

TOTAL property

BAYLEYS

Marketing Report

issue 2 2014
Week
1 report



Reporting Period: Friday 23rd May – Thursday 29th May

CAMPAIGN OVERVIEW

Bayleys recent Total Property Portfolio hit the market on Friday the 23rd of May. The portfolio – in its second execution under a revised marketing strategy has exceeded expectations and year-on-year results in terms of online activity generated – specifically the number of people it has attracted to www.bayleys.co.nz to view the current Total Property listings and the amount of time these people are spending on our site researching investment opportunities. Of note – people who viewed Total Property listings on www.bayleys.co.nz as a result of the section takeover on NZ Herald Commercial property spent on average 6.28 minutes on our site – up from 3.45 minutes for the same period for TP1. This report details the marketing actions from Friday 23rd May – Thursday 29th May and outlines the results these marketing actions have generated for the campaign.



1. PRINTED MAGAZINE

Total Property Printed Magazine

- 10,000 copies have been sent to Bayleys' active buyer databases
- Copies are on display in the Koru Lounge in Auckland / Wellington / Christchurch
- Copies are on display in Bayleys' 73 nationwide offices



Total Property Magazine

eDM + e-Magazine

Electronic direct mail piece (e-DM) + e-Magazine has been sent to a database of 9,099 active buyers.



Total property electronic direct mail piece

Ipad Application

The iPad application was released to the Apple app store 12 hours before the printed magazine.



Total Property iPad Application



2. THE TOTAL PROPERTY DIGITAL CAMPAIGN

TV Commercial

A commercial to promote the release of TP is currently running on TVNZ On Demand (TV1 / TV2), MediaWorks On Demand (TV3 / TV4) and on YouTube.



Search 'Total Property' on YouTube to view the Out Now TV commercial

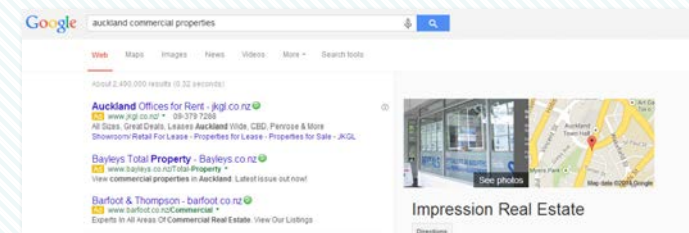
Online Advertising

Section takeovers and display advertisements are running across 9 high traffic websites and 2 tablet applications.



Search Engine Marketing

Total Property is being heavily promoted through Google using key search terms and phrases.

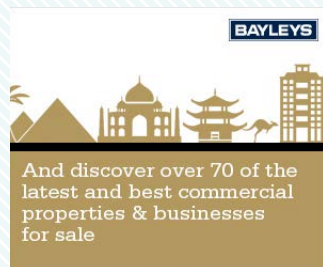


CREATIVE

Total Property Out Now Concept



Editorial Led Concept 1



Editorial Led Concept 2



Property Concept

Opportunity on Apollo



Unit 2, 31 Apollo Drive, Albany

For Sale

Modern commercial first floor office, ground level warehouse/storage area 350m².

Devereux Howe-Smith Realty Ltd, Bayleys, Licensed under the REA Act 2008

Click for more information >

BAYLEYS

ELECTRONIC DIRECT MAIL PIECE (eDM)

10,000

recipients

3,360

of these recipients opened and read the eDM

687

of these recipients clicked on the included properties and articles to view them on www.bayleys.co.nz



