

MCRAE & KNOWLER

MARKET APPRAISAL

Units 1,2,5 & 6, 30 George Street, Rolleston

THANK YOU



19/11/2025

Russell & Jeanette

Thank you for giving me the opportunity to present you with an updated comparative market analysis for your property. I'm pleased to provide this snapshot of what your home might achieve in today's market.

My goal is to equip you with the latest market insights to help you make informed decisions about your home in the future, whether that involves renovations, refinancing, or simply keeping an eye on your investment. The market can be a dynamic and ever-changing landscape, and having current information can be a valuable tool. Inside this booklet, you'll find details on recent sales in your area, current market trends, and an estimated value range for your property.

Should you have any questions or need further information, please don't hesitate to reach out. I'm here to assist you in any way I can.

YOUR CURRENT MARKET ANALYSIS

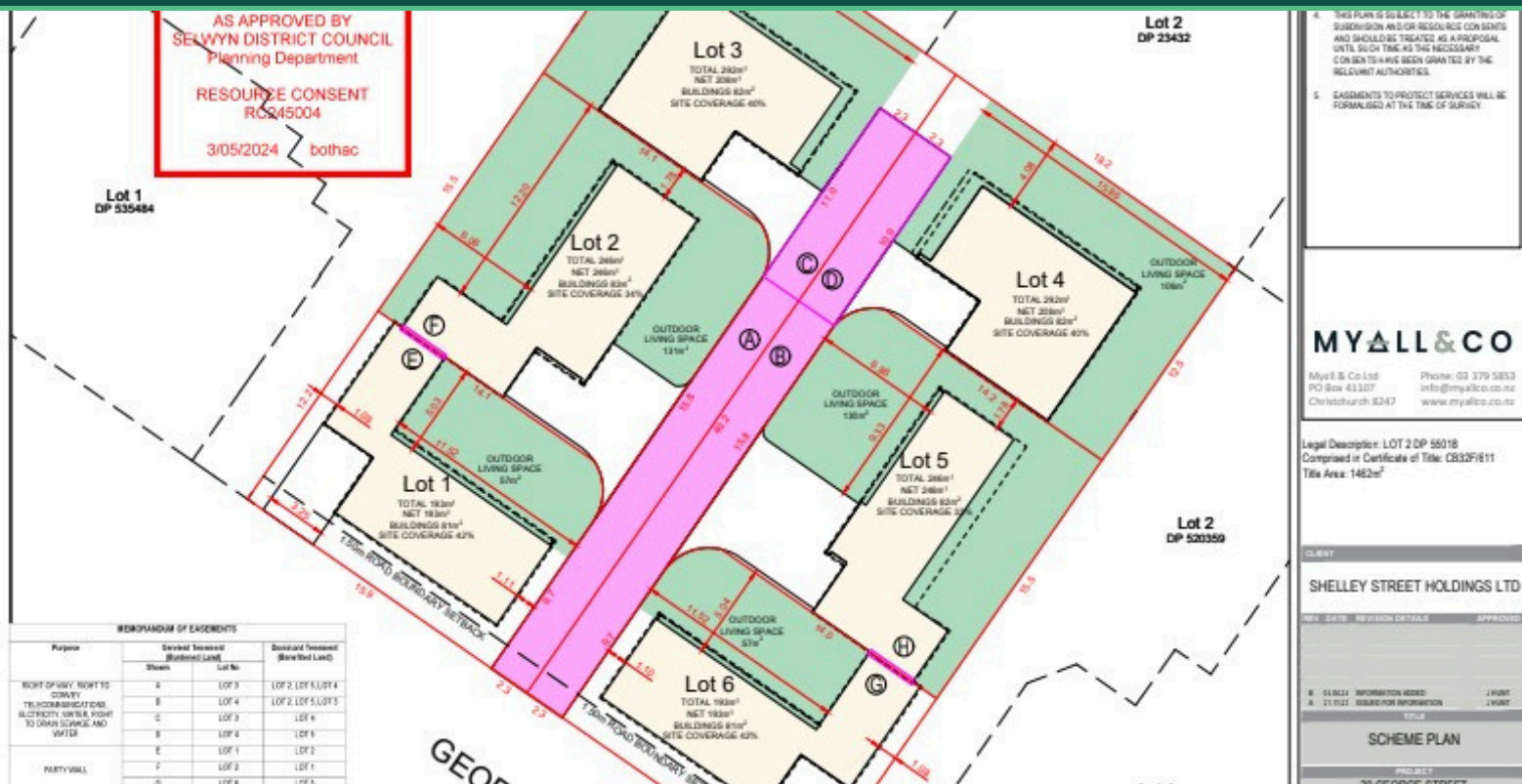
To establish an estimate of market value for your property, we refer to properties which share similar characteristics to your own. This may include location, size, age and improvements completed.

