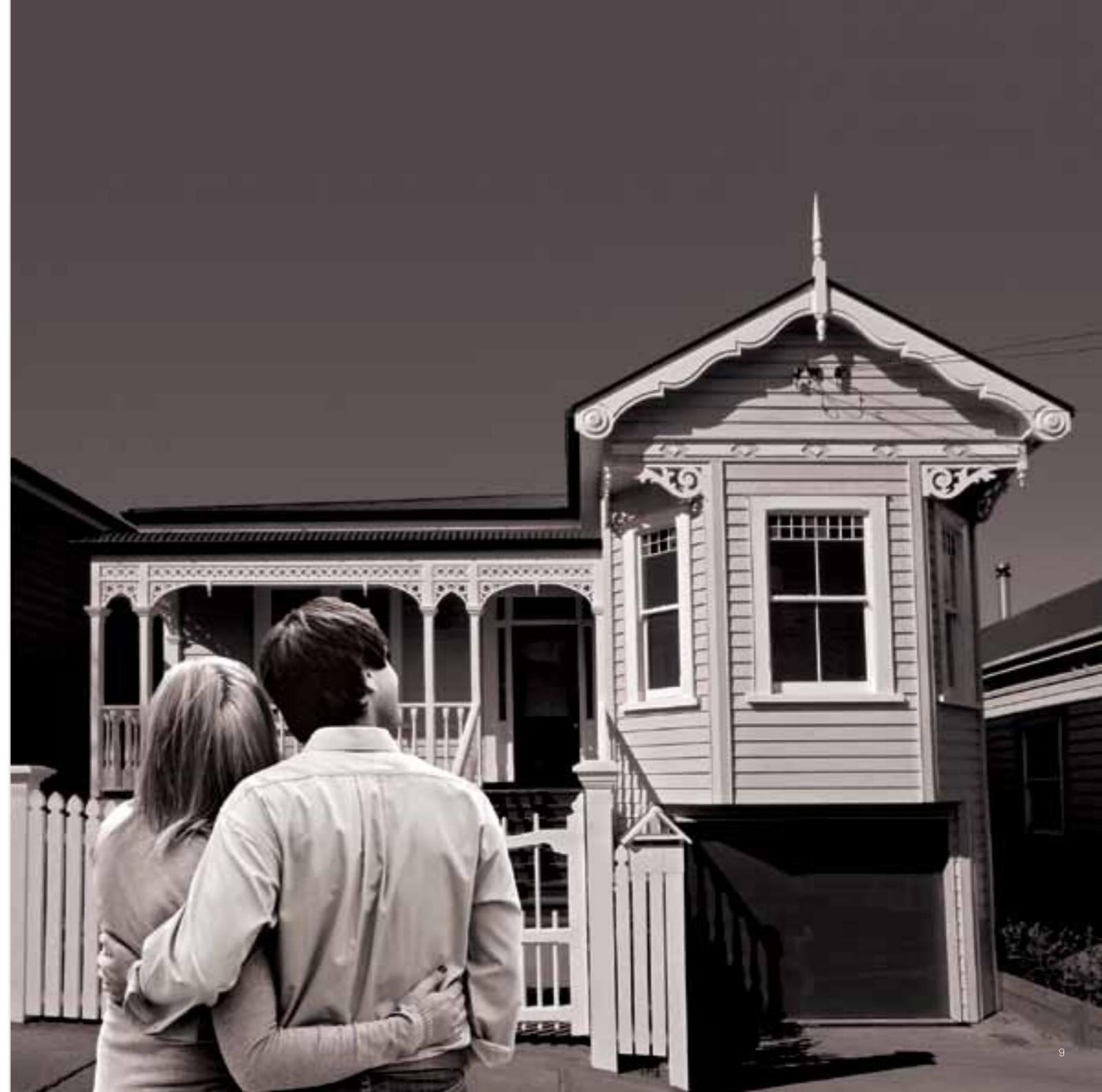
We avoid the 'auction house approach' to selling. This is where companies run a central auction house and put vendors in a queue of 'lot numbers' for each auction day. We can see why they do it: it's cost-effective and convenient for them. But for the vendor, it just doesn't cut the mustard.

