

Harcourts

Hanley's Farm
Annual

2024 Property Report



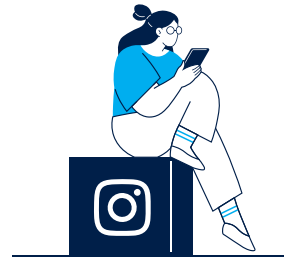
Dear Hanley's Farm Resident,

Since my partner completed her home build in Hanley's Farm in 2023, I've witnessed the coming of age of this community.

No longer does the heart of Hanley's feel like a half-finished building site, with hollow frames looming on empty sections. Instead, it has become a place for families to grow and a community to thrive.

Like you, she went through the apparent lottery of section allocation, the agonising wait for title, unexpected earthworks, and the inevitable delays in building before she could truly make herself at home. Now, as the building moves to the edges, trees slowly mature, Howden Park and the connection to Jack's complete, the area is settling into its glorious space at the foot of the Remarkables.

With that, we are also beginning to see more properties come to market as the first wave of homebuilders and investors move on to the next phase of their life's journey. Property values, trends, and opportunities are starting to emerge for those looking to cash out or buy in.



Follow [@nickffield_qt](https://www.instagram.com/nickffield_qt)
for more insights and
property perspectives.

I'd like to welcome you to the Hanley's Farm Property Report, an overview of your local market, comparing key data with the wider Queenstown area while also offering insights that go beyond the numbers. This report details the market during 2024.

From sales trends to shifting buyer demand, this report is designed to provide clarity on where we stand and where we're heading. I've also included some of my personal insights from the past year—short, sharp observations originally shared on Instagram, as well as my perspective on the market and the industry itself. You'll also find out more about my professional background and approach, positioning me with a unique set of skills when it comes to selling property in Hanley's Farm.

Whether you're actively thinking about selling or simply keeping an eye on the market, I hope this report offers valuable context. If you'd like to discuss what these trends mean for your property, I'd love to chat about your goals or learn what makes your home special to you. After all, property decisions are about more than just numbers; they're about people, community, and finding the right story to tell.

Let's talk Hanley's Farm,

NICK
Fifield

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Market Trends and Insights:

Increased Listings:

Recent reports indicate a rise in property listings within Hanley's Farm, suggesting that the initial wave of homebuilders and investors is transitioning to the next phase of their life's journey.

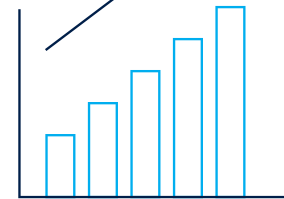
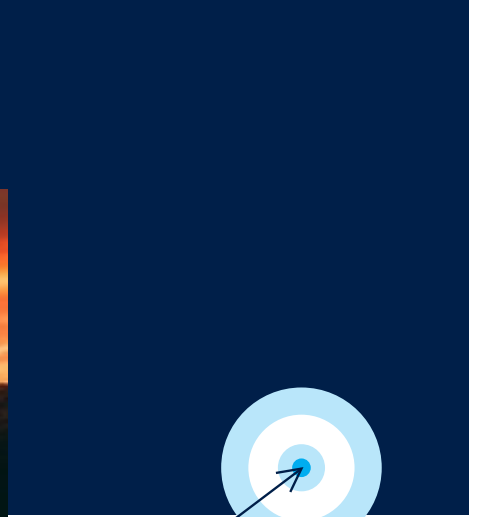
Section Availability

The final stages of Hanley's Farm have seen the release of the last sections, with prices ranging from \$550,000 for a 364m² lot to \$860,000 for a 1,090m² lot. This limited availability is expected to lead to rising land values and a greater proportion of renovations as opposed to new-build projects.

Development Plans

Several large subdivisions are in the pipeline, including Homestead Bay, Silver Creek, Kingston Village and Park Ridge. These developments are anticipated to influence the local property market dynamics significantly.

The information provided in this report is based on data from REINZ and other sources deemed reliable but is not guaranteed. All figures are subject to change, and no responsibility is taken for inaccuracies or omissions. Please seek independent advice if required.