While no two properties are exactly alike, they do provide us with some helpful reference points. We also consider, amongst other factors, the availability of finance and current market conditions.

We also list properties which are currently on the market to give you an idea as to the level of choice prospective purchasers have in the current market.

Ultimately the value of a home is determined by an informed marketing strategy. Our job is to help you set that strategy to ensure you extract the very best result the market has to offer.

YOUR PROPERTY



FEATURES

The appraisal has been prepared for the four townhouses situated at 30 George Street, Rolleston. These properties comprise a collection of contemporary two-storey homes, each with internal garaging and positioned on freehold titles.

Units 1 and 2 offer floor areas of 129m² and are attached solely at the rear of their garages, maintaining a strong sense of privacy.

Units 5 and 6 are standalone dwellings with floor areas of 124m², providing fully independent living environments.

Together, these homes present a consistent design and construction standard while offering slight variations in layout and configuration that contribute to their individual appeal within the development.

LEGAL DESCRIPTION

LOT NO. / DP LOT 2 DP 55018
BLK III LEESTON
SD

SOLD NEARBY

The Real Estate Agents Act requires any recommendation to be supported by an analysis of sold properties that are deemed comparable. These sold comparable properties have been selected based on their geographical proximity, similarity of their attributes and time of sale.

Sale Price	\$662,500 to \$675,000	Median	\$668,750	Mean	\$668,750	For the property at the median, the sale price was 4.5% above CV.
C.V	\$640,000 to \$640,000	Median	\$640,000	Mean	\$640,000	

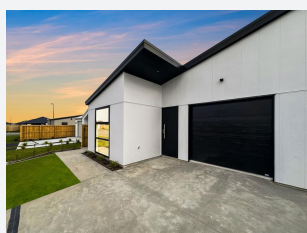


32 Tarata Way, Rolleston, Selwyn

3 2 1

Last Sold	\$662,500 - 16 Oct 25	Floor Area	119 m ²
Capital Value	\$640,000 - 01 Sep 24	Roof	Steel/G-Iron
Land Value	\$280,000 - 01 Sep 24	Walls	Mixed Material
Land Use	Residence	Building Age	Unknown
Land Area	296 m ²		

At 119 m², it is significantly smaller than the subject property and, as a duplex, it is attached to its neighbouring dwelling. The home itself is a three-bedroom, two-bathroom property with an open-plan layout, and soft and hard landscaping has been completed. Its reduced size and duplex configuration make the property an inferior comparison.



40 Tarata Way, Rolleston, Selwyn

3 2 1

Last Sold	\$675,000 - 09 Oct 25	Floor Area	120 m ²
Capital Value	\$640,000 - 01 Sep 24	Roof	Steel/G-Iron
Land Value	\$280,000 - 01 Sep 24	Walls	Mixed Material
Land Use	Residence	Building Age	2020-2029
Land Area	278 m ²		


This property is a three-bedroom, two-bathroom duplex with open-plan kitchen, dining, and living areas, a master bedroom with an ensuite and a walk-in wardrobe, and a single internal-access garage. It sits on a fully landscaped section with soft and hard landscaping completed. This property is the most comparable sale at \$675,000; however, it is a duplex with a smaller floor area and is therefore inferior in comparison.

027 229 9522

stephan@mkrealestate.co.nz
mkrealestate.co.nz

FOR SALE NEARBY

The recommendation is further supported by analysis of properties currently for sale that are deemed comparable. These comparable properties have been selected based on their geographical proximity and similarity of their attributes.



1 Havercourt Lane, Rolleston, Selwyn

3

2

1

Listed	No listing	Floor Area	108 m ²
Capital Value	\$320,000	Roof	Unknown
Land Value	\$320,000	Walls	Unknown
Category		Building Age	2020-2029
Land Area	434 m ²		

This property is a duplex with a 108 m² floor area, comprising three bedrooms, two bathrooms, a master with an ensuite and walk-in wardrobe, open-plan kitchen, dining, and living areas, and an internal-access garage. In comparison, this property is smaller and overall inferior to the subject property in terms of floor area and being a duplex. It is currently on the market for \$675,000.