This is the vendor's big day, so that approach is not even close to being personal enough. Everything that happens on that particular day should be dedicated to only one vendor. We think there's too much on the line for home owners to do it any other way. They've spent time, money and considerable effort getting ready for each open home and have generally had to deal with some anxiety and inconvenience. That's why we make the day about them and focus all the buyers on just one property. We believe this works infinitely better for our clients.

## Huge Advantages.

- All the focus of the day is on just one property.
- Our Auctions are at the weekend when people can attend easily.
- In-room power point displays do not evoke real emotions from buyers. Another inspection amongst other potential buyers just prior to auction does.
- No chance of half the room getting up and leaving just before your property comes up, just because on that particular day, it was the lot before that most people came to see.
- Weather is not an issue. Kiwis love property and are a pretty tough bunch really. A few drops of rain makes no difference at all, and what about the feeling of auctioning outside on a classic summer's day?!
- Case Study. 9 Dryden Street. Auction onsite in August 2009. Torrential rain right until five minutes before auction. Around 120 people attended. Numerous bidders. Property sold under hammer \$170,000 above reserve. Full written testimonial received.

Our way works better.





## REALITY CHECK.

### # 3

Experienced at what?

We sometimes hear that other companies have more 'experience' than us. To us, that really is the whole point.

The tide has already turned and change is upon us. Being experienced at the old school, sometimes lethargic, reactive style of doing Real Estate is not a good thing at all.

Sure, Custom Residential is new on the scene, but anyone knowing the personalities involved will see that we have the credentials and drive to do justice to any home in the area. Our Recently Sold and Client Feedback pages on the website tell the full story.

Custom Residential is fresh and on fire. We're absolutely proven to get the job done.



## REALITY CHECK.

### # 4

Genuine overseas buyers know how to find property in New Zealand.

Specialist property websites such as Realestate.co.nz, Open2view and Trade Me are incredibly powerful marketing tools. They have huge reach around the world.

These types of buyers are generally very successful people who know what they want and where to find it.

I believe that every agency in the country that uses these websites in conjunction with their own direct marketing has an equal chance of finding their vendor an overseas based buyer because via technology, it's often as much about them finding you as you finding them. From there, it's down to the quality and enthusiasm of the agent dealing with that particular enquiry. This will dictate how things proceed from there.

Custom Residential has all the important bases covered. Strong links to registered overseas buyers, regular contact with these buyers, use of specialist property websites and of course, the calibre of agent to maximise each enquiry.



## Calm and Confident.

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We don't like pushy salespeople. Nobody does. We'd like to think that those days are over.

Our team is calm and confident and rest assured you will be too. We are a team of specialists that understands the importance of clients being able to make comfortable and informed decisions when they are buying or selling a property.

After all, we are dealing with valuable property in our area.

We understand the process, and that buying or selling a home is not something you do every day. Our expertise will help smooth out the process and enhance the overall outcome. We don't panic and take pride in a job well done.

