

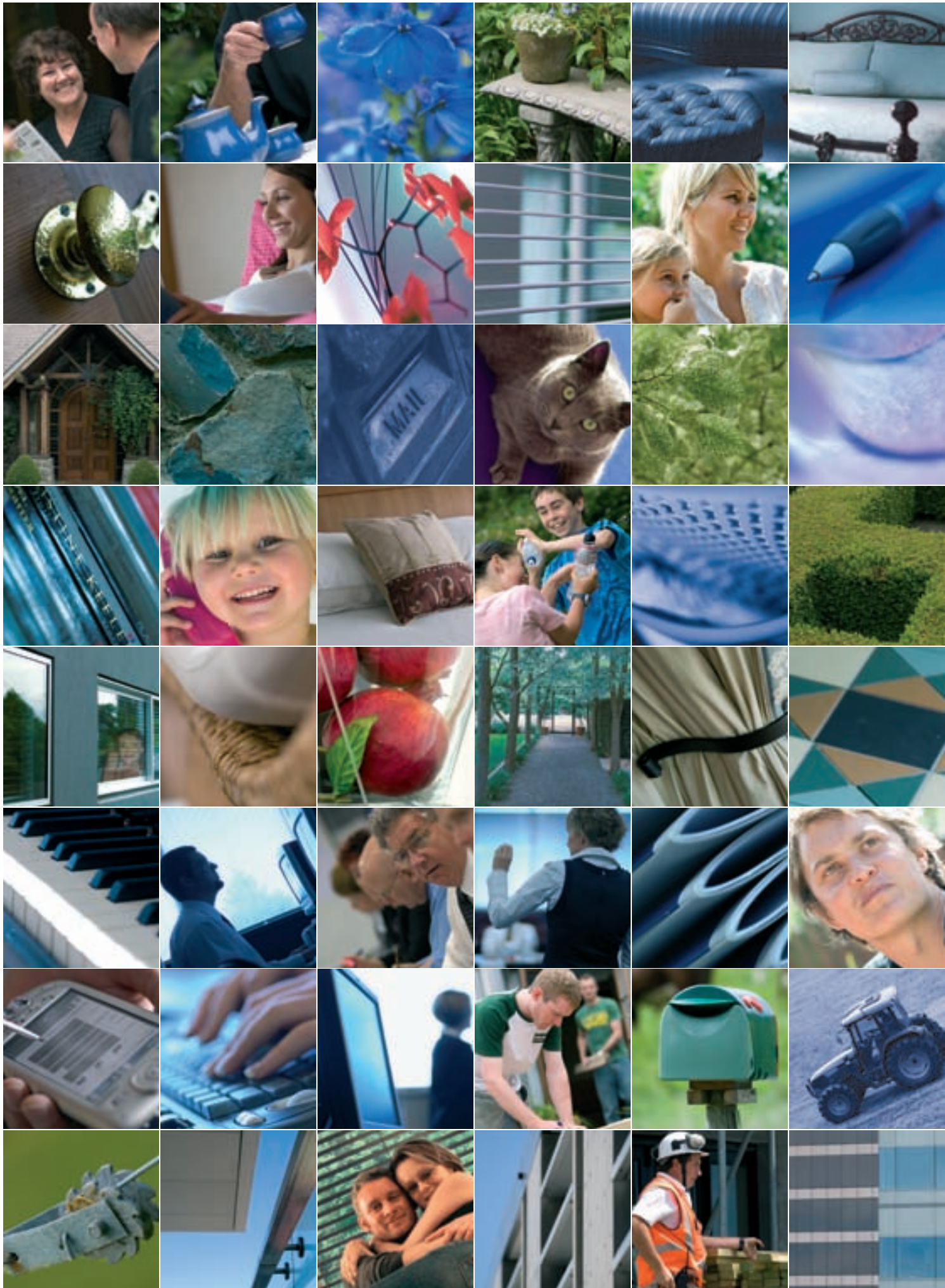


www.harcourts.net



welcome to Harcourts





there's strength in numbers

■ We have over 380 offices throughout Australasia containing more than 3000 residential, commercial, rural, investment, business and lifestyle Property Consultants and Managers. That's a massive resource combining the knowledge, tenacity and resourcefulness of these amazing real estate minds. Ready for you.

