

MICHAEL SWARBRICK

A partner in your Real Estate success



Choosing the right Sales professional to market your property is absolutely paramount to achieving the very best price.

Michael Swarbrick is an award winning agent – he exudes success and consistently strives to obtain the very best possible price for his clients' property.

Michael is committed to his client's first and foremost.

You can count on him to provide:

- **Exceptional results** – doing everything possible, above and beyond, to achieve the very best result and price for his clients.
- **A partnership** – a constant partner in his clients real-estate success. Michael is committed to his customer's goals and outcomes ahead of his own.
- **Authentic communication** – Listening and communicating above and beyond what is expected. A commitment to communicate with every single person that makes contact in a way that exceeds all expectations.
- **Respect** - being respectful with all he meets in a way that leaves people left thankful and appreciated.

When you work with Michael, you are working with a partner committed to your desired outcome with your goals always front of mind.

He has an outstanding ability to negotiate with integrity, shown by his unwavering commitment to being his word.

His friendly and upbeat personality sees him create an immediate rapport with everyone he meets. His genuine interest in people is clear from the get go. He is very approachable, honest and it is evident when you are in his presence that he is committed to making a difference to everyone and everything he contacts.

Michael and his wife Fleur and children Thomas and Amelia love the lifestyle of Auckland's North Shore, as a family they love to take on new opportunities and make the most of every experience. In his personal life outside of Real Estate Michael enjoys fly-fishing in NZ's backcountry as well as karate and golf.

Giving back to the community is important. He is the preferred real estate partner and sponsor of Belmont Intermediate School and loves being in a position to support the local community.

Michael is bringing a fresh approach to real estate using both tried and true and new marketing methods through social media, video and web based optimisation, thus providing the edge over the competition getting consistently excellent results.



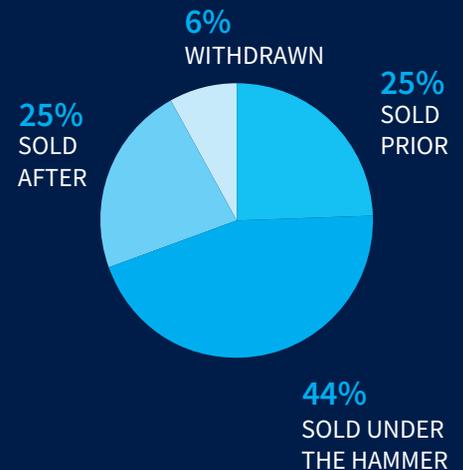
RESULTS
2017/2018



94%
SOLD



AUCTION
RESULTS



My median amount of days on the market is **26 days**

Industry average 34 days
(northshore 2017/2018)

“

We would like to thank you for assisting us in the sale of our home after 14 years occupancy. For us this was not an easy process, but your sense of humour and caring attitude got us through to a successful result.

You never gave up and always believed we would achieve the right outcome. Which we did!

Your left field thinking around our brand new home was quite inspirational. We are excited about the prospect of moving to a completely new suburb on the shore which was a thought we had previously discounted.

As we have said on many occasions, we started this process as strangers but feel we have become friends during this journey.

Andrew & Kathy Voss

”

If you are looking for a real estate specialist who will work for you first and foremost, then look no further.



Michael Swarbrick Sales & Marketing Consultant

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Cooper & Co Real Estate Ltd Licensed REAA 2008