Home and Income Opportunities

The area also offers many home and income properties. This arrangement provides additional income potential, appealing to investors and those seeking supplementary revenue streams.

Hanley's Farm continues to evolve into a vibrant community, attracting a diverse range of residents, from first-time buyers to investors seeking rental income opportunities. The ongoing developments and increasing property listings reflect the area's dynamic growth and the broader trends within Queenstown's property market.

Curious to know how these insights impact the price of your home? Get in touch today for a free appraisal.

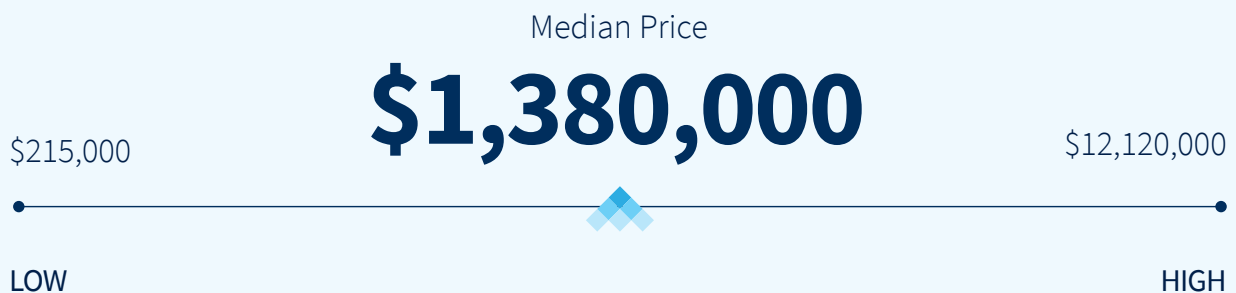
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Sales Statistics

Queenstown

SALES STATISTICS IN THE LAST 12 MONTHS QUEENSTOWN WARD



TOTAL NUMBER OF SALES IN THE LAST 12 MONTHS

711

AVERAGE DAYS TO SELL IN THE LAST 12 MONTHS

44

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Harcourts

When it's time to sell, Choose an agent who adds value across your real estate experience.

Discover a competitive advantage and the desirably different real estate experience you've been searching for.



- SALES & NEGOTIATION SPECIALIST
- CREATIVE STORYTELLER
- COMMUNITY ADVOCATE



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The truth about auctions

Auctions can be intimidating, for buyers and sellers, yet they shouldn't be.

Sellers: What if nobody bids?!

Buyers: What if there's lots of competition?!

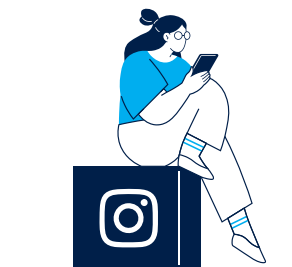
Two valid concerns but for polar opposite reasons. Emotions can run high and there's plenty of theatre in the process, so who really wins when the hammer falls?

For sellers, you have the opportunity to market your property strategically and gain an unconditional sale in a specific timeframe you determine. If the auction does not achieve a level you are willing to accept on the day, you can negotiate both conditional and unconditional offers immediately post auction, a second bite of the cherry.

For buyers, you have complete transparency of how much each buyer is willing to pay, unlike deadline sales, the tenders process and multi-offers.



Mitch Martin,
Harcourts Auctioneer.



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property perspectives.

So yes, auctions can feel high pressure in the moment but a seller has complete control over what level they sell for, and put themselves in the best position to achieve an excellent result, in a shorter period of time. A buyer enjoys complete transparency of the sales process.

Have confidence in the process, be clear on what you want to achieve. Talk to me today to learn more about the Harcourts Auction Advantage.

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Purpose *Beyond* Property

Sales & Negotiation Expert

With a background as an international sales, negotiation, and leadership trainer, I bring a unique perspective to property sales. My refined expertise delivers an advantage that exceeds expectations.

Creative Storyteller

Every home has a unique story to tell, and I thrive on connecting people with places. Delivering tailored marketing campaigns with a creative edge, your property will stand out and command attention.

Community Advocate

As an active volunteer and community leader, I'm deeply committed to shaping the future of Queenstown Lakes. My connection to our district isn't just professional—it's *personal*.