# CALM AND CONFIDENT.

## Total Accountability.

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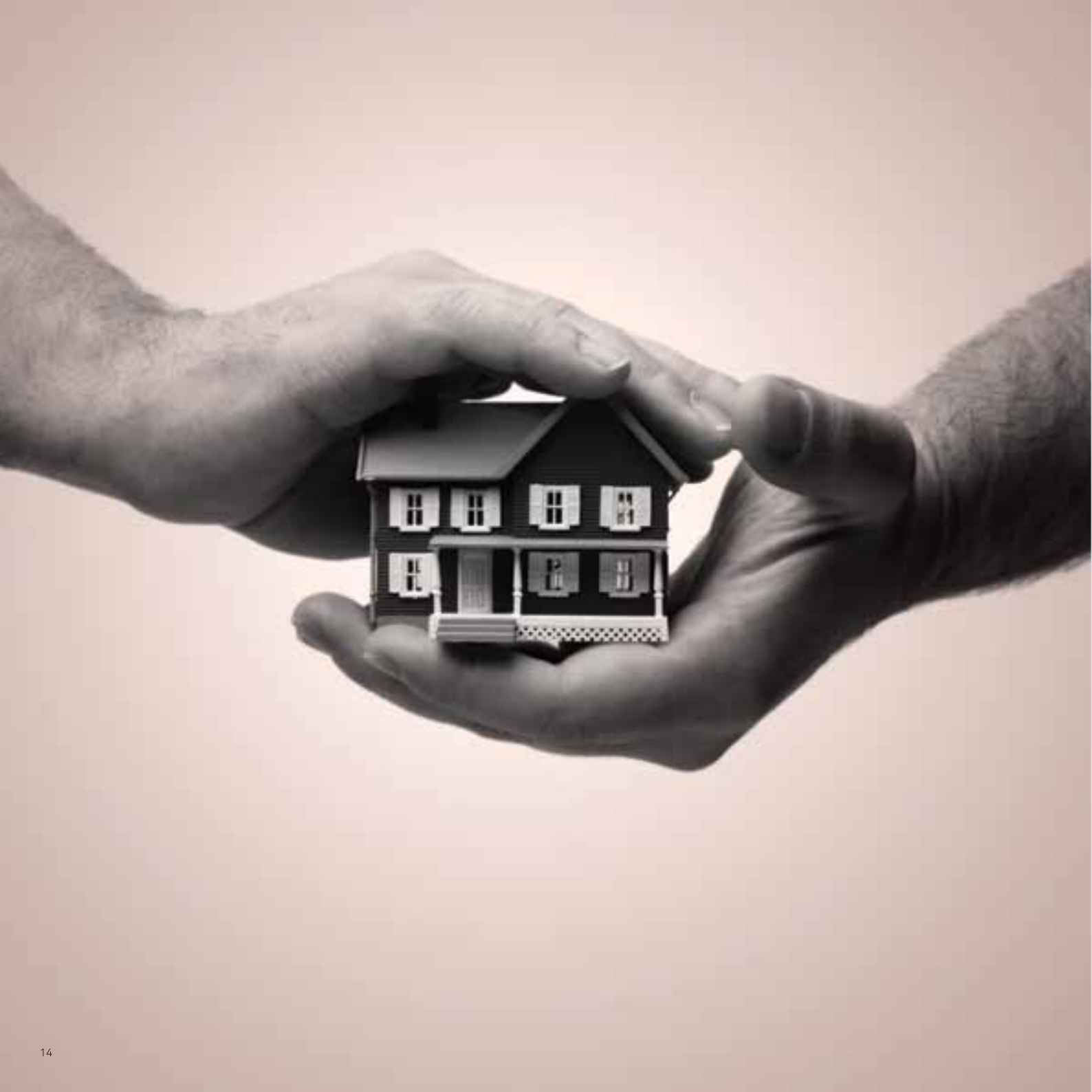
We believe that representing any property is a privilege.

The Custom Residential agent you choose is totally accountable to you. We front up with the good news as well as the bad news. We are right there alongside you, from the professional photography at the beginning through to the bottle of bubbly at the end (and all points in between). We will never go missing in action and if something isn't right, we will fix it.

We call it point-to-point service.

When you commit to us, we'll commit 110% to you. That's the Custom Residential way.

This accountability is something we know makes a huge difference to our vendors.



# PREPARING YOUR HOME FOR SALE

## One Shot At The Title.

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That's right. You only get to sell it once so you'll need to hire the right people for the job.

We're not interested in selling volume, we're interested in applying our proven approach and selling your home. The first two weeks of your campaign are absolutely critical to the eventual outcome. This is when your home is fresh to market and all the best buyers are looking at it. After this, the tide starts to go out and the level of enquiry falls rapidly. Custom Residential agents know this and are trained in techniques to maximise this initial period for their vendors.