TOTAL PROPERTY IPAD APPLICATION

344

downloads to date

111

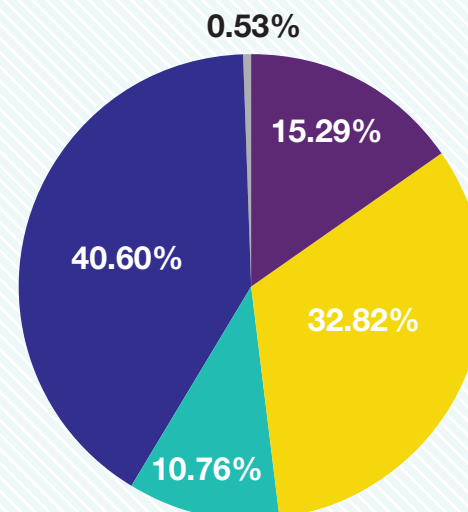
logins in first 7 days of TP2 campaign



TOTAL PROPERTY DIGITAL CAMPAIGN OVERVIEW

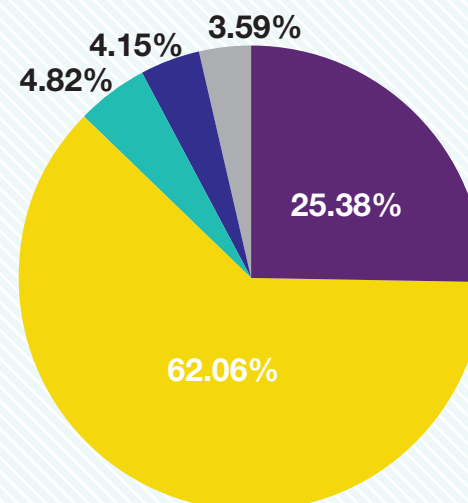
Advertising promoting Total Property and the included properties (totalled) has appeared **487,206** times and has been clicked on **6,096** times within the reporting period.

PUBLISHER AND PLACEMENT	IMPRESSIONS (APPERANCES) DELIVERED TO DATE	CLICKS
Video		
TVNZ On Demand	33,753	167
MediaWorks On Demand	10,954	22
YouTube	29,775	1,358
Video Total	74,482	1,547
Online Section Takeovers		
Interest	147,356	3,622
NZ Herald Commercial Property	8,309	122
Stuff	4,243	39
Online Section Take Overs Total	159,908	3,783
Tablet Advertising		
NZ Herald	21,047	83
Stuff	31,363	211
Tablet Total	52,410	294
Online Display Advertising		
Interest	19,299	35
Golf.co.nz	48,692	78
LinkedIn	7,390	8
NZ Herald	24,295	28
Stuff New Zealand	15,154	27
Good Returns / Deposit Rates	4,835	4
3 News	26,339	30
Google DisplayNetwork Remarketing	51,825	43
Online Display Advertising Total	197,829	253
Search Advertising		
Google Search	2,577	219
Search Advertising Total	2,577	219
TOTAL	487,206	6,096



**Impressions
Delivered by Medium**

Video
Online Section Takeovers
Tablet
Online Display Advertising
Search Advertising



Clicks

Video
Online Section Takeovers
Tablet
Online Display Advertising
Search Advertising

TOTAL PROPERTY LANDING PAGE ACTIVITY

2,272

Sessions (total number of people to land on TP landing page)

67.47%

New Session % (% of new visitors to www.bayleys.co.nz)

1,533

Total Number of New Visitors

1:30

Average Session duration

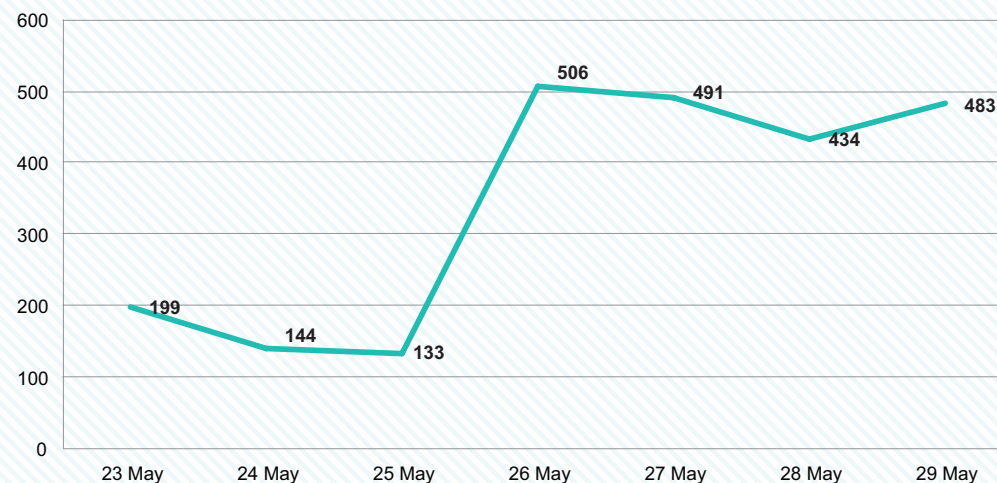


TOP 3 SESSION DURATIONS	SITE	PLACEMENT	AVG. SESSION DURATION	PAGES/SESSION
1	NZ Herald	Takeover	6:28	5.50
2	NZ Herald	Contextual	3:24	2.82
3	NZ Herald	iPad	2:28	3.86

GEOGRAPHIC LOCATION OF VISITORS TO TP LANDING PAGE (BY CITY) – TOP 10

TOP GEO LOCATIONS	CITY	UNIQUE PAGE VIEWS	%
1	Auckland	1,152	58.66
2	Wellington	232	11.81
3	Christchurch	213	10.85
4	Tauranga	89	4.53
5	Hamilton	79	4.02
6	Napier	45	2.29
7	Not Specified	44	2.24
8	Palmerston North	42	2.14
9	Dunedin	38	1.93
10	Sydney	30	1.53
		1,964	100.00

VISITORS TO THE TOTAL PROPERTY LANDING PAGE BY DAY



NEW VISITORS


67.4%

of people to view the Total Property landing page on www.bayleys.co.nz have never visited our site before.

