



Reaching Buyers ***Others Can't***

Tanya Maich of Bayleys Whangarei explains how.

TANYA MAICH
TM
SERVICE • INTEGRITY • KNOWLEDGE

[bayleys.co.nz](https://www.bayleys.co.nz)

Agent profile



Tanya Maich

SKILL | INTEGRITY | KNOWLEDGE |

These three words are the cornerstone of my business practice. Growing up within an entrepreneurial household, I learnt from a very young age that adding value to someone else's commodity is achieved through a combination of a high degree of skill, honesty and comprehensive market knowledge all of which must be underpinned by excellent customer service.

SKILL, for me, starts with being able to relate easily to people and being an effective communicator. I feel privileged to be working alongside people during their real estate journey and caring for them involves ensuring they are continually kept informed and updated. Marry this with my eye for detail, excellent marketing and selling skills, and the stage is set to achieve premium results for my clients.

INTEGRITY, is something I embody. Professionalism honesty, hard work and delivering on promises are extremely important elements to me and anything less is out of the question.

KNOWLEDGE of the market conditions are an essential factor in providing comprehensive real estate service to buyers and sellers alike. Staying well informed on industry trends is a part of my weekly schedule and ensures that the service I offer is aligned with the market and is highly correlated with outstanding results for my clients.

I am passionate about Real Estate and being able to work in this industry is a true pleasure.

021 247 4274 tanya.maich@bayleys.co.nz

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Three reasons to list with Tanya Maich

01

I CARE – about what you care about. Listening carefully to you and your goals are key to the service that I provide you with. This forms the foundation of a great working relationship as we collaboratively devise the best methods to generate the result you desire.

02

I KNOW – about the local market and in response the most effective marketing approaches enabling me to advise you on how best to achieve the result you desire.

03

I COMMUNICATE – honestly and regularly with you during our working relationship. We are working together and it is my intention that you have an excellent experience working with me and communication is key both during and after our working relationship.

Results achieved by Tanya

A small selection of some notable sales.



Kamo, Whangarei
13 Brickworks Lane



Onerahi, Whangarei
46 Nottingham Road

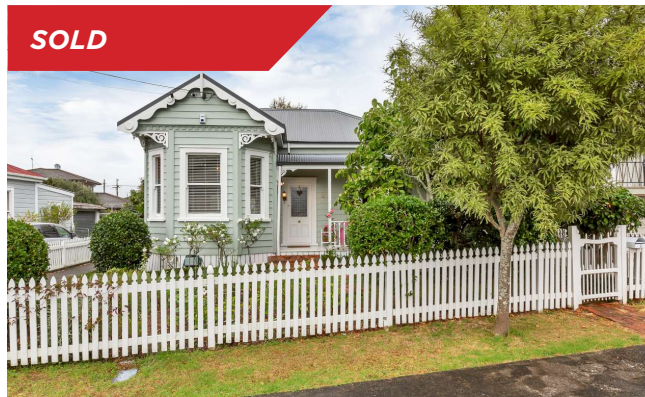


Kamo West, Whangarei
27 Georgia Lane



Boundary lines are indicative only

Kamo West, Whangarei
47 Karanui Road



Regent, Whangarei
2 Drummond Street



Tikipunga, Whangarei
27 Boundary Road

What Tanya's clients say about her

“

We have recently listed our property with Tanya Maich from Bayleys. The property had previously been on the market for 6 months with a different agency with little to no interest. Within a week of marketing Tanya had significant interest and an offer within 4 weeks. Tanya worked extremely hard for us and went the extra mile in getting not only the best offer but helping the purchaser through the process. We would highly recommend Tanya to anyone considering selling a property.

Jack and Toni - Whangarei

”

“

Tanya worked tirelessly on our behalf, both to sell our property and to help us find our new family home. We highly recommend her - she is dedicated, hard working and passionate about getting the best result for her clients

”



***At Bayleys we take pride in being Altogether Better.
Altogether better at our jobs and altogether better at looking after our clients.
See why we're altogether better at bayleys.co.nz/altogetherbetter***

What Tanya's clients say about her



"Tanya is an absolute gem! We fell in love with her on the first meeting and I wouldn't have had anyone else sell my house. She is so thorough and goes above and beyond for her clients. She just never stops. Her dedication to her job and lovely kind nature is a perfect quality for anyone buying or selling a house. I felt so cared for throughout the whole process. Out of 10 I'd have to say 20!!!"

K Beddows
June 2020

TANYA MAICH
SKILL • INTEGRITY • KNOWLEDGE

BAYLEYS

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“

Thank you, Tanya, for your expertise in helping me find a home for my family. You listened to our needs and went in search for us and found exactly what we needed in a home. You guided us through the process so well and took the stress of finding the right home off us. I cannot thank you enough. We wish you well in your future with real estate.