Harcourts Queenstown

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HANLEY'S FARM WORD *Search*

Find the following Hanley's Farm street names:

BARN

BANNISTER

PLOUGH

STOCKYARD

WATERFOWL

LINCOLN

SHEPHERD

CURVEY

BALE

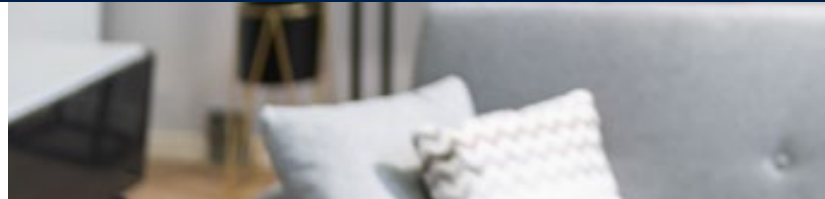
CHEVIOT

X	X	P	R	K	V	W	W	W	W	H	L
S	W	N	F	G	O	T	B	N	G	R	I
T	R	C	E	T	V	U	N	U	N	L	N
O	S	W	T	G	X	P	O	R	W	K	C
C	S	Z	K	R	V	L	A	O	R	U	O
K	C	O	Q	J	P	B	F	X	K	W	L
Y	H	T	D	R	B	R	T	J	C	N	N
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D	I	B	A	N	N	I	S	T	E	R	A
G	O	W	L	R	J	D	C	J	U	N	O
X	T	Z	E	V	C	U	R	V	E	Y	U

Be sure you're following my Instagram [@nickfield_qt](#) for more chances to play and for all your local property updates and insights.

What's it *worth*?

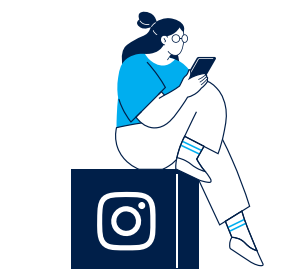
**PROPERTY
PERSPECTIVE BY**
NICK FIFIELD



I know from personal experience as a buyer, it can be frustrating when all you want is a straight answer to a straight question but all you get is an evasive response.

The fundamental truth, particularly in property, is that value is subjective. Whilst this may seem a convenient and dismissive explanation, what does it really mean?

Of course, there are intrinsic objective factors to a property which can offer a guide to value; location, size, layout, build and finish quality. As well as market factors like supply vs demand, comparable property sales, interest rates, government policies and legislation.



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However buyers bring a whole range of subjective analysis to these factors, the location and layout etc are relative to a buyers specific needs. Their personal circumstances also vary, employment, financial position, expected time of ownership, children, health, not to mention personal taste and how they “feel” about a property.

So, the true worth of a property is ultimately determined by the buyers perception of all these variables, a subjective judgment. In a market where emotion and individual needs reign supreme, value truly is in the eye of the beholder.

Some might say I “overpaid” for my own home but the cost was worth it for me not to lose out. I essentially passed on the first 6 months of my market value increase to the vendor. I choose a price where I was happy to be outbid and say that I did my best. I stretched my affordability because of the added value the property offered me (proximity to my daughter). If someone had been willing to pay more, then good luck to them, they got stung! Perhaps my under-bidder thought I got stung but I was happy to value the property relative to my needs and paid the winning price.

Free appraisal, *Priceless insight*

PROPERTY PERSPECTIVE BY

NICK FIFIELD

An appraisal is so much more than putting a price on your property. It's the feature window into the quality of service, expertise, and communication you will get from your agent. Getting a second opinion isn't about doubting the first — it's simply ensuring you're making the best choice from all the options available.

Vision as well as value - It's not simply about the highest estimate, it's also about the vision. A quality appraisal sets the stage for your home's journey on the market. It reveals how an agent sees your home fitting into the current market and the quality of presentation they will use to showcase it.

Test the waters of communication - An appraisal meeting offers a glimpse into how an agent communicates, are they clear, approachable, and responsive? Most importantly, do they truly listen? Each agent will have a mix of skills, a distinct approach and philosophy, make sure it's the right fit for you.