WEEK 2 REPORT TO INCLUDE

- Google AdWords metrics
- www.bayleys.co.nz metrics
- Number of people to view the Total Property landing page broken down by source
- Average time on site
- Number of pages viewed per visit
- Metrics specific to individual TP properties

TVNZ - VIDEO & COMPANION BANNER

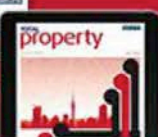



30 | May | 2014
Tauranga

16° 7° SE

TOTALLY NEW

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TVNZ ONE News Weather TV Shows Channels TV Guide TVNZ Ondemand SIGN IN | REGISTER Search

2 Scandal

Tuesdays at 10.55pm | TV2

25 days left to view



Out Now


BAYLEYS

Series 3, Episode 11 | **Ride, Sally, Ride**


27 May 14 | 00:41:23 | Classification: AO

Vice President Sally Langston has a bombshell announcement to make that'll rock the Whitehouse. Meanwhile, Olivia finds herself in a challenging new role.


▼ Recommended [See More](#)



The Originals



Highway Patrol



Neighbours




► Show Links

► Having trouble watching TVNZ OD?





Advertisement 1 of 1
00:03 / 00:15

300%

FAQ

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6PM BULLETIN

6PM DAILY | MONDAY MAY 26, 2014


Duration: 43:14 |

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THE BORGIAS
SEASON 3 EP 4



KINGS CROSS ER
SEASON 2 EP 7



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YOUTUBE - VIDEO

YouTube NZ

Upload Settings Cynthia Gomez

Advertisement: (0:26)

Out Now

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0:00 / 1:58:03

Entertainment - Geeks, Gaming and Gadgets - TV Talk, Bord...

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ALL COMMENTS (1)

Share your thoughts

Partner rating: No mature content (Learn more)

Andy Stegges Technology - Building Online Franchise Communities Around the by BlogTalkRadio 235 views 1:00:08

Entertainment - Olivia Wilder with Andrew Zimmern - "Bizzare Foods of by BlogTalkRadio 1,112 views 24:20

Abel James Health - The Wild Diet with Abel James by BlogTalkRadio 412 views 1:10:01

How to Rebrand Yourself Business - How To Rebrand Yourself Using BlogTalkRadio by BlogTalkRadio 301 views 46:16

Asia 75 asia entertainment 7 + 75 by Cô Nguyễn 8,929 views 17:34

DANG NAZIS! (WTKGTS#59) by WhenTheKidsGoToSleep 68,394 views 32:53

MALI MUSIC DROPS BY & PERFORMS!! by AriseEntertainment 360 3,169 views 10:34

Traffic and Travel Radio DJ Challenge - Top Gear - Series 8 - BBC by BBCWorldwide 384,926 views 9:56

Does God Exist? (WTKGTS#51) by WhenTheKidsGoToSleep 73,493 views 30:39

CTV (Canada - National News) announces Bilderberg meeting at by Nelson, Canada

The Media Trust Company (www.themediatrust.com) - 29-May-2014 12:24 PM NZST
URL / Location: <https://www.youtube.com/watch?v=o-3LHrdKAaw>

NZ HERALD - COMMERCIAL PROPERTY SECTION TAKE OVER

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Network 26th May 1:21 PM 17° / 2° Auckland

The New Zealand Herald

Search keywords...

National World **Business** Sport Technology Entertainment Life & Style Travel Opinion Motoring Video

 **Pride of New Zealand awards: Nominate your hero... read more**

Commercial Property

[RSS](#)

City's \$35m property spending spree



Properties worth \$35 million have been bought to secure the route for Auckland's proposed \$2.86 billion City Rail Link.

Auckland's \$7b plan to pull in tourists

City site ideal for development as student accommodation

Barfoot & Thompson Commercial has been exclusively appointed by Auckland Council Property Limited to market for sale of...

