

# Sign Up your Vendors Now!

## UNIQUE PROPERTY AUCTION PROGRAMME



### Auction Venue:

**The Auckland Autumn Home Show**  
**ASB Showgrounds**  
**27 – 29 March 2009**

- ✓ All the promotion and publicity associated with this exciting inaugural property event
- ✓ A great environment for an auction – up to 15,000 Show visitors who have a focus on 'The Home'
- ✓ Free entry to the Show for Vendors, Agents and Registered Bidders

**THE DEADLINE FOR YOU TO SIGN UP YOUR VENDORS IS**  
**FRIDAY 27 FEBRUARY 2009**  
**LIMITED TIME SLOTS – DO NOT DELAY!**

# The Auckland Autumn Home Show

## What an opportunity!

Pre-promotion of an auction programme by New Zealand's largest and most experienced team of successful event organisers, combined with your own tried and tested auction campaigns.

The Auckland Autumn Home Show runs from 10.00am – 6.00pm daily over three days Friday 27 to Sunday 29 March.

The *Property Know-How* seminars have been an integral part of the Home Show for three years. Seminar topics range from: *How To Buy Your First Home* through to: *How To Add Value To Your Property* – and everything in between.



In direct reflection of the current market, we have identified an area of opportunity for both property vendors and their respective real estate agency to include a limited number of property auctions within the *Property Know-How* seminar programme.

In 2008 the Show attracted close to 15,000 motivated visitors. No need to struggle getting people to make up attendance numbers at this event! Preferential seating will be provided for your potential bidders **PLUS** you will have the benefit of a sizeable crowd of motivated property owners (potential vendors and buyers!) to ensure your auctions are vibrant, exciting and well-attended.

The auction programme will be fully managed by the experienced *Property Know-How* team and pre-promoted as part of the substantial overall marketing campaign for the Autumn Home Show event.

## Be part of the Wide Promotion of the Home Show Property Auction programme

### Print Advertising

- ✓ **Autumn Home Show Guide / NZ Herald** The Home Show Property Auction will be promoted, with all properties listed, in the official Show Guide. 275,000 copies of this publication are distributed inside *The New Zealand Herald* and published prior to the Home Show.
- ✓ **The Autumn Home Show Guide** is also widely distributed at the Show.
- ✓ **Autumn Home Show / Radio Campaign** *Property Know-How* and the auction programme will be promoted as part of the Show in selected radio advertisements. A briefing sheet of auction listings will be provided to radio announcers for additional ad lib exposure.

## PR and Direct Marketing

- ✓ **Autumn Home Show / Public Relations** The Show organisers DMG World Media have a publicity campaign for the Show, including promotion of *Property Know-How* and the auction programme.
- ✓ **Home Show Club** Exposure to thousands of club members (regular Show visitors). Three newsletters including promotion of the auction programme will be emailed to club members before the Show.

## Websites

- ✓ The auction event will be profiled on [www.autumnhomeshow.co.nz](http://www.autumnhomeshow.co.nz) the official website for the Show.
- ✓ All auction properties will feature on the *Property Know-How* website [www.pkh.co.nz](http://www.pkh.co.nz) with direct links to the full agent's listing on your agency's own website.

## Great Exposure For Your Agency

### Before the Home Show opens

- ✓ **New Zealand Herald** Your agency is associated with promoting the auction programme within the Official Autumn Home Show Guide.
- ✓ **Websites** Your agency is associated with the Home Show auction programme on [www.autumnhomeshow.co.nz](http://www.autumnhomeshow.co.nz) and [www.pkh.co.nz](http://www.pkh.co.nz) websites.
- ✓ **Public Relations** PR editorial support from media partner (*NZ Herald*).
- ✓ **Television** Potential coverage on TV.
- ✓ **Tickets** Your Vendors and Registered Bidders will receive complimentary tickets for the Auckland Autumn Home Show. (*Some conditions apply*)

### During the Home Show

- ✓ **Venue** The PKH seminar area is centrally located in a prime position on the ground floor of the main hall at the ASB Showgrounds. It is fully set up with stage, podium, IT and sound equipment, and seating for approx 60 people. A PowerPoint presentation of the property photos and features can run prior to and during your vendor's auction.
- ✓ **Negotiating rooms** Two private rooms are available nearby for agents to deal with bidders and vendors immediately prior to and after the auction.
- ✓ **Signs** There will be directional signs to the event at the ASB Showgrounds venue.