Beyond the basics—Every agent brings something different to the table.

Ready to experience what priceless insight feels like? If you're think of selling, don't miss the opportunity to explore all the options available to you. Get in touch for a no obligation appraisal and find the right fit.

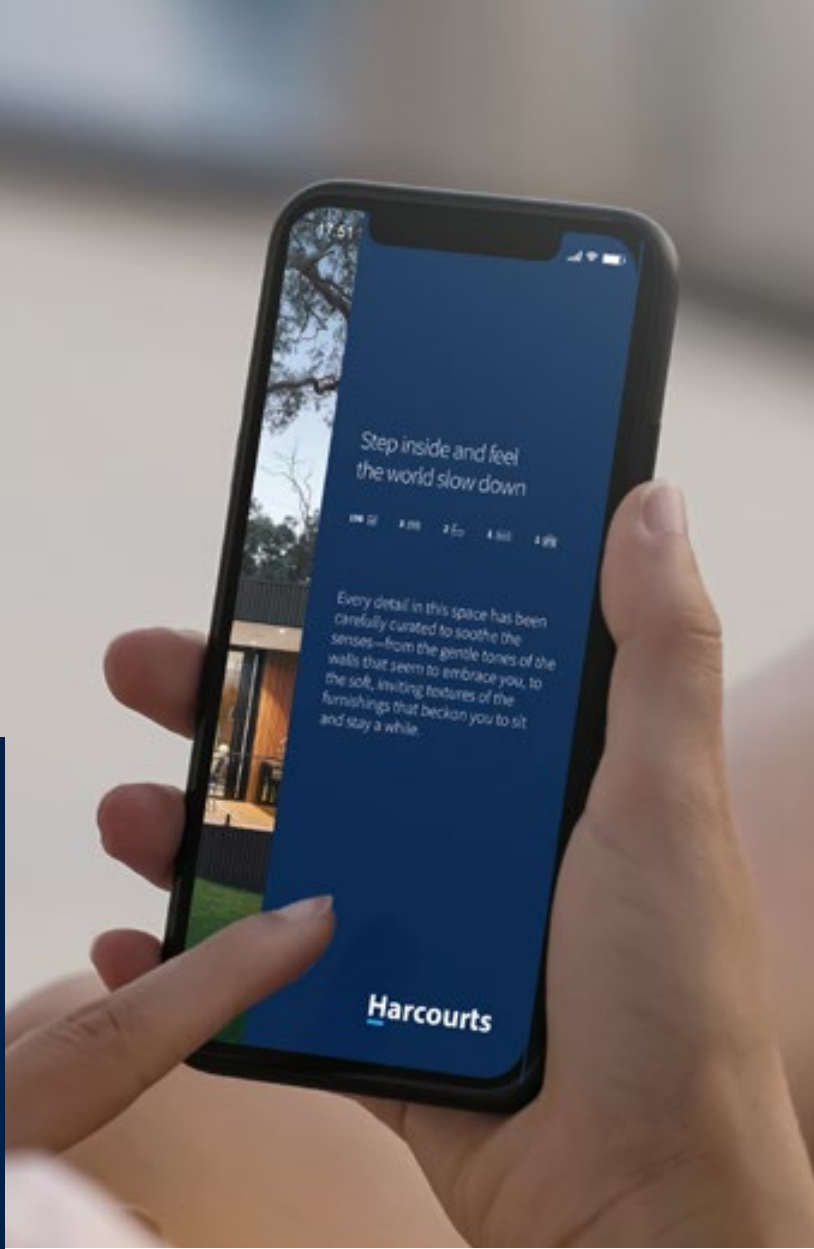
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Harcourts Queenstown