Doing certain things on certain days leading into the first viewing is a proven strategy that has been refined over the last five years. We work the property especially hard over those first two weeks and this seriously pays off for vendors. We've heard people say "I'd love them to do that for my house when I sell it."

Custom Residential will make sure that your one shot at the title is a winning one.

## Our Proven Product Launch.

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This is the only way your home can command immediate attention in a competitive market. Our proven product launch gives you the best chance of creating competition for your property and hitting a home run on price. As we say, you only get to sell it once and we know that it's the process we follow leading into the first viewing opportunity that offers a massive strategic advantage for anyone listing with Custom Residential.

I cringe when I see great properties come up with no clear marketing structure. Near enough is never good enough and this 'dribs and drabs' approach does not work. Some agents think that 'the Ponsonby factor' or 'the hot market' will carry the property to success. It definitely does not work that way.

Custom Residential uses a clear strategy that defines certain tasks to be done on certain days. We execute this proven plan and the results speak for themselves.

## Top Flight Marketing.

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Your attention please!

Many people have seen our brand in the Ponsonby News and heard us on George FM. We put serious thought into it and like to do things a little bit differently. We also put some serious thought and time into how we market our clients' homes.

Marketing isn't just about big glossy adverts. Although we do those too. (Crisp, clean and buyer friendly)

At Custom Residential, we feel strongly that successful marketing is proactive, not reactive. It's about knowing your product. It's about identifying a target market for each property we represent: then calling buyers, building invaluable trust and rapport. It's about having a plan and executing it. Not about placing an expensive advert, then waiting for the phone to ring. Sadly, you'd be surprised how often this happens in other agencies and it simply isn't good enough in our book.

We get a tonne of great feedback about our marketing efforts and initiatives. We go the extra mile to really showcase your home. First we think. Then we implement.



# LET'S STAY IN TOUCH

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## Let's stay in touch.

Knowledge is power and, as they say, a week is a long time in real estate. The local market twists and turns, and great new listings come and go very very quickly.

Each of our agents do their own specialist monthly newsletter so please feel free to talk to your preferred Custom Residential agent to receive yours. These newsletters are full of beneficial information, recent sales, fresh new listings and contain absolutely no ridiculous baking recipes.

To stay right up to date with the latest local action, or register for our popular weekly newsletter, visit [www.customresidential.co.nz](http://www.customresidential.co.nz) or simply phone the office on (09) 360 4860. It's a great read.

More importantly. If you ever need any up-to-date market information or advice, please feel free to give us a call. It's our job to help.

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## Careers with Custom Residential.

Want to be part of something fresh and different? Feel that it's time to reach a little higher?

Our business is expanding rapidly and we are currently on the lookout for the right new and established agents to join our group. If you're serious about property and have an empathy for people then we should catch up for a chat. The industry is changing and what has worked in the past, will not cut it in the future. Custom Residential treats agents as customers and there is a unique culture here. The right people thrive with us. Just talk to any of our agents.

We've created an environment of success and enjoyment here at Custom Residential and our team are revelling in it.

Oh, and by the way, we know that it's actually about you, not about us. You'll discover a can do attitude that gets things done. We're here to make your life a heck of a lot easier. You'll also note that we're pretty good at celebrating big results too. Work has to be fun too!



# RESULTS



## CUSTOM RESIDENTIAL IS HOT AND IN DEMAND

We've been busy listing and selling quality real estate. Here is a small selection of property we have sold over the last 12 months. Towards the end of this book you'll find the type of client testimonials that come as a result of the work we do in achieving these sales.



39 LAWRENCE STREET

What a property to be able to say "that was our first sale". A magnificent renovation in one of Auckland's most sought after locations. Our vendor had been a long time client of John's and Custom Residential were very pleased to get the opportunity. We beat most other 'summer' listings to market and sold by negotiation in January 2009.



44 WANGANUI AVENUE

This beautiful villa sold a couple of hours after the auction. Our local agents had worked this property hard and were able to negotiate a great result straight after the auction. The vendor reference said things like "her passion for the job shines through" and "knows the area like the back of her hand." This is what it's all about.



