

## **Kapiti's Real Estate Agents Giving You The Competitive Edge**

### **Migration surge: Savvy vendors capitalise as Wellington residents flock to Kapiti**

The property market. Love or hate it, when buying or selling, you want to know you are getting the right advice. But what does that mean? Who decides what's the best advice for you, and will it depend on who you talk to?

With everything online now, there's a lot of information at your fingertips. You no longer have to rely on word-of-mouth or Uncle Frank; algorithms have you covered. If you're dipping your toes into the housing sector, property websites like [www.oneroof.co.nz](http://www.oneroof.co.nz), [www.realestate.co.nz](http://www.realestate.co.nz) and Trade Me's [www.homes.co.nz](http://www.homes.co.nz) provide an abundance of information.

Another valuable resource is Tony's View, a free newsletter written by leading economist and commentator Tony Alexander. His clear, straightforward, and often tongue-in-cheek writing style delivers valuable insight into the state of the economy. Alexander's talent lies in providing easy-to-understand information that helps you make informed decisions about business, investments and real estate. So, if you are looking to buy or sell, he is your go-to for the latest trends.

### **The times they are a-changin**

Technology has revolutionised the property market, with the internet transforming how potential buyers view homes. Years ago, agents ferried you from house to house, hoping to sell their listings, but times have changed. Just like that old Yellow Pages advert suggested, nowadays, we let our fingers do the walking. This digital shift has paved the way for increased competition and innovative approaches to the real estate game.

One team embracing technology and causing a ripple effect here on the coast is Chris Judd and Karl Matakatea from Sold On Kapiti (SOK). With a refreshingly modern approach to real estate, they are known for their impeccable customer service, effective marketing campaigns, and straight-up advice.

"Selling someone's largest asset is a big deal; we understand and take this responsibility seriously. By automating our systems, we ensure efficiency. If we discover a better way of doing things, we can quickly implement them, unlike larger agencies constrained by outdated systems. With our commitment to constant innovation, you always get the competitive edge at SOK," says Chris.

### **Worth their weight**

Real estate fees often spark heated debates, leading some homeowners to consider private sales. However, anecdotal evidence suggests that these private sales may not fully capitalise on the property's potential, receiving significantly fewer viewings than agent's listings. What you save in fees could become irrelevant if your home sells for far less than it would with professional guidance.

"We've seen private sales remain unsold due to ineffective marketing campaigns. There's a lot that goes into showcasing your home, including ensuring your property is exposed to the right type of buyer," says Chris.

With over a decade of combined industry experience, Chris and Karl are well-equipped to sell your home. They employ professional photographers, drones, video footage, and social media campaigns to increase visibility. In addition, their time in the industry has enabled them to build an extensive database, meaning they can sell properties off-market for those requiring it.

“We’ve recently facilitated a few off-market sales by promoting them through our buyer database. It’s a faster way to present your home to potential buyers, especially if you have tenants or prefer a quick sale. For some whose situation requires urgency, a bird in the hand is worth two in the bush.”

The influx of Wellington buyers has recently seen SOK achieve top prices for their clients, with the rise of median house prices and a drop in stock levels. Listings are receiving record numbers at open homes and multiple offers. Once again, properties are being snapped up within weeks. And with rumours of lowering interest rates and investors creeping back ever so cautiously, it looks as though prices only have one way to go, and that is up.

<https://www.soldonkapiti.co.nz/>

<https://www.facebook.com/soldonkapiti>

<https://www.tonyalexander.nz/latest-tonys-view/>

**Written by Maree Gately | [www.spreadtheword.nz](http://www.spreadtheword.nz)**

**© 2025 All rights reserved**