Marketing Your Property



whitelawmitchell

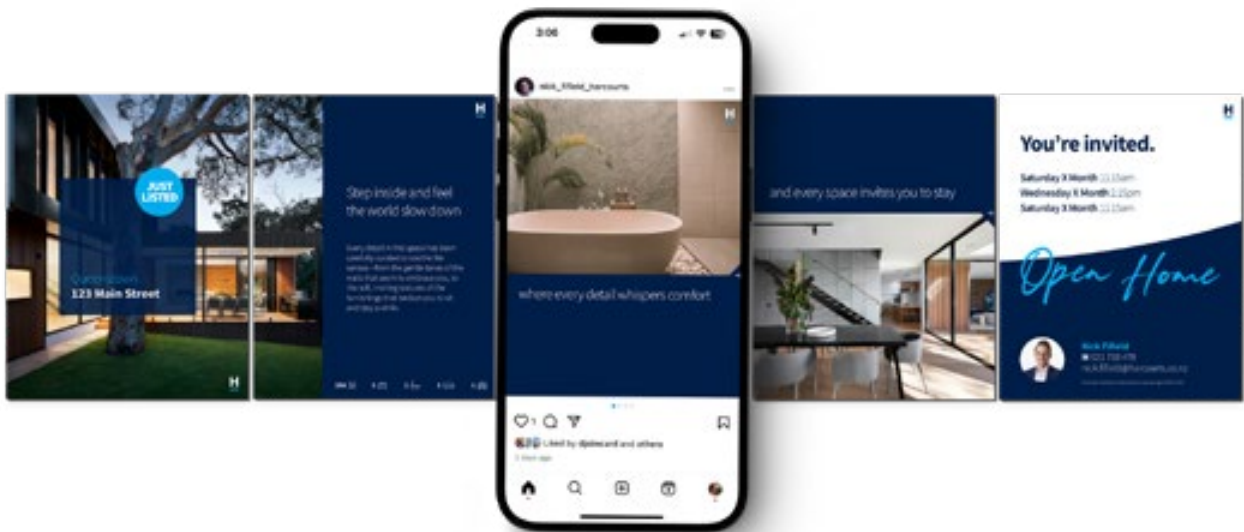
When it comes to selling your property, exceptional marketing can make all the difference. That's why I exclusively partner with **Whitelaw Mitchell**, a premium creative agency known for their expertise in crafting tailored, high-quality marketing materials.

Your property deserves more than just standard photos and listings—it deserves a story. Together with Whitelaw Mitchell, I'll create a bespoke marketing campaign that highlights your property's unique features and connects with the right buyers. From professionally written descriptions and innovative digital strategies, every detail is designed to maximise your property's exposure and attract competitive offers.

With Whitelaw Mitchell's premium approach and my real estate expertise, we'll ensure your home stands out in the market and achieves the best possible result.



Premium
Printed Materials*



Tailored Digital
Strategies*

*Conceptual property marketing example.