Michelle - Whangarei

”

“

Thank you, Tanya, for your expertise in helping me find a home for my family. You listened to our needs and went in search for us and found exactly what we needed in a home. You guided us through the process so well and took the stress of finding the right home off us. I cannot thank you enough. We wish you well in your future with real estate.

Michelle - Whangarei

”

What to expect from Tanya

Step 1: Connection



Our first meeting will entail an informal conversation to get to know each other and what your goals and aspirations are in regard to your property.

Step 2: Your Property

Take me on a tour and tell me about your property.

Step 3: Market Appraisal



I engage in a market appraisal by examining the statistical data of recent sales of properties comparable to yours. This gives us an indication of where they value of your property is likely to be. This is then presented to you in person at a time that suits.

Step 4: Designing a Marketing Programme

Together we discuss options for marketing and determine which is the best method suited to you and your property. This includes a clearly calendarized programme that outlines what will happen so you know what to expect and when it will happen by. Once this is finalised, the plan is put into action.

Step 5: In Campaign



This is the time when your property is actively being promoted and marketed. During this time you receive:

- Regular contact from me.
- Weekly reporting to track the progress of the campaign.
- Concentrated efforts by me to market your property. This involves phoning known buyers, engaging in buyer matching through our client management system, connecting with key people to work on generating a result for you, caring for the buyers that show an interest in your property.
- Regular market updates

Step 6 - Post Campaign

Once your property is in contract, I will:

- Regularly communicate with the buyers
- Update you with progress
- Support you and the buyer where I can to complete the sale

Ongoing connectin



Ongoing Connection

- Following the service you have from me, I like to remain connected.
- I am grateful for the opportunity to work with you and I like to show this by staying in touch.
- You can expect cards, market updates and phone call check ins.
- Referrals are the best compliment you can give – ask me how I can reward you for referring business to me.

Tanya Maich
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Marketing Methods

To achieve the best sale price, your property must reach the widest possible audience.

At Bayleys, we are passionate about results, and we go further to find the right buyer (not just the first buyer) for your property. The 'Bayleys Reach' ethos is simple - we find buyers others can't through our unique set of tools which create competition, increase demand and ultimately effect an outstanding result for you.

Digital



Bayleys are leading the digital charge and Bayleys Reach utilises only the most successful social media, on-line property portals and digital resources available. We are also proud to be the only real estate agency that can put your property in prime position on both the New Zealand Herald and stuff.co.nz homepages, reaching a combined audience of approximately 5.4 million unique browsers every week.

Exclusive homepage carousels

Print



From the sleek design of our paper advertising appearing in everything from local papers to the New Zealand Herald, foreign language publications, and Bayleys' host of professional, glossy magazines - Bayleys maximises print media wherever possible. So whether your buyer is sitting in the doctors waiting room, ferrying across the harbour, or enjoying their Sunday café brunch - Bayleys will be front and centre of their attention.

142,000 weekly readers for the NZ Herald - Saturday Herald Homes

Global



Bayleys international approach is always on. Bayleys international affiliate platforms provide an unrivalled method of sale giving maximum exposure across the globe, extending your reach and access to buyers. When selling the investment benefits and lifestyle of owning New Zealand property, Bayleys taps into its multi-faceted international marketing campaign.

Bayleys international approach is always on

Networks



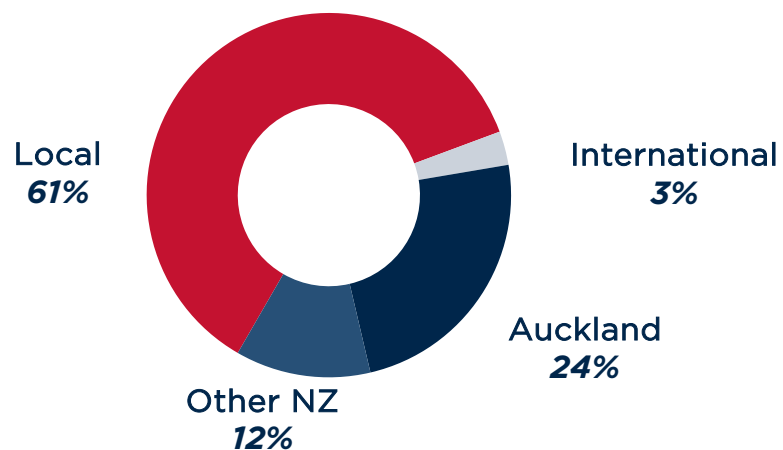
Whatever our clients are into - we've got them covered. From the unique opportunities of Bayleys Syndications, our expanding development wing or nationwide commercial, retail and rental teams, we reach more because our networks are wide and varied. Regular industry events, community sponsorships and an unparalleled arsenal of marketing resources ensure we continue to connect with an ever-expanding pool of buyers.