PROPERTY APPRAISAL

To determine an appropriate appraisal value for Units 1,2,5 & 6 located at 30 George Street, Rolleston, we have reviewed a selection of recent sales and properties currently on the market that share similar attributes, both within Rolleston and the wider Selwyn area.

While various algorithm-based valuation websites provide indicative figures for your property, it is important to note that these platforms often rely on outdated or incomplete data.

Our appraisal takes into account these factors, along with relevant and recent comparable sales, to ensure a more accurate reflection of its market position.

MK APPRAISAL RANGE

Units 1 & 2 Neg Over \$699,000

Units 5 & 6 Neg Over \$720,000

SELECTING THE BEST SALES METHOD FOR YOUR NEEDS

ADVANTAGES

DISADVANTAGES

AUCTION



Provides a set timeframe
Transparency
Certainty of sale - unconditional buyers
Seller sets the terms
Can work with conditional buyers post-auction

Limited to cash, unconditional buyers
May lose conditional buyers to other properties in the pre-auction period

DEADLINE



Provides a set timeframe
Opens the process up to both conditional and unconditional buyers
Allows a seller to choose a specific offer if matters other than price are important

Not transparent
More likely to work with conditional than unconditional offers
Risk of accepted offer falling over

ASKING PRICE / PRICE GUIDE



Clearly shows where the goal posts are for prospective purchasers
Can directly address any challenges with a property
Can be used in conjunction with a deadline to create competition

If we price too high, we risk having to chase the market down
More likely to work with conditional than unconditional offers
Risk of accepted offer falling over

NEGOTIATIONS



Provides flexibility - seller can decide how to respond to an offer
Remove buyers' price objections

No urgency
Buyers seek to control the process and set the terms
More likely to work with with conditional than unconditional offers
Risk of accepted offer falling over

TENDER



Provides a set timeframe
Negotiations can take place after a tender date
You have 5 working days from the date of the tender to decide if you'll accept an offer
Seller sets the terms

Not transparent
More likely to work with conditional offers
Risk of accepted offer falling over

The greater the exposure your property receives, the higher the chance of securing a premium price.

Identifying the key target markets for your property is paramount to creating a marketing strategy that suits your property, budget and timeframe.

Here's the elements we use to create an effective marketing campaign for your property:

DIGITAL MARKETING

We ensure your property reaches the right audiences by placing it on the most effective websites, social media platforms, and digital channels.

Tailored email campaigns will be strategically sent to our database to maximize engagement and drive results.

PRINT ADVERTISING

Your property will be showcased in the leading property publications in your area.

OPEN HOMES

Showcase your property at its best and provide an opportunity to collect valuable feedback from potential buyers.

YOUR ADVANTAGE. MARKETING IS OUR BUSINESS EXPERTISE

PROFESSIONAL PHOTO & VIDEO

It's all about first impressions! High-quality photography and/or video is the most crucial step in effectively marketing your property.

BROCHURES & FLYERS

High-quality print materials are distributed to a network of buyers to highlight and showcase your property.

SIGNAGE

Placing signage in front of your property is a simple yet highly effective strategy. Signs work around the clock, 24/7.

MARKETING ISN'T AN EXPENSE; IT'S AN INVESTMENT THAT PAYS OFF.

You can't sell something if no one knows about it. That's why showcasing your property through the best marketing channels is essential to ensure it stands out to potential buyers. We'll identify the key target markets for your property and craft a tailored marketing strategy that aligns with your property, budget, and timeline.

With our dedicated in-house Marketing and IT teams, we leverage expert resources to make your property stand out from the competition. Using advanced technology, we expand your advertising reach, attracting and engaging more buyers.

WE KNOW WHICH ONLINE UPGRADES PROVIDE THE BEST VALUE

40% of buyers don't go past the first page of search results. Hence it's important to invest in upgrades on Trade Me Property, Realestate.co.nz and OneRoof.

WE'RE ALL OVER SOCIAL MEDIA

In addition to featuring your property on our Facebook and Instagram pages, we have been able to create social media audiences from our database of contacts to ensure your listing is targeted to the right people throughout the marketing campaign.

WE KNOW HOW TO WRITE

With our target market in mind, we will expertly craft our marketing copy to ensure we grab the attention of your potential buyers.