PRINCES WHARF

We sell a heck of a lot more quality apartments than most people realise. This is a fast paced market and our resolute protection of vendors' prices is being welcomed as a refreshing change. We don't rack 'em and stack 'em just to get them out the door. We're serious about achieving the best result for each individual vendor and have the expertise to back it up.



12 MARANUI AVENUE

A high quality family home that offers so much. Very hard to replicate. Our local agent listened to his vendors and delivered them a street record price. A great result.



### 35 GROSVENOR STREET

We've done really well with do-ups this year and 35 Grosvenor was no exception. Two agents on the job and absolutely no stone left unturned for our vendor. Sold under the hammer on that sunny Sunday afternoon. Our vendor had owned this property for a very long time and was very happy with his net result.



### 160 JERVOIS ROAD

An honour to be involved with this one. A well thought out mixed-use development that is a credit to its owners. A mix of multiple tenancies, residential and commercial, panoramic sea views and expansive underground parking. An interesting proposition for buyers and very time consuming from an agents point of view. A very satisfying result and our biggest sale to date.



### 420 PT CHEVALIER ROAD

This one needed some TLC so we sold the home on location and potential. Walking distance to the beach and on a big west facing site. Our vendor was thrilled with her result and commented that we made the process painless and that she could see we were working for her. The property sold in 2 weeks. A great result all round.



### 8 LEIGHTON STREET

A true trophy property. A labour of love for our clients who had worked and refined the renovation over a period of 3 years. This property went crazy during the first weekend of open homes with well over 100 groups through. A high quality home with a high quality Custom Residential launch programme. Huge result achieved.



### 6 GROSVENOR STREET

Another big on site auction. A beautiful day and another 100 plus turn out. This magnificent home is a credit to our vendors. They had poured time, energy and money into the renovation and wrote a great reference for our company after the property sold under the hammer on the sunny Sunday afternoon.



### 4 ARDMORE ROAD

Good old fashioned straight up advice did wonders for our vendors here. The home had been tenanted and received only moderate interest. Working with the vendors, the local Custom Residential agents got the property up to speed and achieved an offer well over \$150,000 higher than the level of buyer interest prior to the home being properly tweaked for sale.



### 9 DRYDEN STREET

A huge on site auction in the middle of winter. Torrential rain up until 5 minutes before kick off. Over 120 attendees, many bidders and a big sale under the hammer. \$170,000 over the reserve. A huge amount of work had been done behind the scenes by the local Custom Residential agents resulting in a very happy client.



### 7 FARRAR STREET

A striking Square Front Villa in a great location. This property was booked in for Auction but was sold prior due to a show stopper offer from one of our database buyers. We found a solution that suited our vendor down to the ground.



# TESTIMONIALS



The most important section of our book.

Custom Residential aims to provide the best real estate experience possible. We set up business to help raise the bar in the industry and wanted to offer something different to the generic cookie-cutter approach. We try hard to individualise our approach to each vendor and know that this is the best way forward for anyone looking to sell their home. Custom Residential is hungry and proactive and our results are plain to see. Here is just a small selection of recent client feedback.

“Your honesty and integrity is such an asset.”

*Sue, we would like to thank you so much for your commitment and dedication to achieving such a fantastic result for us at Wanganui Ave. We have been extremely impressed with your focus, energy and professionalism. Your continued communication during the selling process made it stress-free and a pleasure to sell our home in such an unknown market. Your honesty and integrity is such an asset, this quality is one that will make you very successful in your career. We would have no hesitation to contact you again and entrust our home to you knowing that another great result will be achieved. Wishing you all the best.*

Marius Germishuizen and Sharon Laffan  
Herne Bay  
Vendor

“Dedication and commitment.”