Networks which attract local, national and off-shore attention

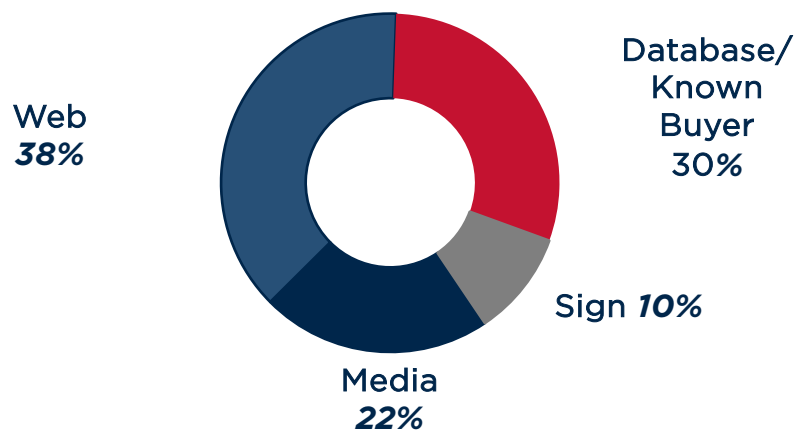
Your Property – Our Buyers

January 2009 to 31 December 2019

Buyer Location



Buyer Source



Bringing buyers to you

Statistics compiled from Bayleys Sales

Our Clients are waiting for your listing

30,102

On the database for Whangarei and Dargaville alone

104,707

Buyers from Hibiscus Coast north

**95
Office**

95 Offices Nationally

Not all marketing achieves the same results



Not all property 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.

New legislation for real estate businesses

From 1 January 2019, real estate businesses will be subject to New Zealand's anti-money laundering regime contained in the Anti-Money Laundering and Countering Financing of Terrorism Act 2009 (the Act).

Under the Act we will need to obtain and verify information from new and existing clients and the people connected with them for the purposes of engaging with us. We may also need to collect this information about other people we occasionally do business with. We have not needed to collect much of this information previously.

When you engage with us we will ask you for:

- your full name; and
- your date of birth; and
- your address.

To confirm these details, documents such as your passport or driver's licence, and documents that show your address (like a current bank statement or utility bill) will be needed. If you are seeing us about company or trust business, we will need information about the company or trust (including the people associated with it such as directors and shareholders, trustees and beneficiaries). We may also need to ask you for further information.

Please check with your Bayleys Salesperson for more details and the appropriate forms or visit www.bayleys.co.nz/aml.

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.



Our elite partnership... As part of the Bayleys culture and team building ethos, we love to give back to the communities we work in and make a difference.

The Bayleys Foundation is proud to be the elite sponsorship partner of Make-A-Wish NZ who make wishes come true for Kiwi kids between three and 17 years old with a life-threatening medical condition.

Bayleys. Proud to support Make-A-Wish and help make wishes come true.



The Bayleys Mid North team

Bayleys Mid North, made up of Bream Bay, Dargaville & Whangarei offices is a full service real estate agency covering residential, waterfront, lifestyle, and country sales, along with tourism, business, commercial and industrial sales and leasing. Leading the team is Bayleys Northland General Manager, Tony Grindle.

With a genuine love of the area and its coastline, Bayleys always strives to give back to the community. Behind an outstanding track record of sales is an unwavering commitment to supporting many local sports clubs, schools and charity groups.

Why us?

285

properties sold by the Mid North team in the 2019-2020 financial year.

\$190m

worth of property sold by the Whangarei/Bream Bay team in 2019-2020 financial year.

30,102

people in our current qualified database.



The Team



Tony Grindle

Tony is the General Manager for the five Northland offices that make up the northern most Bayleys franchise in New Zealand.

021 432 308 tony.grindle@bayleys.co.nz

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Rachael Dennis

As the Residential Sales Leader for the Mid-North, Rachael and her team cover the residential property market across the wider Whangarei region, Bream Bay and Dargaville.

021 916 723 rachael.dennis@bayleys.co.nz

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Sabine Davison

One of only a handful of female property auctioneers in New Zealand, Sabine Davison has built her experience on delivering successful marketing campaigns underpinned by fair and thorough negotiations - ensuring clients feel comfortable with selling what is often their biggest asset of their life.

027 222 8110 sabine.davison@bayleys.co.nz

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Our story

Bayleys is a progressive company constantly looking to innovate and do things better.

At our core, we're also a family business where some things don't change. In particular, the family values and business principles the company was built on four decades ago. This approach and our commitment to working as an integrated nationwide team is important to our clients and underpins everything we do.



1 to 90 offices

In 1973, Graham, Pam and John Bayley started out working from their family home in Pakuranga – Bayleys 1st office. Today we have 90 franchise offices from Kaitia to Invercargill.



