



Move on, make over

Move on Trinny and Susannah, Napier has its own successful makeover specialists. But they're not dressing women; they're selling houses, lots of them!

editorial rick hopkinson / *pictures* lee warren / bayleys



Left:
One of the many beautiful
Napier homes sold in the last
few years by Vicky and Julie.

When you first meet Vicky Dickerson and Julie Shand it's easy to become captivated by their infectious enthusiasm for real estate. Maybe it's their easy going friendly personalities or that certain something that tells you, these women are different? Whatever it is, Vicky and Julie are creating quite a stir in the local Napier real estate market, catapulting themselves into becoming two of the area's leading agents in a relatively short period of time.

Working as a partnership under the nationally acclaimed Bayleys brand, 'the girls' as they are affectionately known by their clients and colleagues, have sold over \$26 million dollars of local homes in the last three years and \$5 million in just the last two months. They have predominantly marketed middle to upper Napier character houses on the highly desirable Bluff and Hospital Hill areas of the city. This is no mean feat especially when you consider that they came into the real estate profession at the start of a recession and have never known what it's like to sell in a boom time!

"I think working in such tough economic times has simply made us more focused on doing things differently," says Julie enthusiastically. "When the going gets tough, the tough get going and neither of us are afraid of good old hard work."

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So what is it that gives them the edge in a very competitive environment? "Staging," claims Vicky. "Often we will take over the sale of a home which has previously been on the market with another company for sometime. We'll come in, role up our sleeves and help the vendors properly present their house for sale." It is a very effective approach that invariably gets results within a few weeks of listing. This form of house makeover comes in many varying degrees, from complete furniture fit-outs working with Trish Wallace at Living Edge, to subtle low cost, high impact floral arrangements.

But it's the combined work ethic that really sets this dynamic duo apart. A growing trend in the likes of Auckland and overseas, working together means Vicky and Julie can dedicate twice the amount of time into the house sale for no extra cost to the vendor. Two heads for the price of one! "We're working as a team providing a 7 day cover and there's rarely an evening that goes by when at least one of us is not working late into the night. We recognise that our prospective purchasers are invariably busy people

themselves so the regular after hours time we put in, is vital to ensure an efficient result for our clients."

The Napier property market provides people who are new to the region an opportunity to purchase a quality, character home for a fraction of what it would cost in the larger cities of New Zealand. It's not unusual to find beautiful colonial homes with stunning ocean views for around \$500,000 - \$900,000. Obviously there are top end properties marketed by Julie and Vicky that fetch a higher premium but across the board Napier and the Hawke's Bay region are still comparatively affordable for both domestic and international relocation. Then there's the amazing Napier lifestyle that's impossible to put a price on.

Of course the girls have many other reasons for their undeniable success rate with a growing list of happy buyers and sellers. However we're sworn to silence so you'll just have to find out what their secret is when it comes to your next Napier move.

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Above:
A recent property staging
and subsequent sale on
Bluff Hill, Napier.

This page:

*The Girls' – Vicky Dickerson
(standing) and Julie Shand.*