Whether you are buying, selling or renting - we set the standard for training, service, marketing and technology. Our people are world renowned for their abilities. We pride ourselves on this reputation. It's what focuses us each day and pushes us towards even greater achievements in real estate.

That's Harcourts strength.



harcourts history

MAJOR HARCOURTS MILESTONES

1888 - 1976

1888

John Bateman Harcourt, head of one of Wellington's first families, establishes real estate and auctioneering company, Harcourt and Co. Two sons, Gordon and Stanton later join him and by early 1900's it boasts five trading divisions.

1950's

Stanton Harcourt goes into partnership with employee, Hec Fisher. Upon Stanton's retirement Hec takes sole charge.

1976

Hec Fisher's son, Robert becomes manager of Harcourt and Co. with partner, Roger Whyte.

1980 - 1992

1980

Harcourt and Co. makes its first major move outside of Wellington by establishing an Auckland valuation practice.

1984

Harcourt and Co. opens a commercial sales office in Auckland, followed by a property management and a consultancy practice.

1985

Following negotiations with Stephen Collins from Christchurch-based Collins Real Estate a joint venture company, Harcourts Real Estate Ltd, is formed to operate the residential and rural side of the business.

The first Harcourts Bluebook is published.

1986

Stephen Collins assumes chief executive role of Harcourts Real Estate Ltd.

A commitment is made to become a nationwide property services company which begins a period of vigorous expansion throughout the North Island.

1987

Harcourts breaks the 1,000 sales a month barrier, with 1,017 sales worth \$128,391,000.

1989

Harcourts begins franchising its 60 offices nationwide, with the first in the Wairarapa.

1992

Stephen Collins and co-directors Paul Wright, Jo-Anne Clifford and Bob Cooper lead a management buy-out of Harcourts from Tower Corporation to form Harcourts Group.

Harcourts has 110 franchised offices nationwide.

Harcourts, in partnership with the New Zealand Police, launches the National Crime Prevention Programme.

1992 - 1999

1992-1995

Harcourts continues to expand and develop its franchise business system, The Harcourts Way.

Harcourts breaks the \$3 billion in sales per year barrier.

1996

Harcourts launches the first public searchable property database on the Internet. The website attracts 600 visitors for 3,000 properties viewed on the first weekend.

Harcourts launches partnership with the New Zealand Fire Service.

1997

Headed by former Harcourts franchise owner Mike Green, Harcourts expands its operation into Australia, opening six offices in Queensland and a State Office in Brisbane.

Harcourts launches its Intranet, an on-line resource library.

Harcourts and National Mutual form joint venture company, Mortgage Express NZ Ltd, to offer mortgage products and other financial services.

1998

Harcourts Property System, an online listing and client management software programme is launched.

Harcourts Financial Services is launched in Queensland as a mortgage brokerage, insurance and financial services provider.

Harcourts breaks the \$4 billion in sales per year barrier.

Harcourts has 170 offices in Australia and New Zealand.

Harcourts launches its Australian website.

1999

Harcourts Card, a credit line offered in conjunction with AGC, is launched in Queensland. Harcourts Legal Services is launched in Queensland, providing conveyancing to clients. The franchise business system, the Harcourts Way, is launched online.

Executive Chairman, Stephen Collins hands over the reins to Managing Director Mike Green, and General Manager Paul Wright.

2000 - 2002

2000

Harcourts Card is launched in New Zealand – a first for real estate in new Zealand.

Harcourts launches support for Heart Foundation in New Zealand.

2001

Mortgage Express becomes a solely owned subsidiary of Harcourts after buying out balance of shareholding from AXA.

Harcourts Queensland launches support for Australian Heart Foundation.

Harcourts focuses on growing its rural market-share, and strengthening its presence in Auckland by opening 11 new offices.

Harcourts launches client services programme, the Harcourts Promise.

Harcourts opens 200th office and achieves sales contracts in excess of \$5 billion for the year.

Harcourts achieves 100,000 visitors per month to its New Zealand website.

2002

Perpetual Trust Ltd in New Zealand purchases 50 percent of Mortgage Express Ltd from Harcourts International Ltd for a 50:50 ownership between Perpetual Trust and Harcourts.