WE MAKE IT EASY TO GET INFO

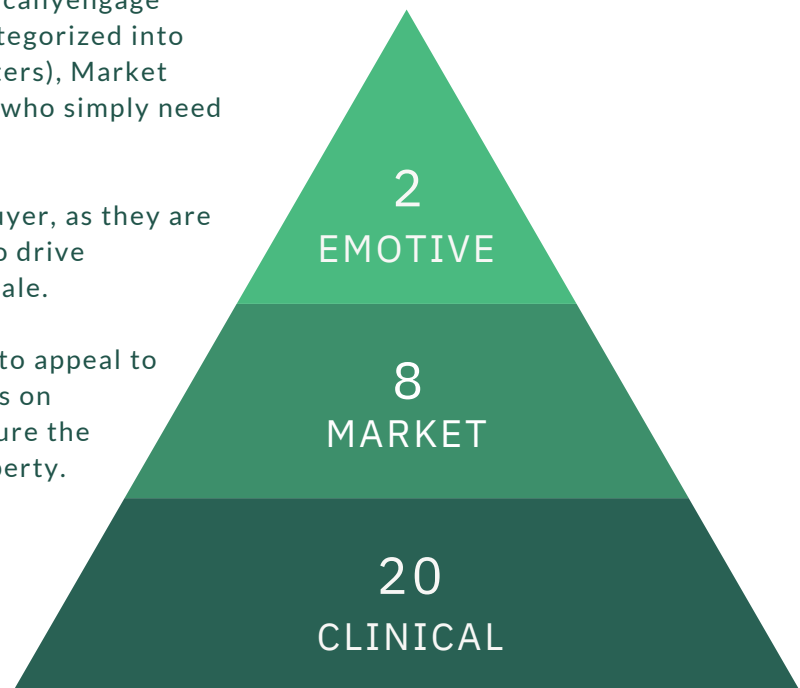
We believe in making it as easy as possible for prospective purchasers to access the necessary reports on a property to ensure that they put their best offer forward.

BUYER CHARACTERISTICS

During a marketing campaign, we typically engage with around 30 potential buyers, categorized into three groups: Clinical (Bargain Hunters), Market (Market Value), and Emotive (those who simply need to own it).

The goal is to attract the emotive buyer, as they are the smallest group but most likely to drive competition and secure a premium sale.

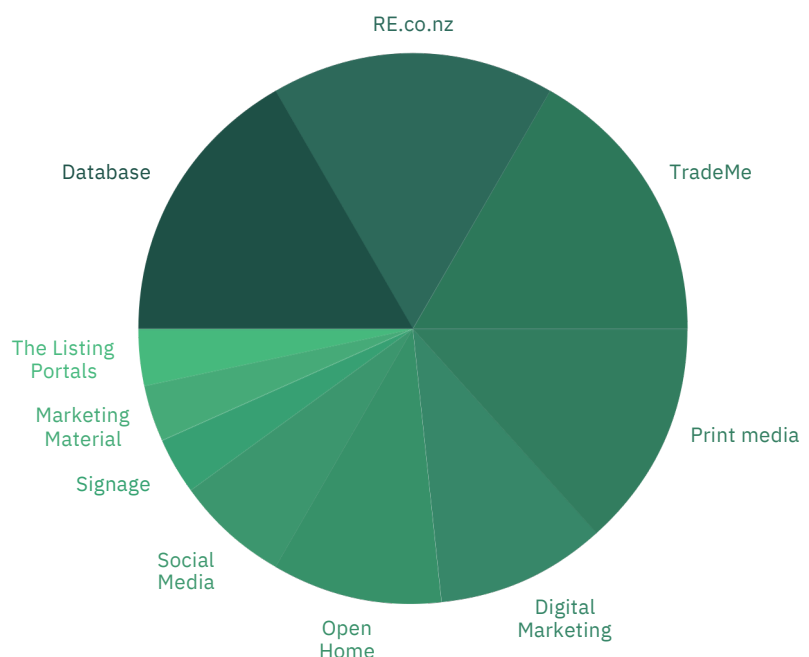
Our marketing strategy is designed to appeal to all buyer groups, with a special focus on attracting the emotive buyer to ensure the best possible outcome for your property.



GETTING THE EMOTIVE BUYER

This pie graph illustrates the various marketing methods available at the start of a campaign. To secure the best possible price for your property, we must target all buyer groups. Eliminating any marketing method could risk missing the best buyer.

While the investment in marketing may seem significant, a comprehensive strategy increases the likelihood of finding the right buyer, often resulting in a sale price that more than covers the initial costs.