Top of the class on Airedale

A 10 level city office building at 60 Airedale St, close to Queen St, is being formally offered to the market for this first...


Rock solid business for sale in Hawkes Bay

Brown's Lime Quarry near Dannevirke, a 13.7 hectare open cast lime-producing business which has been operating since 1994...


Property For Sale



Kiwibank, 4 Squar...
Wellsford



Fantastic Owner...
Auckland City



Calling All Reta...
Mamakau



Ex Picture Theatr...
Pakuranga



Industrial blocks scarce in Penrose
A big landholding in Penrose with a high stud warehouse and oversized yard has become available for sale or lease in an...



Prime Apollo Drive property fit for the gods
A high-profile architect-designed industrial property with a prominent roadside position on the North Shore's popular Apollo...



Jolisa Gracewood: Housing a gamble on our future
(63 comments)
Our Government insists that a) fly-by buyers aren't part of the housing problem and b) it doesn't need any



Going, going...auction makes \$17.7m
Strong bidding on a wide range of properties at Bayleys' latest Greater Auckland commercial and industrial portfolio

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STUFF – COMMERCIAL PROPERTY SECTION TAKE OVER

The screenshot displays the Stuff.co.nz website with a prominent red takeover banner for the Commercial Property section. The banner features the 'TOTAL PROPERTY' logo and three options: 'GRAB THE LATEST ISSUE OF TOTAL PROPERTY', 'OR READ THE NEW ISSUE, ONLINE', and 'OR DOWNLOAD TO IPAD FROM THE APP STORE'. The banner also includes a 'Fairfax Marketing Services' logo and the text 'Local Leads. Real Results.'.

On the left and right sides of the banner, there are vertical red bars with the text 'MON NOW' in white. The main content area of the website is visible behind the banner, showing the 'Business' section with various property listings and a 'Dominion Post Headlines' sidebar.

Commercial Property
Commercial returns booming
Incomes from New Zealand commercial property have been described as attractive on a global scale.

Potential for new hotel in Lyall Bay
Old warehouse buildings at the end of Lyall Bay could be demolished to make way for a hotel.

Ahuriri Business Park revamp plans
The owners of Napier-based Big Save Furniture are planning further major development of the city's Ahuriri Business Park.

Building makes way for new complex
A Coastlands building formerly used by a garden centre, pet shop and medical clinic is being demolished to make way for a new retail and office building.

Mana Transport base sold
A Wellington private investor has bought the Mana Transport complex at Broken Hill Rd, Porirua, for \$1,075,000, at a yield of 10.6 per cent after outgoings.

Hotel, conference centre proposed
A five-star Hilton Hotel and vast conference centre could be open in Wellington in three years.

City office block sold
A recently strengthened two-storey Ghuznee St office block has sold for between \$5 and \$6 million.

Our answer to San Fran
A revitalised Shelly Bay will be modelled on a San Francisco seaside town under a development deal.

Major development to kickstart Hutt cbd
Plans are being finalised to redevelop Lower Hutt's heritage-listed Post Office building into apartments.

Vivian St treasure with colourful past
A fully rebuilt old Vivian St building with a long and colourful history is on the market again.

Chance to subdivide with hangar sale
New Zealand Aerial Mapping is selling hangars and workshops at Hastings Aerodrome, its home for the past 70 years.

Trio of awards for Athfield projects

Dominion Post Headlines
Wife trapped with dead husband
Guilty plea for lawnmower death
Vehicle hits railway bridge
Log on to free wi-fi in Miramar
Brewers show off at festival
Wind havoc in Wellington region
This time, young winners are in charge
Hospital hit by water outage
Fashion Week models fast fanned
Push to slash Wellington bus fares
Mayor, NEC sign agreement
Kia Tees madman's bullets
Wild winds wreak havoc throughout country
Golden opportunity sees record crowds checking out attractions

Ad Feedback

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INTEREST - SITE SKINS

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A major focus for our agri-business team is creating 'investable businesses'
Graham Turley

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interest.co.nz

Helping you make financial decisions

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[KiwiSaver](#)
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[Charts](#)
[Calculators](#)
[Bonds](#)
[Business](#)

HOT TOPICS: Election 2014 | Migration | P2P lending

KEY RESOURCES: Economic calendar | Fix or float calculator

Let's shred our rip-off rep

25 May 14, 8:00am Bernard Hickey 17

Bernard Hickey looks at fresh research showing we're more expensive than we should be and unpicks how to shred 100% rip-off reputation

90 seconds at 9 am: Polling right

26 May 14, 7:33am David Chaston

US new home sales rise; EU votes 'right'; Ukraine votes for chocolate; Putin conciliatory; UST 10y 2.54%; NZ\$1 = US\$0.854, TWI = 79.8

What does the data tell us?

