

Country Property Matters

Winter 2012

Virtual Eye Brings Results!



Hiring a video crew to film farm properties for sale would once have only been an option for the rich and famous. However, Northland Bayleys country property specialist John Barnett has done the hiring and in some cases flying on buyers' behalf, with a new video option to showcase rural properties in his portfolio.

"Videos of houses in the residential sector are not so new, and have been around a few years. I wanted to step outside the square for my rural clients and offer similar promotion options that make that whole farm assessment stage a lot simpler for potential buyers," he says. He now recommends that vendors utilise this virtual video tour technology as part of their marketing campaign, with the video easily accessed via the internet.

"It is by no means meant as a replacement for traditional advertisements, but an enhancement to traditional media promotion. It provides a link between what potential buyers may see in a static advertisement, and actually being on site themselves."

Whether we utilise a helicopter or are able to get the shots we need from the ground will entirely depend on the property's size, location, contour and features. John says whichever method we use, it is still one of the more cost effective mechanisms for converting enquiries into visits, and visits into potential purchases.

Working with video production company Umoview, the skills of a video producer are combined with John's appreciation of what farm buyers look for on their first farm visit during the buying process.

"Farmers are like everybody else. They are time starved, with busy operations, families to consider

and staff to manage, and need to make the most of their time.

"We are basically providing that first visit, without a potential purchaser having to leave the farm gate or their armchair - so they can see if it is really what they are looking for"

Those who opt to then invest the time to make an "on the ground" farm visit arrive with more specific, performance related questions about the farm, and have moved beyond the scoping stage of purchase investigation to seek more due diligence on the farm business.

"We work for our vendor and therefore we need to ensure that we are doing the things which will give them the best opportunity of gaining a result, which is the reason it is now something I offer in every marketing plan we put together."

Since having entered the rural property market three years ago, he has consistently been one of the top performing rural real estate agents in the North, a result he credits to his focus on getting results and willingness to look outside that square.

In the past 12 months he has sold over 1824 hectares (4505 acres) and \$25 million of rural properties (dairy, grazing, finishing and lifestyle) from Helensville to Whangarei. It is a result which he believes can be attributed to the use of the virtual tours.

QR codes make it easy.

QR (Quick Response) codes now provide a quick and easy way to get property information with your smartphone. Simply download a **QR code reader App** or go to www.reader.kaywa.com/getit.

Try scanning my QR code now and keep an eye out for them on my property signs.



John Barnett

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Top Bayleys Northland Country Salesperson 2009-2010, 2011-2012

Top 10% of all Bayleys Salespeople Nationally 2009-2010, 2011-2012

Top 20 of Bayleys Country Salespeople Nationally 2009-2010, 2011-2012

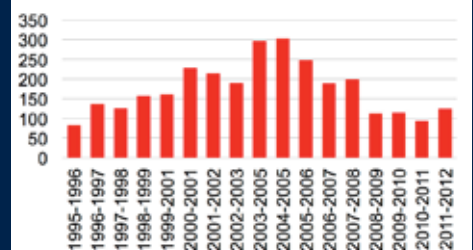
Farm Sale Numbers Increase

The number of farm sales has continued its upward trend in 2012, backing up the fact that we have seen a big increase in the number of buyers looking to invest in the rural market north of Auckland.

Whilst numbers are up, prices have continued to reflect buyers aversion to risk and have taken into account the global financial situation along with the properties location, production history, contour and capital improvements relative to others that have sold. To discuss how you might take advantage of this upward trend, give John a call.

Northland Farm Sales 1995-2012

Rodney, Kaipara, Whangarei, Far North rural property over 20 ha



source: REINZ

Wine Winners!

Congratulations to **Rodney Cotton** who takes away a bottle of OBV wine - one of the regions great vintages.

Subscribe to John's Country Views e-newsletter, to stay in touch with what's going on and be into win!

View John's current rural listings at www.johnbarnett.co.nz

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BAYLEYS
MAXIMIZE



High Rise Investment! 104 ha

Conical Peak, Matakana

Located up on Conical Peak, one of the highest points in the area, is this 104 hectares (257 acres) in 2 titles.

Recently harvested this property offers stunning 360 degree sea and rural views from Omaha out to Little Barrier and Coromandel and down to Rangitoto Island and Auckland City in the south. A number of options are available including conventional or 'off the grid' lifestyle living from one of its many potential building sites and a forestry investment opportunity. Less than 10 minutes to Matakana's cafés and the Farmers Market, and just over an hour to Auckland CBD.

Take a virtual tour: www.umoview.co.nz/11224

Asking Price

\$345,000

View by appointment

www.bayleys.co.nz/4104319

www.umoview.co.nz/11224

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Live on Top of the World!