YOUR MARKETING PACKAGE

To get the best price for your property, you need powerful marketing. We've put together a great marketing package that will secure the best result in today's market.

WEBSITE LISTINGS

trademe.co.nz - Platinum Package
oneroof.co.nz homes.co.nz
mkrealestate.co.nz
realestate.co.nz

COMPLIMENTARY MATERIAL

Property Brochures
DLE Cards
Agent Signboard
Printed Material

PHOTOGRAPHY

Antonia Dawson Photography

OTHER INCLUDED SERVICES

Rental Appraisal
Open Homes
Title

VIDEOGRAPHY

Open2View Video

PHOTO SIGNBOARD

900 x 1200 Photo Signboard

PACKAGE TOTAL

\$2908.72 Incl. GST

**MCRAE &
KNOWLER**

WWW.MKREALESTATE.CO.NZ

Powered by Ownly Ltd. Licensed REAA 2008

WHAT YOU CAN EXPECT FROM US

NEXT STEPS

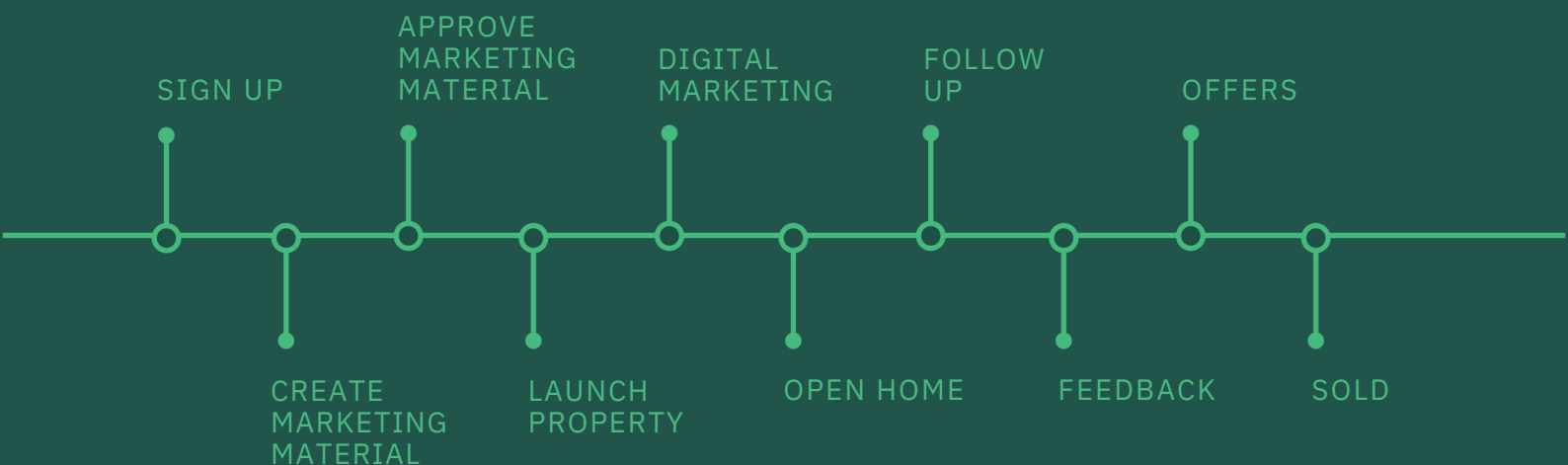
We'll finalize the Agency Agreement, AML and marketing plan, gather necessary title and council documents, and confirm open home dates. We'll also provide guidance on presenting your home, finalize photos and video with our photographer and videographer, and prepare advertising copy. Our marketing team will organize print and online ads, design marketing materials, and arrange the installation of your street sign.

TARGETING THE PERFECT BUYER

We'll ensure your property is advertised across multiple platforms, including potential buyers on our database, and promoted through flyers and both print and digital ads. We'll also organize open home packs, conduct open homes, arrange private viewings and inspections, and analyze market feedback to keep you informed.

SECURING THE SALE

We'll finalize the Sale & Purchase Agreement, collect the buyer's deposit, and send contracts to both your solicitor and the buyer's solicitor. We'll arrange the final buyer inspection, release the deposit to your solicitor, and ensure the keys are exchanged upon settlement.