24 May 14, 7:46am Alistair Helm 22

Alistair Helm examines the record to see if the current housing market is entering a bubble phase. Your view?

'Banks will need to be careful'

23 May 14, 12:28pm Gareth Vaughan

KiwiBank offers 'slice and dice'

23 May 14, 1:58pm David Chaston

New two year market low fixed home loan rate available for 60% of mortgage borrowing if balance on floating

NIWA map sends warning

25 May 14, 7:31pm Guest 2

Ruataniwha nitrogen leaching rules set precedent to devastate farming says Irrigation NZ

ASB cuts two fixed rates

23 May 14, 5:59pm David Chaston 12

Another main bank follows KiwiBank in cutting 2 year fixed rates, cuts one year rate as well

Wishing won't make it happen

24 May 14, 11:32am Allan Barber 1

Allan Barber chides those who just seek a 'government solution' to the red meat industry's problems and their flow on effects

Trade integration in the Asia-Pacific

24 May 14, 11:03am Guest

Tim Grouser tells a Japanese audience why Japan needs to be part of the TPP and the changes they need to face up to

Featured rates

Mortgages		Term deposits	Savings
Institution	Term	Percentage	
SBS Bank	5 year fixed	6.70%	
Baywide CU	1 year fixed	5.90%	
Nelson BS	1 year fixed	5.95%	
Fidelity Life	2 years fixed	6.30%	
Housing NZ	5 years fixed	7.20%	

[View all rates](#)

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Find your KiwiSaver fund


Our home loan packages are negotiable. Starting

STUFF – IPAD BUSINESS HOMEPAGE

Pad 3:01 pm 2%


Sections **stuff** business

industries




Complaints fall on deaf ears
A new trial flight path into Auckland Airport isn't creating significant extra noise but...

industries




Rebel shareholders take action
02:43pm Abano Healthcare shareholders Peter Hutson and James Reeves ask...

industries




Biz brickbats and bouquets
01:04pm Icebreaker, Serko, Gentrak and the Labour Party - who got it right and who got...

better business




How to attract great clients
01:54pm I've had a couple of instances recently where I've bumped heads with clients...

industries



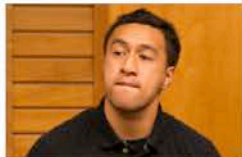
Building consents dip in April
Auckland back to leading the way but must build more to avoid falling further behind...

world



Growl from Ipanema lures Purina
02:21pm Brazilian dogs are different from Uk or US...

industries



Telecom wins spectrum block
01:18pm Commerce Commission finally clears Telecom to buy a fourth block of "digital dividend" radio

technology

Telecom wins spectrum block
01:18pm Commerce Commission finally clears Telecom to buy a fourth block of "digital dividend" radio

industries

SeaDragon signs deal
Nelson-based SeaDragon announces a new squalene sales agreement.


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Pad 3:02 pm 2%


Sections **stuff** business

industries




Complaints fall on deaf ears
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industries




Rebel shareholders take action
02:43pm Abano Healthcare shareholders Peter Hutson and James Reeves ask...

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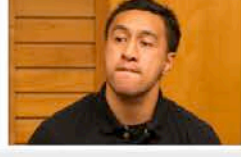
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industries

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It's all in the brand new issue of **Total Property** Also available online and on iPad from the App Store **BAYLEYS**

STUFF – RUN OF IPAD

iPad 3:01 pm 2% **stuff** Life & Style

In my beauty bag: Karen Walker

May 29, 2014



RECIPE FOR RADIANCE: Fashion designer Karen Walker uses a variety of products from Osmosis to maintain her flawless skin.

You'll be hard-pressed to find a New Zealander who doesn't know her name, and it's no wonder when you check out Karen Walker's body of work.

The 44-year-old is the designer behind one of the country's most successful fashion brands, available in some 30 countries and 200 cities worldwide.

Oh, and she also controls a dizzying lineup of brand extensions - Karen Walker Jewellery, Eyewear, Home Ware, and Paints; a series of collaborations, a children's-wear collection with Japanese global chain Uniqlo, and a diffusion line, Hi There from Karen Walker.

Walker lives in Auckland with her husband Mikhail - Creative Director for the brand - and her six-year-old daughter Valentina.