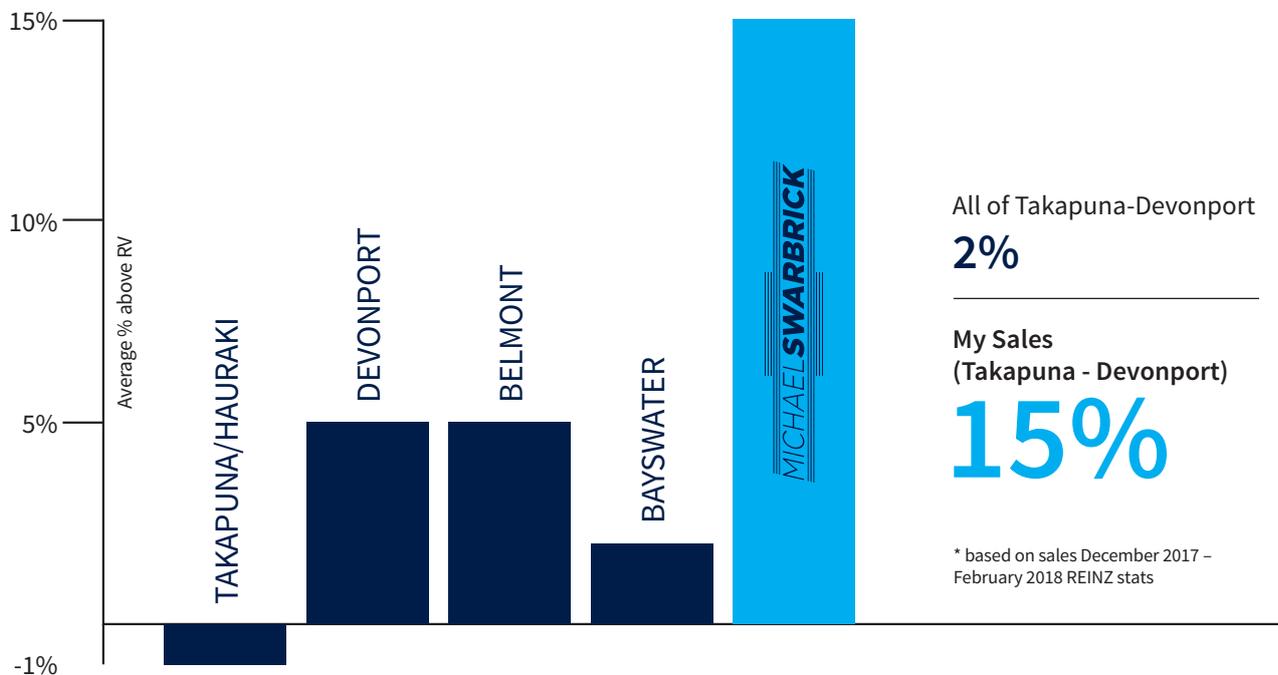
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MICHAEL SWARBRICK RESULTS

MICHAEL SWARBRICK

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Sales Results vs Rateable Value (RV)



My Stats 2017/2018

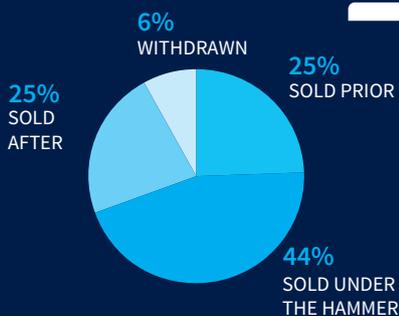


**RESULTS
2017/2018**



**94%
SOLD**

AUCTION RESULTS

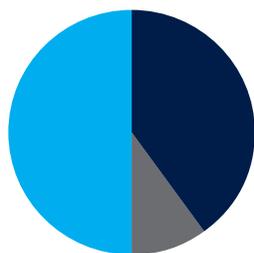


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Industry
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(North Shore 2017/2018)

Appraised Range vs Sales Result



- SOLD WITHIN APPRAISED RANGE
- SOLD BELOW
- SOLD IN EXCESS OF APPRAISED RANGE

Last 10 Properties Marketed by Michael Swarbrick

Michael Swarbrick

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The Nugget

3 Wise Men About Town No. 10 Michael Swarbrick

MAN OF ACTION
MAN OF THE LAND
MAN OF THE WORLD
MAN OF HIS WORD

Michael Swarbrick is a man who likes to keep moving. He recently moved back into real estate after a 20-year career in technology sales, which included moving his family to Portland, Oregon in the States.