- ✓ **Wall Displays** Each property will be provided with an A3-size full colour wall display board which will include property details. These will be prominently displayed in the PKH seminar area throughout the three day event.
- ✓ **Announcements** Pre-auction notices will be made on the on the PA system.
- ✓ **Staff Help** Three *Property Know-How* staff members will be on hand throughout the Show to manage the auction/seminar room.
- ✓ **Property Know-How Seminars** To satisfy our Home Show PKH audience, we will present mini-seminars between the property auctions. Proposed topics range from home finance, trusts, building reports and adding value by renovation and decorating. An opportunity exists for Agencies to introduce potential presenting companies to the Seminar Programme (details covered in a separate document).
- ✓ **Other benefits** Your agency could have a visual and/or people presence at the Home Show to directly interact with a mass audience and promote your own services.

## Great Benefits For Your Vendors

- ✓ **All the usual...** All the normal features and benefits arranged by your agency as part of your strategy to successfully auction their property: signs, adverts in *Property Press* and other print media, websites and your Open Home programme...

### PLUS

- ✓ **New Zealand Herald** The property will be listed in the PKH Seminar Guide, published as part of the Autumn Home Show Guide – 275,000 copies of a magazine-style insert inside the *New Zealand Herald* on 23<sup>rd</sup> March 09.
- ✓ **Website link/listing** Your vendor's property will feature on the *Property Know-How* website [www.pkh.co.nz](http://www.pkh.co.nz) with direct links to your agency's full website listing.
- ✓ **Display Boards** An A3-size full colour wall display of the property, including auction details will be on prominent display throughout the three day event.
- ✓ **Tickets** Your vendor and potential bidders will receive complimentary passes to the Autumn Home Show. *(Some conditions apply)*
- ✓ **Successful bidders** on Auction Day (\*) will receive a valuable gift package of home renovation offers and discounts from a number of national and Auckland suppliers of home improvements products and services (\*) or next 5 days

## Costs and Requirements

- ✓ **Programme Fee** The total fee to each vendor per property, for participation in the Autumn Home Show Auction Programme is \$2,000 *including gst.*

This includes:

- Advertising and promotion by *Property Know How* and DMG World Media as indicated
- Venue, facilities, and support staff
- Wall display for the property
- A valuable gift package for successful bidders
- Complimentary passes for Agents, Vendors and Registered Bidders
- Branding material, logos, photos, etc relating to the Home Show, which can be used in the agency's own advertising of the property

The programme fee will be billed to the real estate agency and is due and payable upon application, on or before the deadline date.

- Note: allocation of auction slots will be on a first come-first served basis, subject to change by PKH in order to group auction properties by presenting agency, geographic location, or property type/price, etc – so as to attract the maximum amount of potential bidders.
- ✓ **Auctioneer.** The fee **does not** include services of the auctioneer. Agents may use their own preferred auctioneer OR we do have the services of a highly experienced auctioneer.

## What next?

Contact the organisers of the *Property Know-How* Auction programme for further information, a personal meeting or to book your auctions.

**Christine Neil** Tel 09 815 6970 Mobile 0274 883 358 Email [chris@profilers.co.nz](mailto:chris@profilers.co.nz)

For Show statistics – please refer to the following page

## Autumn Home Show Statistics

Visitors to Home Shows are focused on home environment; most understand the buying, renovating and/or selling of their home and many understand property investment. A high percentage of visitors are owners of multiple properties.

Home Show visitors are looking for ideas, inspiration, and information. Their interests range from minor to major renovations through to general property & finance solutions and advice.

They are motivated property owners, and are often looking for advice associated with buying a second property, as well as a number of visitors looking for their first home.

Many are downsizing or upsizing due to changing circumstances, and potentially looking to sell and re-purchase.

Anticipated visitor numbers	approx. 15,000
Predominant age	25yrs – 54yrs
Household income	33% \$40 - \$80K
	40% \$80 - \$120K
	15% Over \$120K

## Property Know-How Statistics *(From Auckland 2008 Home Shows)*

### **PKH attendees and show visitors** *(Total number surveyed: 5110)*

Predominant age range	30yrs – 59yrs
Home owners	92%
Investment property owners	38%
Intend to sell within 12 months	23%
Intend to buy a home	27%
Intend to buy an investment	25%

### **Visitor areas** *(Total number surveyed: 4070)*

Central Auckland	16%
West Auckland	17%
Eastern Suburbs	19%
North Shore	20%
South Auckland	15%
Out of Town (Hibiscus Coast, etc)	13%