PROFESSIONAL FEES

A good Sales Consultant ensures buyers receive the best service and are guided through the process of purchasing their home. While some clients may seek both a skilled negotiator and a low fee, this is difficult to achieve. Sales Consultants who cut fees at listing show a lack of negotiation strength. The difference between a low and high commission is often minimal, and using a skilled, influential consultant will likely result in a better outcome for you!

2% + GST

You don't
pay us
until you
are sold!



STEPHAN KNOWLER

Having commenced selling real estate in the Selwyn District in 2004 Stephan offers experience and down to earth practical advice that is becoming increasingly hard to find. Having achieved AREINZ a National Diploma and Branch Manager Qualifications you not only get a hard working agent but a very qualified one.

As enthusiastic still as he was on the first day Stephan is experienced in all spectrums of real estate including Residential, Lifestyle, Rural and the development and selling of large subdivisions having dealt with all manner of transactions over his many years in Real Estate.

From the smallest cottage to the largest rural property you know what you will get with Stephan and that is a strong focus on achieving a stress free experience with a great end result all delivered with minimum fuss.

Having bought and sold numerous properties himself Stephan knows how it feels to be both a vendor and a purchaser and believes in treating everyone the way he would expect to be treated. Having grown up in the deep south in Western Southland retains his love of the land living on 13ha in the Irwell district.

When not working in real estate Stephan enjoys family time with his wife Leonie and three daughters Georgia, Matilda, and Jemima, and getting out there enjoying everything this great country has to offer including fishing, hunting, diving, and boating.



stephan@mkrealestate.co.nz



mkrealestate.co.nz

TESTIMONIALS

Stephan was the consummate professional. Straight up, no hard sell, took care of all the details. As a buyer, I felt very comfortable with the sales process and with McRae & Knowler's professionalism.

Andrew McClure

Stephan was very easy to deal with, great sense of humor, made looking at properties flexible for people who are working which is great - we highly recommend McRae & Knowler, thanks!

S Gallagher & M
Bysterverld

Stephan is a great communicator as to where things were at as we progressed through the whole procedure. Very knowledgeable in all the aspects of what strategy or what to expect as we worked our way through. Brilliant would certainly recommend him in the future.

P & C Thomas

From our first appointment with Stephan with regard to selling our house, he was very clear in explaining the process and exactly what to expect. We felt that he did his utmost to secure the best possible outcome for us. He was great at keeping in constant communication with us and promptly relaying messages from the buyer and suggesting solutions to issues arising, ensuring the process continued smoothly. Thank you, Stephan.

B & N Wright

No hesitation in recommending Stephan Knowler for anyone interested in an efficient and professional service. Outstanding!

G Garner

We have known Stephan for many years and we have asked Stephan to sell several of our and our friends properties over this time. Stephan property market knowledge, honesty and integrity sets him apart from other agents. We can't recommend Stephan highly enough. Thanks Stephan!

P Humphrey - Taylor

Stephan Knowler was exceptional. He went above and beyond to ensure we were happy as buyers. Thank you again Stephan for all of your hard work. I would recommend him to anyone looking to buy or sell.

N & R Morales

It's been an absolute pleasure working with Stephan Knowler, who made our first home purchase in New Zealand a successful one. Stephan went over and above what we expected of a consultant and walked us through the process, gave loads of advice & recommendations and was always available for a chat. He made a very stressful journey quite bearable. Stephan is very knowledgeable about the Leeston area & I would have no hesitation in recommending Stephan to anybody looking to buy or sell property in Leeston.

C & A Hendricks

Stephan is great. He has helped us sell several houses now and he is always so honest, helpful and friendly - and is genuinely a nice person to deal with.

S & D Carrick

Disclaimer: Please note that we are not a registered valuers and that these observations are a result of our experience selling in your area, they are therefore intended for your private use only and are to be acknowledged as our “considered opinion”. All care has been taken in preparing this appraisal. This information was obtained from the REINZ & CoreLogic. Whilst we believe this information is accurate, no liability can be accepted by McRae & Knowler, its salespeople and staff, for copy error or omission, and accept no responsibility for the accuracy of the information at any time including liability in negligence to any other person. This market appraisal has been prepared for the legal owner/s of the property and is confidential to them and cannot be shared with third parties. Contained within are recent comparable sales which may not yet have settled (i.e. the sales have not yet become publicly available information). This sales information contains personal information belonging to the vendors/purchasers of those properties and sharing this information could breach the Privacy Act 2020.



stephan@mkrealestate.co.nz



mkrealestate.co.nz

Powered by Ownly Ltd. Licensed REAA 2008