His wife reckons they've actually moved at least fourteen times since they've been married. Michael reckons it was just research for his current vocation. Mind you, it's not the houses themselves he loves about his job, it's the people that fill them.

Like life, he believes the secret to successful real estate is to be interested and interesting. The being interested bit means less talking and more listening, and always doing what you say you're going to do. The being interesting bit comes from having a full life away from work.

Michael loves the great outdoors - especially fly fishing. He also helps out with coaching his daughter's hockey team and studies karate with his son. For the record, his son's a brown belt and he's a purple. While he loves the discipline of karate, his son loves the fact that the dojo is the only place he gets to tell his dad what to do.

As a man on the move, Michael loves the stylish yet hard-wearing qualities of 3 Wise Men gear - especially this **Carnaby light grey slim-fit merino wool suit (\$700)** and this **crisp white 100% cotton shirt (The Milan \$120)**.

He owns at least thirty others with many more being passed on to his dad, who must be pretty grateful, as he's returned the favour by passing on his awesome 1937 Chevy flat deck truck to his son. It's been in the family for nearly sixty years and funnily enough, is much like how Michael sees a home - full of shared memories of great times, over generations of family.

Yep, like the truck, there's no stopping Michael. But read on to find out what else spins his wheels.



2. Last supper meal?

South Island whitebait patties on white bread, followed by a big steak with mashed potatoes - no greens.

3. Best ever dinner party guests?

Robin Williams, Billy T. James, Nelson Mandela, Barack Obama and Scarlett Johansson.

4. Favourite ever album/band?

INXS - Live Baby Live.

5. Finish the sentence: No man should ever wear...

Budgie smugglers.

6. Beer or wine/Stones or Beatles?

Beer - Sprig & Fern Tasman Reserve Lager/Beatles.

7. Thing I'd take if house was burning down?

Fleur and the kids followed by the fly-fishing rods.

8. Favourite city?

Portland, Oregon.

9. Never travel without my...

Undies.

10. Favourite 3 Wise Men piece of kit?

These black Bertie Ramiro shoes (\$230), but at open homes everyone loves my striped socks (\$20). Guaranteed talking point.

11. Dream house location?

Queenstown.

12. Best question to ask at an open home?

Well everyone asks "how much?" - but I would ask for a list of recent comparable sales in the area.

13. Best auction tactic?

Be assertive, open the bidding and don't show weakness until you hit your pre-determined uncomfortable limit.

14. Person who's influenced you most, (not your family) and why?

Russ Fergus, my hockey coach back in my teens who inspired me to work hard and make a difference in my life.

15. Best life lesson/life motto?

There is always someone worse off so enjoy and appreciate what you have.

WWW.3WISEMEN.CO.NZ

Auckland

4 BALM ST, NEWMARKET
2 HIGH ST
6 HURSTMERE RD, TAKAPUNA
AUCKLAND DOMESTIC AIRPORT

Wellington

CNR LAMBTON QUAY & PANAMA ST
WELLINGTON AIRPORT

Christchurch

RE-START CASHEL MALL
MERIVALE MALL

Hamilton

25 WARD STREET

What my Clients say ...

PAUL & DENISE SPITTLE | Takapuna | January 2018 | Vendor

We first met Michael when we purchased a property through the auction process after open home viewings. He dealt with all our enquiries swiftly and professionally. His relaxed but informative style gave us confidence to use him to sell our property when the time was right. We were overseas for part of the campaign and Michael went the extra mile by keeping an eye on the property keeping it secure and aired. He listened to any concerns and always delivered a thoughtful response. Michael has our respect and trust and we would not hesitate to use him again in the future. Thank you Michael.