Advertisement

Jovial Judge Tavern

57 Walton Street, Whangarei CBD Auction

A rare offering. The Jovial Judge Tavern is well located in the heart of Whangarei's CBD.

Multiple Real Estate Limited (MREL), Licensed under the REA Act 2008

Click for more information > **BAYLEYS**

iPad 3:01 pm 2% **stuff** Business

Rebel Abano shareholders take legal action

TIM HUNTER May 30, 2014, updated: 02:43pm

Rebel Abano Healthcare shareholders Peter Hutson and James Reeves have taken legal action to delay a special vote on the chairman's future.

Advertisement

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The pair said in a statement they had applied to the High Court seeking an order to postpone the special meeting, scheduled for Friday, June 13.

"[We] previously wrote to Abano requesting a date in July," Reeves said.

"Abano has ignored our request and set an unrealistic special meeting date."

Abano was providing shareholders with misleading information and had "butchered the meeting process by manipulating the timetable," he said.

Hutson said the application for a court order was aimed at ensuring shareholders had full information before casting a vote.

Hutson and Reeves, who together own 18.5 per cent of Abano, are seeking to oust chairman Trevor Janes. On May 6 they requisitioned a special meeting to vote on a resolution to remove him as a director.

Abano published a notice of meeting on Friday last week, three weeks before the meeting date.

The Abano board recommended shareholders vote against the resolution and gave Janes its unanimous support.

Hutson and Reeves are seeking a new meeting date "not earlier than three weeks and not more than four weeks from 13 June".

Abano's main business is in dentistry, owning the Lumino chain in New Zealand and Dental Partners in Australia.

Hutson and Reeves were involved in a failed takeover of Abano last year by private equity firm Archer Capital. The pair claimed Archer's assessment of the dental business was not diligent and that the

iPad 3:01 pm 2% **stuff** Business

Growl from Ipanema lures Purina

May 30, 2014, updated: 02:21pm

Brazilian dogs are different from canines in Britain or the United States, Purina says, and it's spent the past two years designing kibble to prove it.

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It's all in the brand new issue of Total Property

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About half of Brazilian households have a dog, more than any other country, according to data tracker Euromonitor, and pet food sales there rose 10 per cent to US\$5.6 billion (NZ\$6.6b) last year, trailing only the US and Britain in the US\$71b worldwide market.

There's more growth to grab, as just half the calories Brazilian dogs consume comes from store-bought chow, compared with more than 80 per cent in the U.S. and Europe.

To counter slowing growth in divisions like frozen meals and close the gap with market leader Mars in the faster-growing premium end of the pet-food aisle, Nestle's Purina in April introduced Revela, a multi-million dollar investment and its first pet food designed specifically for a developing country. With local fruits like antioxidant-rich jaboticaba, Revela is "truly Brazilian," said Purina's Latin American president Fernando Merce.

"Consumers told us that they wanted something that expressed a sort of Brazilian-ness - the spirit of being Brazilian," said Merce, who has two dogs at home, a Labrador (Cricket) and a Coton de Tulear (Ollie). "There wasn't a brand that captured that."

Brazilians love their dogs. In 2012, a hotel opened in the posh southeastern city of Belo Horizonte that is designed for doggie trysts, with heart-shaped mirrors and dim lighting, according to the New York Times. Rio de Janeiro hosts a canine Carnival where dogs are dressed in wild costumes - Snow White is a popular choice - and prance down the streets of the city's Copacabana neighbourhood. During the upcoming World Cup soccer tournament, owners will outfit their dogs in the yellow uniform of the national team.

All this pooch pampering is fuelled by Brazil's expanding middle class, which now encompasses 81 per cent of households, up from 49 percent in 1989, according to McKinsey & Co.

Many live in cities, where declining fertility rates and increasing life expectancy have made pets more

STUFF – RUN OF SECTIONS (SPORT)

Thunder simply blown away by Spurs | Stuff.co.nz - Google Chrome

www.stuff.co.nz/sport/basketball/10104264/Thunder-simply-blown-away-by-Spurs

stuff.co.nz

National World Business Tech Sport Entertainment Life & Style Travel Motoring

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sport

Opinion Scoreboard Rugby Cricket League Football Basketball Golf Netball Tennis Motorsport Racing More

Thunder simply blown away by Spurs

SAM WORTHINGTON

Last updated 16:01 30/05/2014

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USA Today Sports

DOWN BUT NOT OUT: Steven Adams, left, lands awkwardly as he contests possession with a number of San Antonio players.