2 to 1,900 people

Back then the company consisted of two full time sales people – the late Graham and son John – supported by Pam, the financial controller, receptionist and administration manager. Today, Bayleys employs a sales force of some 1,000+ sales and leasing agents supported by a 800+ strong team of management, administration, marketing, research, public relations and auctioneer professionals.



3 generations...

Almost 40 years on, all of Graham and Pam's children, and three generations of the Bayley family work for the business. John is Chairman of the Board. David Bayley, who joined the company in the mid-1970s, is principal shareholder with John. David's son Mike Bayley is Managing Director of Bayley Corporation. Seven grandchildren also work for the company.



4 sectors giving us total coverage

We're proud to be New Zealand's largest full service real estate company, operating across four sectors nationwide: Commercial, Country, Residential, and property related services including Property Management and Valuations.

What makes Bayleys different?

Three key factors set us apart from the rest:



Results

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



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.



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 to proactively contact at least 50 prospective buyers to introduce your property to them, and we will contact all of your immediate neighbors to ensure they are helping to promote 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 endeavors to sell your property, including extensive online and eMarketing initiatives to our databases.
- We guarantee you will be kept informed on all property inspections and feedback in a timely manner.
- We guarantee you will receive written reports updating you on progress on the sale of your property.
- We guarantee that we will work in your best interests to maximise the value of your property.

BAYLEYS IN THE NORTH team

13
offices

82
sales
people



Over
773
transactions
per annum

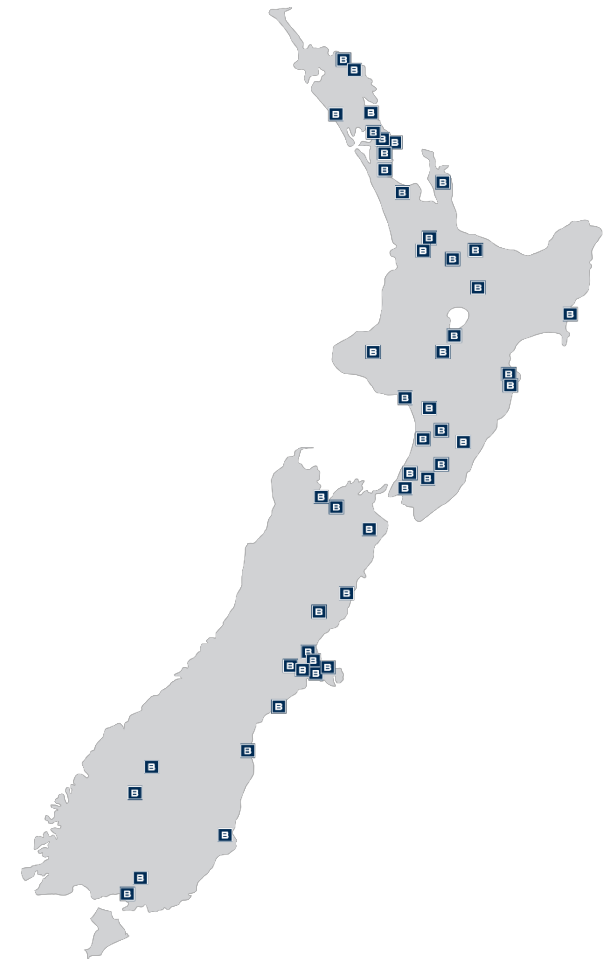


\$744m
sales value
per annum

So why choose Bayleys?



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

BAYLEYS***We've got New Zealand Covered.******Bayleys in the North***

MACKYS REAL ESTATE LIMITED, BAYLEYS, LICENSED UNDER THE REA ACT 2008

Bayleys Orewa

14 Florence Avenue
Orewa
09 426 5911

Bayleys Millwater

177 Millwater Parkway
Millwater
09 426 5911

Bayleys Whangaparaoa

661 Whangaparaoa Rd
Stanmore Bay
09 428 0600

Bayleys Warkworth

41 Queen Street
Warkworth
09 425 7640

Bayleys Omaha

1 Matariki Street
Omaha
09 422 7441

Bayleys Matakana

38 Matakana Valley Rd
Matakana
09 425 7640

Bayleys Wellsford

131 Rodney Street
Wellsford
09 423 9010

Bayleys Mangawhai

198 Molesworth Drive
Mangawhai
09 431 5415

Bayleys Bream Bay

3/30 Rauiri Drive
Marsden Cove
09 432 7125

Bayleys Dargaville

112 Victoria Street
Dargaville
09 439 4297

Bayleys Whangarei

84 Walton Street
Whangarei
09 470 0960

Bayleys Paihia

Shop 4, 66 Marsden Rd
Paihia
09 402 8088

Bayleys Kerikeri

62 Kerikeri Road
Kerikeri
09 407 9221