Harcourts, now with 155 offices throughout New Zealand and 56 in Australia, continues to expand its operation in both countries. Harcourts launches the Academy, a training system providing a career path in real estate.

Harcourts achieves 150,000 visitors a month to its New Zealand and Australian websites. Harcourts completes more than 30,000 sales contracts valued in excess of \$7 billion.

Stephen Collins sells his shareholding and controlling interest in Harcourts International to Mike Green and Paul Wright. Harcourts expands its Australian operation into New South Wales, taking ownership of 19 offices in Sydney.

2003 - 2004

2003

Harcourts International manages the sale of over 44,000 properties recording \$11.5 billion in sales up 48 percent on the previous year.

In another New Zealand first for real estate, www.harcourts.co.nz launches 'personal notifier with txt' to automatically send a simple text message with new listing and open home details to those who register.

Mike Green, Managing Director of Harcourts International Ltd invited to join leading business organisation, the New Zealand Business Roundtable.

Harcourts becomes exclusive South Pacific member of RELO, a worldwide network of real estate companies with more than 700 companies and over 3,500 offices across the globe.

2004

Harcourts enters Western Australian market with the purchase of Roy Weston Real Estate, a privately owned group of 61 franchised offices in Western Australia, Northern Territory and Indonesia.

Harcourts announces joint venture with South Australia's leading independent real estate group of five offices, Brock Real Estate to form Brock Harcourts.

CEO of Harcourts New Zealand, Bryan Thomson and General Manager of Harcourts New Zealand, Jo-Anne Clifford appointed as Directors.

Harcourts Queensland announces new shareholder with CEO of Harcourts Queensland, Aaron Brooks also appointed as a Director.

www.harcourts.co.nz consistently most visited real estate company website in New Zealand with over 350,000 unique visitors per month.

Harcourts announces joint venture with leading Tasmanian real estate company, M & M Real Estate to form M & M Harcourts.

2004 - 2006

M&M Harcourts No. 24 in leading Australian business magazine, Business Review Weekly's (BRW) annual 'BRW Fast 100' companies.

Harcourts Academy accredited by Australian Training and Employment Recognition Council as a Registered Training Organisation (RTO) in Queensland to award Statements of Attainment in select training units towards a real estate consultant's compulsory qualification of registration.

Harcourts International achieves a new record year managing \$14 billion in property sales.

Harcourts International opens 74 new offices and 1,049 additional sales consultants join the team over 2004 for a total of 346 offices.

Harcourts New Zealand Rural achieves a record of \$678 million in settled sales up 12.9 percent on the previous year.

2005

Harcourts International records best month ever in its 117 year history writing \$1.4 billion of sales in February alone

Harcourts New Zealand achieves first billion dollar month in March writing \$1.013 billion worth of property contracts.

www.harcourts.co.nz consistently most visited real estate company website in New Zealand with over 450,000 unique visitors per month.

Harcourts International reaches 362 offices.

2006

Harcourts continues to expand its scope and services with the introduction of the Luxury Portfolio - via membership to the Leading Real Estate Companies of the World network (formerly RELO).

It's the Harcourts community that makes the difference. We bring together the best technology and the brightest people for a profile unparalleled within the industry. All for your benefit.



We know where we've been. Since 1988 Harcourts has been working to the forefront of the real estate industry. More importantly however, we know where we're going. By constantly expanding and improving our systems our personal and professional customer service is second to none. And it just keeps getting better.

There's strength in numbers. It's one of the most important factors in Harcourts success. What this means - we can draw on a vast amount of resources with which to sell your property. That's the combined databases of every Harcourts consultant, all their skills, all their verve, tenacity and resourcefulness.

Then there's these facts. Over 380 offices throughout Australasia. More than 3,000 residential, commercial, rural, investment, business and lifestyle Property Consultants and Managers. Websites with over 600,000 unique visitors every month.

That's what sets us apart in the real estate industry. The Harcourts advantage for you.

advantage





promise

After years of success we understand that the implicit trust and understanding between customer and consultant is still at the heart of each and every sale. We've always spoken of an exceptional level of service. Now we've put it down on paper...