Basketball

- Microsoft exec to buy Clippers for US\$2b
- Sharks back on court to face the Mountain Airs
- Henare, Peck make comeback for the Chieftans

Hometown advantage continues to reign supreme in the NBA's Western Conference finals as San Antonio destroyed Oklahoma City 117-89 today to take a 3-2 advantage in the best-of-seven series.

The Spurs are now one win away from returning to the NBA Finals, with Game Six in Oklahoma City on Sunday.

Kiwi rookie Steven Adams played 20 minutes for the Thunder, scoring six points and grabbing four rebounds while playing largely solid defence on Spurs legend Tim Duncan.

Duncan, 37, was at his brilliant best on home court, registering yet another double double of 22 points and 12 rebounds.

It continues a crazy series between two ultra-talented teams, where the home team has won each time in a landslide.

The first quarter ended 32-all but from then on it was all San Antonio, who nailed 13 of their 26 three-pointers in a balanced, ruthless display of team basketball.

The Thunder appeared jaded from their two big home wins and lacked intensity in their defence.

Kevin Durant had 25 points and Russell Westbrook 21 but the Thunder could only connect with six of their 24 three-point attempts.

The Thunder will be favoured to win Game Six on their home court, but, if they do, Game Seven is back in San Antonio on Tuesday.

'23 MILLION GET YOUR TICKETS TODAY! **POWERBALL**

sport headlines

- Chris Cairns: Allegations are completely false
- Thunder simply blown away by Spurs
- Basketball NZ to crack down on 'courtsiding' in NEL
- All Blacks Hitler attack by Samoan rugby star
- Chiefs champions at conceding penalties
- Electricity network forges World Cup surge
- Strong start vital for All Whites, says Embien
- Three World Cup stadiums still causing concern
- Brakovic's singles run at the French Open ends
- AC Milan take a big punt in the land of rugby
- Time for Ihala West to stake claim at Blues
- Froome disappointed at lack of dope testing
- Murray giving nothing away about new coach
- Josh Reynolds free to play in State of Origin II

Ad Feedback

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THIS WEEK ON...

kordia
GOLF FOCUS




Brendan and Marcus see if Lydia can make it to # 1 in the world in her first week since her win on the LPGA Tour and they find out how Miguel Angel Jimenez became the oldest ever winner on the European Tour.

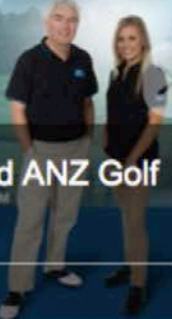
MONDAY 8.30PM

Kordia Golf Focus and ANZ Golf World

WEDS 9.30PM THURS 11.10PM

 **ANZ GOLF WORLD**



Mark laps up the sun and sights of Noosa Springs, one of the best courses on the Sunshine Coast. And Laura gets a grip and finds out why Kiwi golfers should get their dubs re-gripped too.

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 **Faldo Series Asia Adds New Zealand and Bangladesh in Global Effort to Grow Golf**


Six-time Major champion Sir Nick Faldo's nearly two decade vision for growing golf includes new events in new countries du... [Read More...](#)

 **Kiwi Pro Watch: Ko records top 5 finish in Virginia**

World No.3 Lydia Ko has continued her dream rookie year as a professional on the LPGA Tour. The 17-year-old h... [Read More...](#)

 **New industry group brings golf and tourism together**

Tourism New Zealand has confirmed an ongoing role for the industry advisory group, Golf Tourism New Zealand, to suppo... [Read More...](#)

 **NZ Golf: National Academy named for 2014 - 2015**

Auckland golfer Tae Koh's impressive form in 2014 has been recognised by the New


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\$1.67m for villa with \$100,000 of extras

By Martin Johnston
5:00 AM Monday May 26, 2014

Auckland RegionBusinessEditors' Picks...

☆19102

Owner hoping for \$2m after major renovations and sweeteners such as a car and free power for a year.



Crowds gather outside the Ponsonby villa as auctioneer Mark Sumich gets under way. Photo / Greg Bowker

A done-up Ponsonby villa that was auctioned with more than \$100,000 of extras to sweeten the deal pulled a top bid of \$1.67 million.

The property at 45 Lincoln St has a 2011 council valuation of \$980,000 and the seller, Krista Strong, is hoping for a price of more than \$2 million following an extensive renovation project that became a demonstration of how to convert a 114-year-old villa into a modern, warm, energy-efficient home.

Immediately after the property was passed in at the sale, real estate agent Antonia Baker conducted shuttle talks between the top bidder inside the house and Ms Strong out on the street where the auction had been held yesterday afternoon.