DENE SAUNDERS | Belmont | January 2018 | Vendor

First impressions are lasting impressions and this was the foundation for the successful promotion and sale of my Auckland home with Harcourts. I met Michael by way of a referral when evaluating marketing options available for my home. My initial impression was of someone with real commitment, energy and passion for the profession he was in. These attributes were consistently demonstrated throughout our contract. Michael was positive, engaging and he connected quickly on the key qualities of my home that were both important to me and of value to potential purchasers. Michael kept me well informed of feedback and insights throughout the marketing campaign and he went well beyond what I expected of him; for example, willingly helping coordinate onsite services to support the pre-marketing of my home. The overall experience was beyond my expectations. I was selling my Auckland home while living in Wellington. I was confident however, that Michael was acting in my best interests locally to deliver the right outcome for me and ultimately the new home owner.

NICOLA & MARK ELRICK | Belmont | January 2018 | Vendor

I feel the need to tell everyone what a fabulous experience working with Rosie Houghton & Michael Swarbrick. Right from our first point of contact both my husband & I felt very comfortable & encouraged by their professionalism & yet ease of manner. Not once were we pressured or stressed out about making decisions. We were given choices & felt in control of decisions. It's a really fine balance & these two have nailed it. This was the best house selling experience of our lives & we'll never forget it. Thank you very much Rosie & Michael.

ANDY & JANE | Milford | November 2017 | Purchaser

Michael has extremely good local knowledge and is easy to work with as a buyer – I would imagine even easier as a vendor given you would spend more time with him. The biggest difference next to other real estate agents I've dealt with over the years is that

he isn't pushy on the figures, 'what the market says' and doesn't 'crunch you' or pressurise you into any decision – he just gives you the facts, calmly and then totally stands by you when you've made your decision. I would not hesitate in recommending him to anyone considering selling. And if you're buying, give him a brief and he'll hunt high and low for the right property.

DMITRY & NATALIA | Moroz | August 2017 | Vendor

Michael Swarbrick was the best agent we have ever met. Marketing was excellent, and he got the property sold for the price far beyond our expectation. We would recommend Michael to anyone looking at selling their home.

SPIKE WU | August 2017 | Purchaser

Michael is awesome! Wonderful experience to purchasing the house. He is always there when you need him.

ANDREW LIU | August 2017 | Vendor & Purchaser

Michael is a patient and intelligent agent that we are highly recommended in the North Shore area. We first meet him in an open home while we were looking for selling current house and upgrading. And he pro-actively helping us to find the right property and also helped us to sell the previous house so that we can have sufficient fund to upgrade to a bigger one. The sale and purchase process is extremely exhausting and challenging, and Michael coped very well and had remarkable results. Right strategies have been implemented then we have enough time to sell the previous house and also able to meet the settlement deadline of the new property. Also in the auction negotiation process of our new house, Michael acts as our buyer agent stepped up in a right time to influence the process and achieved good results that both parties were happy, and reached a deal to the auction date. If you need to buy and sell, definitely put down Michael as short listed agent. He won't let you down.

KATHY & ANDREW VOSS | August 2017 | Vendor

On behalf of Andrew and I, we would like to thank you for assisting us in the sale of our home after 14 years occupancy. For us this was not an easy process, but your sense of humour, and caring attitude got us through to a successful result. We were delighted with your ideas and the way you were constantly thinking of doing things differently. Your enthusiasm and positivity kept us grounded. You never gave up and always believed we would achieve the right outcome, which we did! Your left field thinking around our brand new home was quite inspirational. We are excited about the prospect of moving to a completely new suburb on the shore, which was a thought we had previously discounted. As we have said on many occasions, we started this process as strangers but feel we have become friends during this journey. We look forward to catching up soon.

**Michael Swarbrick**

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What my Clients say ...

ANNA DRIFFILL | February 2017 | Purchaser

Well what a fantastic afternoon today! Lauren is so rapt and we are all still on a post auction high! After much Moet Champagne! Thanks again for all your help and support Michael – I would recommend you to any of my friends or clients buying or selling.