■ You shouldn't walk into a big decision like selling real estate in the dark. With clear paths of communication we can concisely identify your individual needs and expectations for the best of results. That's why we created the Harcourts Promise - to light the way. ■

The Promise is an assurance that you receive the best possible care and attention throughout the sale process. It's down on paper and clear for all to see. By outlining our responsibilities and actions we have established complete accountability for every step of the way. To maximise the effectiveness of our targeted programmes, intensive consultation and marketing strategies are specifically tailored for you. Important throughout this process is the ability to receive feedback and gauge progress.

The selling experience should be an exciting and rewarding one. However, this should not be at a risk to your peace of mind. The Harcourts Promise ensures you have the backing and security when you need it.

Successful real estate transactions are so commonly about one thing: fulfilling people's hopes and dreams. The Harcourts consultant understands this. It's what our training is focused on. And our relationships built on.



Within the intimate process of buying and selling real estate Harcourts people thrive. It's not just the comprehensive training that makes our consultants the best and brightest in real estate. It's the understanding of the core values at the heart of each and every sale.

While words such as trust, honesty and integrity are often bandied about in the real estate industry the huge amount of referrals and repeat business we receive is testament to the meaningful, genuine relationships our consultants forge with their clients. These are not just empty buzzwords for us. They're the foundations upon which every service and every sale is built.

Harcourts sets the pace on the international stage with our training methods. With detailed knowledge of local market conditions and property trends our people are second to none in providing the best of detailed consultative approaches. Alongside this training our property consultants are in possession of the best of the best in marketing, research and technological tools. And we still constantly look to improve our systems and our service. It's what keeps us on the cutting edge of real estate. It's what makes our people the best in the business.

people





for you

We pride ourselves on clear, honest communication. And here it is: we want to work with you. It's a simple statement but one so often lost in the complexities of the real estate industry.



|| The statistics back us. There are indisputable facts to show just how effective Harcourts is at buying and selling real estate. We have a truly incredible level of referrals and repeat business. But that's not what really matters...

What matters is you. It's your property, your future, your hopes and dreams. That's why we place so much emphasis on our consultative process. By working with you our skills are put to their most effective use.

Why Harcourts?

It's simple. You get an individual personalised approach. You get the best support and commitment in buying or selling your home. You get the best result.

Harcourts is the only South Pacific real estate company represented in the Leading Real Estate Companies Of The World™ network. No other real estate group offers such an exciting and effective entry into international markets.




LEADING
REAL ESTATE
COMPANIES™
of THE WORLD

LUXURY
PORTFOLIO™
FINE PROPERTY COLLECTION

This network is a highly successful chain of real estate companies specialising in global relocation. As Harcourts holds exclusive Australasian membership only we receive the potential buyer leads from over 120,000 network associates in 24 countries. With interest from overseas buyers continuing to soar, listing with Harcourts gives your property the chance to be seen by potential buyers from Canada to the Cayman Islands, India to Italy.

The Leading Real Estate Companies Of The World™ network is a veritable “who’s who” of the international real estate industry. It covers virtually every corner of the globe and consists of over 650 companies and 4,700 offices. Via these offices and the network websites your property’s details are sent to thousands of potential buyers and sellers. The massive profile afforded your property around the world is unparalleled.

Searching for, or selling, luxury property used to be so difficult. Now, with our Luxury Portfolio Fine Property Collection, the absolute elite from each market is exclusively available for you to access - be it for potential sellers or buyers. When buying or selling \$1 million-plus homes only the best coverage and service is acceptable – and Harcourts can now exclusively offer you this. From here, the view is fantastic...

international





final words...

■ We've seen this company go from strength to strength. ■
The reason for our success, our growth and our excellent reputation? It's a simple one. Yet one so often overlooked amidst the jargon and excitement of the real estate industry. It's our people. Everything they've achieved, every record broken, every sale, every successful introduction – it comes down to who they are. They believe in themselves. They succeed because of our personal and professional commitment, our determination to be the best. We like that. It means we can wholeheartedly recommend Harcourts to you for a real estate experience that's both easy and rewarding.

MIKE GREEN
Managing Director
Harcourts International Ltd.

PAUL WRIGHT
General Manager
Harcourts International Ltd.



HARCOURTS INTERNATIONAL REGIONAL OFFICES

Brisbane
Sydney
Adelaide
Perth
Launceston
-
Auckland
Wellington
Christchurch
-
Suva




LEADING
REAL ESTATE
COMPANIES™
of THE WORLD