Media trainer and blogger Brian Edwards emerged from the home soon after but did not wish to comment.

"Buying houses is a private thing, not a public thing," he said.

Ms Baker said she could reveal nothing of the negotiations, but welcomed interested parties to come forward.

The auction attracted about 50 people - 60 if you include a



Business headlines

Plasterboard war heating up as regulator investigates

New-house owners call back builders

S & P 500 creeps to record high

Millennial tycoons spurning Silicon Valley for Dallas oil

Tyfe becomes chief executive as Icebreaker looks to global goals

Small business: Awards - Paul Macaulay, Auckland Adventure Jet

Confidence still high despite fall

Google: We're building car with no steering wheel

When the boss is the problem

Tamsyn Parler: Second rate citizens again?

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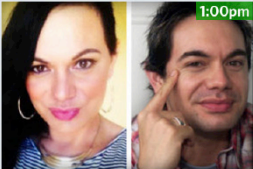
Technology

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1:07pm

Waikato reserve closed after empty chemical containers found




1:00pm

Five things the goss mags swear are true




12:50pm

Daily Shorts: Worst penalty attempt ever




12:45pm

Kim Dotcom's New Zealand political party teams up




12:44pm

Mana to merge with Internet Party



12:31pm

Goldman Sachs NZ's earnings soar on asset sales



A trillion reasons to invest in commercial property


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Akl house slump, China main risks - NZIER




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Arcade Fire defend video featuring Andrew Garfield in drag




12:00pm

Louisiana: Step back to a bygone age



11:57am

Kiwi had hand in fatal attack - reports




11:49am

Investigation into commuter train crash

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PEOPLE 

Triplejump appoints directors

Thursday, May 22nd, 6:00AM

Risk management advice and solutions provider Triplejump has appointed two new high-profile directors to its board as it prepares to apply to join the NZX's new trading platform for growth stocks.

The growth market is to be established in July.

Allan Freeth, formerly chief executive of TelstraClear, has been appointed chairman and international marketing executive Ian Christie will act as an independent director. Allan Morris,... [MORE»](#)

New boss for NZCU

Monday, May 19th, 4:25PM

NZCU South has appointed a new chief executive.

New president for IFA


Friday, May 16th, 12:43PM


Michael Dowling will replace Nigel Tate as president of the Institute of Financial




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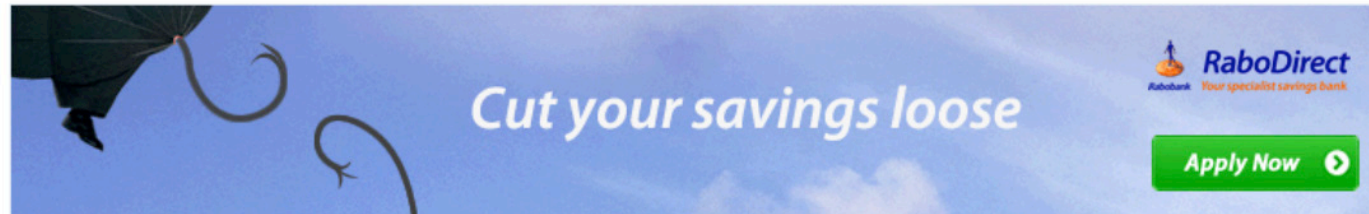


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Latest Deposit Rate News



[NZDMO tweaks programme](#)

Thursday 15 May 2014



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The New Zealand Debt Management Office has updated its domestic bond programme in line with today's Budget. The 2014/2015 domestic bond programme is now set at \$8 billion, \$1 billion higher than forecast. Total issuance is \$3 billion higher over the forecast period, because of a greater cash requirement. The Treasury estimates the government's residual cash balance will return

to surplus [More »](#)

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Wednesday 14 May 2014

Kiwibank's capital note offer has been well-received by investors, it said today. [More »](#)

[\\$100m of NZ banknotes offer this week](#)

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BNZ	3.30	3.44	3.60
Direct Broking Call Account	2.80	2.92	3.05
Heartland Bank	4.00	4.28	4.48
Kiwibank	2.40	2.50	2.61

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BNZ **4.25**

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Today's Top 5 Deposit Rates

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BNZ	4.15	Rapid Save - bonus rate
PGG Wrightson Finance	4.10	Savings Optimiser
Westpac	4.10	Online Bonus Saver - bonus rate
Westpac	4.10	Online Bonus Saver - Potential Rate


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
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
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