JUSTIN & YVONNE KNIGHT | February 2017 | Vendor

Sold! What a great result! Michael was great to deal with throughout the entire journey. He was knowledgeable and offered good advice but understood that selling a home is a very personal process and was accommodating to make sure it felt right for us. He had an easy going nature that made us feel comfortable and would appeal to buyers too. I have no doubt, Michael helped us get the best price for our home.

BOB & SHEREE GENTIL | February 2017 | Vendor

After sitting down with half a dozen real estate agents regarding the sale of our property there was one clear winner. We were impressed with not just Michael's laid back attitude but also his well thought out and presented plan of attack. I'd observed him in action at an open home I visited a few weeks earlier and had liked his confident no pressure approach. Once contracted he made himself readily available for meetings and not just listened too but responded to my numerous thoughts and ramblings regarding the sale. He involved us in every step of the process and kept us well informed right throughout the 5 week campaign, tweaking and refining along the way. Not surprisingly our house sold for a great price in a peaking market. I live by the mantra 'whatever you do ... do well' and like to surround myself with like-minded people. Michael Swarbrick fits nicely into that mix. I have no problem with agreeing to the buy-line on Michael's own marketingIf you are looking for a Real Estate Specialist who will work for you first and foremost, then look no further.

JENNY MELHUISH | August 2016 | Vendor

Recently I was fortunate to acquire the services of Michael Swarbrick from Harcourts Takapuna to promote my property. He kindly adhered to my request of no advertising and still managed to find a buyer in less than two weeks. I have no hesitation in recommending Michael in every way, who's patience and integrity are without question.

CARL & ANGELA DE JONG | August 2016 | Vendor

"We engaged Michael to sell our Auckland investment property and from the outset the process was conducted in a highly professional and open manner. As we are based in Europe we had the additional challenge of managing a ten-hour time difference, despite this

Michael ensured we were kept fully informed throughout the process and worked around our schedule to ensure we had a face time call once a week to review progress. As is always the case, we encountered a few challenges along the way which could have become stressful but in every instance Michael found a very pragmatic solution. We felt from the beginning that Michael gave us very practical and thorough guidance to manage our expectations on what we could expect to achieve in terms of a sales price which we very much appreciated. Michael's highly professional and energetic efforts in marketing the property actually help us to achieve a sales price that exceeded our expectations by quite a wide margin. He diligently followed up on leads with potential buyers and worked well with the Auctioneer to maximise the outcome on auction day. This was a highly positive experience and in our opinion, comes down to the professionalism of the agent involved. We take great delight in recommending Michael's highly professional services in selling our property." [Based in Amsterdam, The Netherlands]

MARY AND RON KNIGHT | July 2016 | Vendor

Michael Swarbrick recently marketed and sold our property by Auction achieving an outstanding result. Michael's professionalism, sincerity and attention to detail in all regards contributed hugely to this superb result. Without question Michael Swarbrick will represent us in all further Real Estate dealings. Michael's point of difference extends beyond the qualified expectation of a Real Estate Agent!

DAVID | June 2016 | Purchaser

In such a volatile property market it was very reassuring to meet an agent like Michael, his professionalism and honesty really stood out. Many agents lacked credibility and gave us the feeling that they would do and say anything to get a sale, Michael however was much more respectful, communicated his opinions to us on a peer level rather than giving us sales rhetoric. I'd have no hesitation in recommending Michael in either buying or selling capacity.

GARETH AND NICOLA TERRY | June 2016 | Purchaser

Michael is friendly, engaged, and thoughtful, and has been extremely helpful in our search for a new home. He quickly understood the things we were after, and showed us a number of places that helped us make sense of the things that were non-negotiable for us. His steady presence at auctions and introduction to options we hadn't considered was invaluable, and we would highly recommend him as an agent.



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