Rodney Road, Leigh

Ideally nestled in between Omaha and Pakiri beaches is this 1.1 hectare lifestyle block offering spectacular coastal views.

Situated less than 8 kilometres from the white sands of Pakiri beach, Goat Island Marine Reserve and Leigh; within easy reach of Matakana, Omaha and less than an hour from Auckland.

This is a unique offering and must be seen to be fully appreciated.

Vendor has priced property to sell!

Asking Price

\$315,000

View by appointment

www.bayleys.co.nz/183294

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Great Building Site...Great Views!

Kaipara Hills, Warkworth

Positioned with views out to Little Barrier Island and all the land in between is this 1.07 hectare lifestyle property.

With a flat to undulating contour, great views, power on the boundary and located close to popular schools and Warkworth.

Asking Price

\$248,000

View by appointment

www.bayleys.co.nz/185954

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Graze and Gaze! 66 ha

Littin Road, Tauhoa

Superbly positioned overlooking the Kaipara Harbour is this 66 hectare (165 acre) grazing property. The farm is blessed with 180 degree views out over the water and neighbouring farmland from its many potential building sites. Its predominately undulating contour has been subdivided in 22 paddocks and is linked by a central race system and well suited for horses, dairy, beef or some cropping. Whether you are a grazer, gazer, farmer or lifestyle...this property deserves serious consideration.

Located close to schools and services, great fishing and within 50 minutes of Auckland.

Take a virtual tour: www.umoview.co.nz/11292

Rating Valuation: \$640,000

Auction (unless sold prior)
1pm, Thursday 19th July 2012
14 Florence Avenue, Orewa

View by appointment
www.bayleys.co.nz/186481
www.umoview.co.nz/11292

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Farm and Family! 129 Ha

483 Kaipara Hills Road, Warkworth

Set amongst the hills overlooking the Kaipara Harbour is this 129 hectare (319 acre) drystock farm. Well established for the farmer, family or entertainer, the property has all you would expect from a property of this standard. Down the tree lined driveway is located a spacious 4 bedroom homestead designed with open plan living, separate formal dining, separate library (with office) and large veradachs to make the most of its northerly aspect.

The farm has a good mix of contour, subdivided into 30 paddocks and provides a good level of tractor country for cropping or for finishing stock. It has been further complimented by a 3 stand woolshed, covered sheep and cattle yards, a workshop, 3 bay implement shed and accommodation for a farm worker or extra guests.

Located close to great fishing spots, Kaukapakapa, Warkworth and within an hour of the Auckland Harbour Bridge.

Take a virtual tour: www.umoview.co.nz/11314

Asking Price
\$1,800,000 plus GST (if any)

View by appointment
www.bayleys.co.nz/185543
www.umoview.co.nz/11314

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185 Sandspit Road, Warkworth

- 79 ha (196 acres)
- Former dairy farm with flat to undulating contour
- Central races, 26 ASHB cowshed, 3 bedroom house
- Extensive boundary with golf course and well located to Warkworth

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927 Peak Road, Helensville

- 205 ha
- Deer breeding and finishing unit
- 48 deer fenced paddocks and central race system
- Large all-purpose deer shed & 4 bedroom house

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1099 Leigh Road, Matakana

- 5.14 ha (12.6 acres)
- Large 4 bedroom home & swimming pool
- Flat contour subdivided into 8 paddocks
- Cattle yards, 2 x bores, workshop & hayshed

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4193 Kaipara Coast Highway, Tauhoa

- 53 Ha (131 acres)
- Beef grazing unit
- Flat to undulating contour well subdivided into 19 paddocks
- Waterfront position with own boat ramp

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Matakana Road, Warkworth

- 55 ha in 2 titles
- Dairy support unit
- Flat to undulating contour
- Nestled in between town boundary and golf course

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298 Shelly Beach Road, Helensville

- 455 Ha (1123 acres) in 4 titles
- Beef breeding & finishing farm
- Waterfront property with flat to undulating contour
- 3 houses with fishing bach & own wharfe

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Tinopai Rd, Matakoho

- 303 Ha
- Flat to undulating contour
- 2 cattle yards & central race system
- Land stands of Kauri forest
- Views out over Kaipara Harbour

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Durham Road, Waipu

- 197 Ha
- 7 titles
- Flat to undulating contour
- Production of 94,000 Kg MS
- Good dairy infrastructure
- Consented Greywacke quarry

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SOLD
by John Barnett May 2011 - May 2012

1824 Hectares (4371 Acres)

(Dairy, Grazing, Finishing & Lifestyle)

\$25 million in Rural Sales

(Helensville - Whangarei)

John Barnett

Specialising in SELLING Rural Properties in the North

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