*Dan contacted me after he noticed I had numerous attempts at selling my property. After my previous experiences I quickly realised that Dan and the team at Custom Residential had a unique friendly approach to Real Estate, so I felt very much at ease listing my home of fifteen years with them. Dan's dedication and commitment to selling my home gave me the confidence I had made the right decision and after 6 weeks of viewings my house was sold. I wholeheartedly recommend Dan to anybody in the Point Chevalier area who is considering selling and the name 'Custom' really does suit how they operate.*

Roydon Jones  
Vendor

“Totally on top of your game.”

*Rose, thank you very much for selling our Princes Wharf apartment. Thanks for all the hard work and the well-targeted marketing. You were totally on top of your game and made our selling experience easy in a really tough market. You were respectful of our needs, mindful of our time frame and extremely generous with all advice and support. We especially appreciate your efforts in keeping us informed of progress every week. Rose achieved a successful sale in an incredibly short time. If you want to sell your property without hassle and get the price you want Rose is the one.*

Wendy Sigvetzen and Garry Schultze  
Auckland Viaduct  
Vendor

“A fine example of professional expertise.”

*I write to thank you and your team at Custom Residential for your efforts and expertise in relation to the sale of 9 Dryden Street, which is owned by an Estate where I am the executor. I have been in legal practice in Auckland as a property lawyer for 40 years. It is against this background of many years of experience that I express my gratitude on behalf of the charity which is the major beneficiary of the Estate. I have been extremely impressed by your organisation and my client has benefited from your hard work. What could otherwise have been a stressful and difficult pre and post auction process, ran extremely smoothly and delivered a very good outcome. Your company sets a fine example of professional expertise and, in my view as a lawyer, takes the real estate profession positively forward. I am sure Custom Residential has a great future.*

Warwick Wright  
Principal  
Rainey Collins Wright  
Vendor

“Honest, down-to-earth, refreshing.”

*Nic, thanks so much for all your help with our house sale in Grey Lynn. From day one to after our house sold, your professional, honest, down-to-earth advice was refreshing and I'm sure that all of our prospective buyers appreciated this too and that is so important. We would definitely recommend you and Custom Residential again. All the best,*

Tara and Tom Wellby  
Grey Lynn  
Vendor

“No bull!”

*Thank you for all your prompt action, your focus on completing the sale never wavered, well done. No bullshit either, which I love, just pure commitment. Our sincere thanks for all your hard work.*

A.M.  
Herne Bay  
Vendor



# CUSTOM RESIDENTIAL APARTMENTS

Yes, we do these too.

This is a fast paced, exciting and dynamic market. We love being involved and it's a market that suits us down to the ground.

We've got specialist expertise and a great team led by Rose Kirkwood. Once again, our biggest point of difference is that we are not interested in the volume sales approach. We staunchly protect vendors' prices and know that every single dollar is vital. You'll never see Custom Residential running adverts entitled "the sharks are circling" or "the ship is sinking". We think

this approach is wrong and know there is a better way. Why not sell on the strength of location, features and lifestyle ?

This section of the industry is in for a big shake up. In our opinion, there needs to be a lot more care invested in the process, so vendors get a much better experience and outcome.

Come with us, we've got the runs on the board and you'll be a in a safe pair of hard-working hands from start to sold.

## A FINAL WORD.

Thanks for taking the time to read this book. We hope you've enjoyed it.

We're here to raise the bar in Real Estate and have some fun along the way too. We're deadly serious about the role we play and the responsibility and accountability that comes with the territory, but by the same token we'll be the first ones to get together and celebrate a job well done.

Custom Residential will always deliver on our promises. We're aiming for perfection and if by chance, something does go wrong, we will fix it. Immediately.

We are deliberately different and our business is growing one happy customer at a time. That's just the way we like it.

If you're ever looking for straight up advice or looking to buy or sell, please contact us on (09) 360 4860.

Have a great day!

JOHN WILLS  
Head Of Sales & Business Development

REAL ESTATE THE RIGHT WAY

SEE MORE AT [WWW.CUSTOMRESIDENTIAL.CO.NZ](http://WWW.CUSTOMRESIDENTIAL.CO.NZ)

Cnr Great North Road & Bond Street, Grey Lynn, Auckland 1021  
Phone: +64 9 360 4860