Harcourts



89 Muster Rd
Home + Income

4 3 2

\$1,465,000 Sold at Auction
Feb 27, 2025



Harcourts



41 Howden Dr
Residence

3 2 1

\$1,252,000 Sold at Auction
Feb 10, 2025



Harcourts

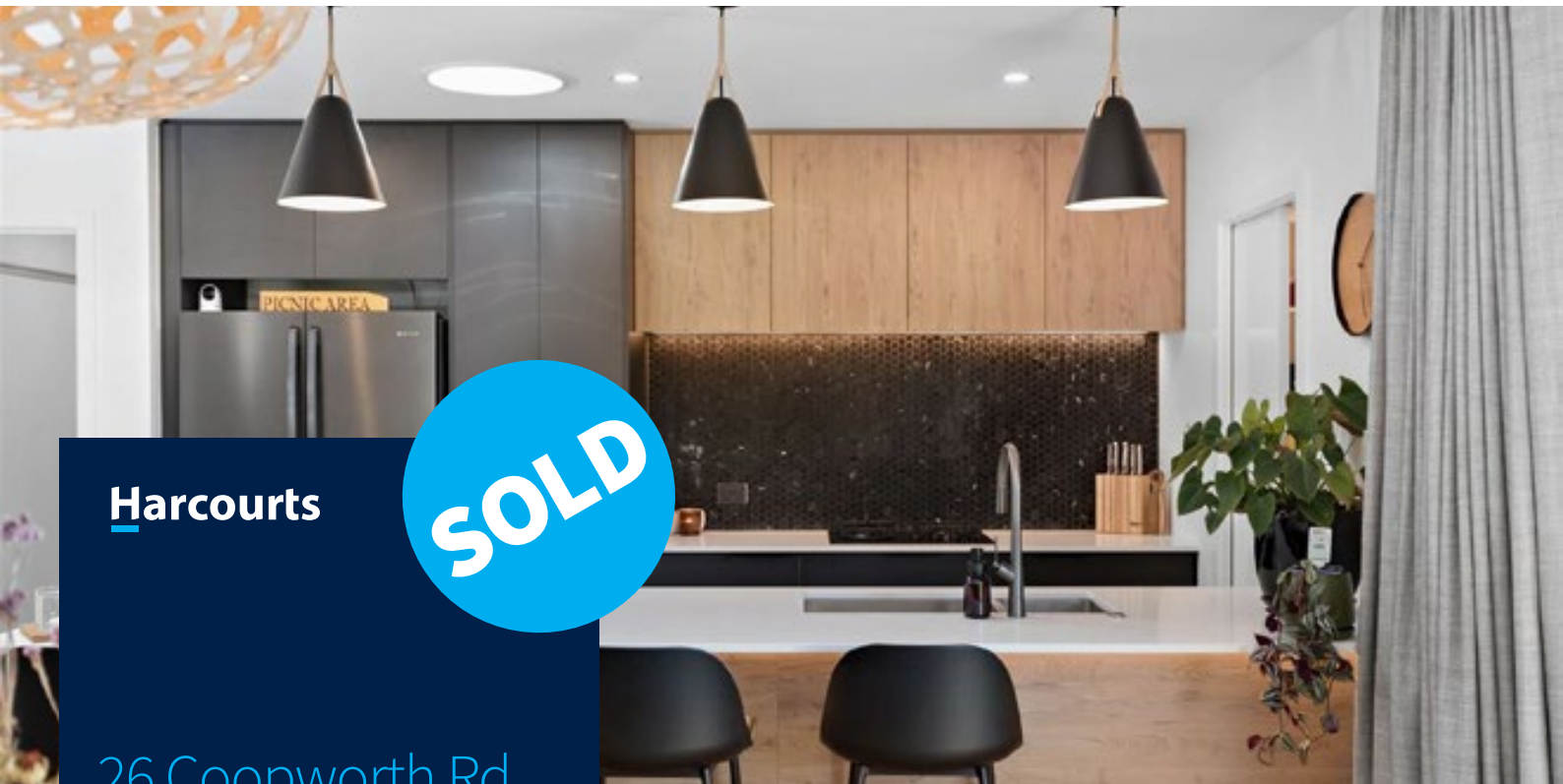
SOLD

20 Howden Dr
Residence

3 2 2

\$1,450,000 Sold at Auction

Feb 21, 2025



Harcourts

SOLD

26 Coopworth Rd
Home + Income

4 3 2

\$1,750,000 Sold at Auction

Jan 7, 2025



16 Cheviot St
Home + Income

4 3 1



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Marion Blanc
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AUCTION
April 24th at 12pm

Harcourts Queenstown



Twelve
YEARS
MOST TRUSTED
BRAND
Voted by
New Zealanders

Dominating the real estate agency category in the Reader's Digest New Zealand's Most Trusted Brands since its establishment in 2013, Harcourts is the only real estate brand to receive this honour. Here at Highland Group, over our six Otago offices we work by our motto, "people first", so client relationships and experience drives the way we do business.

Harcourts Highland Group Managing Director Warwick Osborne recognises that trust doesn't happen overnight saying, "It's earned each and every time we serve our clients and our community."

Disclaimers

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Putting clients first means more than just selling their house. Each client has different requirements and a unique situation, meaning we adapt and innovate to provide outstanding service to our clients. This has been so important especially in the ever-changing environment over the last couple of years. At Harcourts, the expert local knowledge of our people is OUR STRENGTH. There are so many reasons New Zealanders voted us the Most Trusted Real Estate Brand for the 11th year in a row.

This Comparative Market Analysis is confidential to the named recipient. The information referred to in this CMA may contain personal information belonging to other property owners. The report and information in it must not be published or disclosed by you or used in any way other than to enable you and your professional advisors to assess the property's potential sale price.

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be delivered to you.

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