

# The **PROPERTY WEEK** REMOTE DEMONSTRATION

**3-in-1:** a management tool + a valuations tool + a sales tool

## Get your DEMO username & password:

Send an email to [paul@propertyweek.ie](mailto:paul@propertyweek.ie) or call Paul on 086-8135672. You will receive a temporary username & password for the site, which can be used for the purposes of this demonstration and testing the site.

## Getting there:

 <http://www.propertyweek.ie/>

## Logging in:

Property News | 2nd Hand Market | N

### Subscribers' Login

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## When you log in, you first go through to the our News section:

Property News

Search for:  From: 20 01 2007 To: 20 02 2007 Search...

Category: Search All Source: The Property W...

### THE PROPERTY WEEK NEWS

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| General | Area Info | Construction | Economy | Opinions | Market | Rents | Planning | Profession | Mortgages | Development | Commercial Property | Investment |

The Property Week 20 Feb '07

**Hooke & MacDonald Market Report Feb 2007 - First-time buyers drive demand in the new homes market**

First-time buyers account for just over half (52 per cent) of all new home purchasers in the Greater Dublin Area. Approximately two-thirds of first-time buyers purchasing a new home are under 30 years - [Read](#)

The Property Week 19 Feb '07

**Irish Life Investment Managers appoint Hilary Fitzgibbon to property investment team**

Irish Life Investment Managers (LIM) has announced the appointment of Hilary Fitzgibbon as Head of Structured Property. Ms Fitzgibbon joins from Bank of Ireland Private Banking where she has been o - [Read](#)

The Property Week 19 Feb '07

**Gunne New Homes Reaction To PD Proposals**

Gunne New Homes this afternoon reacted strongly to the Progressive Democrats stamp duty proposals stating that while stamp duty is a major issue for many buyers in the housing market and that reform i - [Read](#)

The Property Week 19 Feb '07

**PW Resale Market Tracker - week 7**

This table shows the number of properties we have picked up this week in the Property Week database for the second-hand homes market & the price per sqm calculations that the data permits. The \*\*PW - [Read](#)

The Property Week 18 Feb '07

**PDs announce their election promises on stamp duty**

The Party says it will abolish the tax for first-time buyers and make it fairer for all homebuyers. "We will abolish stamp duty for all first-time - [Read](#)

The Property Week 15 Feb '07

**PW Profile on Redquartz**

"For me, life is about enabling," Paddy Kelly told Florida Herald Tribune when they spoke to him some years back on foot of his investment in Sarasota Quay. - [Read](#)

Very useful, interesting and valuable, BUT we want you to move on to the most important content first so hurry up and click on ...



Here we can provide you with 3 types of USES:

1. A management tool
2. Comparables for valuations
3. A sales tool

## 1. AS A MANAGEMENT TOOL

“How big is our market?”



e.g. Co Wicklow (or Dublin 4, or Cobh, or Salthill ...)

Property News | 2nd Hand Market | New Homes Market | Planning

Address: Co Wicklow (Hold [Ctrl] to select multiple)

Agent:

Minimum: €  From: 20 02 2006

Maximum: €  To: 20 02 2007

Number of Beds: Any  Just Auction Results:

All Types  
-----  
Apt  
Bungalow  
Castle  
Cottage

Search...  
Reset

Type in Co Wicklow here, and then click Search (or hit return on your keyboard).

Your search returned 2101 results:

Print Results Save

Date [X]	Address [X]	Agent [X]	Sale [X]	Beds [X]	Type [X]
20/02/2007	Hillview, Corke Abbey Avenue	Gunne - Bray	Treaty	4	Semi

This tells you how many properties (“volume”) have been newly listed by agents in your market over the last 12 months.

You can change the From: date to expand or contract the time period you wish to research ... e.g.

From: 01 02 2007

To: 20 02 2007

“How many of these properties are worth over €1million?”

**Easy!**

Minimum: € 1000000 From: 20 02 2006  
Maximum: € To: 20 02 2007  
Number of Beds: Any Just Auction Results:

**Your search returned 217 results:** [Print Results](#)

Date [X]	Address [X]	Agent [X]	Sale [X]	Beds [X]
19/02/2007	Krakatoa, Windgates	Hassett - Greyston	Treaty	4

Type in a Minimum value (1000000) and click Search again.

You can look at any price bracket you wish, e.g. Maximum of €254,000.

**“What is our share of that pie?”**



**Well, if you're Lisney it's 8 out of 217 in the €1m+ bracket for Co Wicklow in 2006:**

Address: Co Wicklow (Hold [Ctrl])  
[Advanced Search?](#)  
Agent: lisney  
Minimum: € 1000000 From: 20 02 2006  
Maximum: € To: 20 02 2007  
Number of Beds: Any Just Auction Results:

**Your search returned 8 results:** [Print Results](#)

Date [X]	Address [X]	Agent [X]	Sale [X]	Beds [X]	Type [X]
16/02/2007	Birch Lea, Old	Lisney - Dun	Treaty	4	Semi

**Now, we move on to PropertyWeek as a comparables tool ...**

## 2. AS A COMPARABLES TOOL

### Searching for comparables:

Whether it's for a bank valuation, a “thinking-of-selling” client, or for pricing research purposes, because PropertyWeek captures the vast majority of properties that come on the market through estate agents, we have ALL THE COMPARABLES you need to get a very good grip on values for individual streets or areas IN SECONDS.

Enter one element of the address  
Click on Search or hit your Return key

Property News | 2nd Hand Market | New Homes Market | Planning

Address:  (Hold [Ctrl] to select multiple)

Agent:

Advanced Search?

Minimum: €  From:

Maximum: €  To:

Number of Beds:  Auction Results:

All Types  
-----  
Apt  
Bungalow  
Castle  
Cottage

Search...  
Reset

Searches can be refined –

- by number of beds
- by property type

Advanced Search allows you to specify the address more precisely:

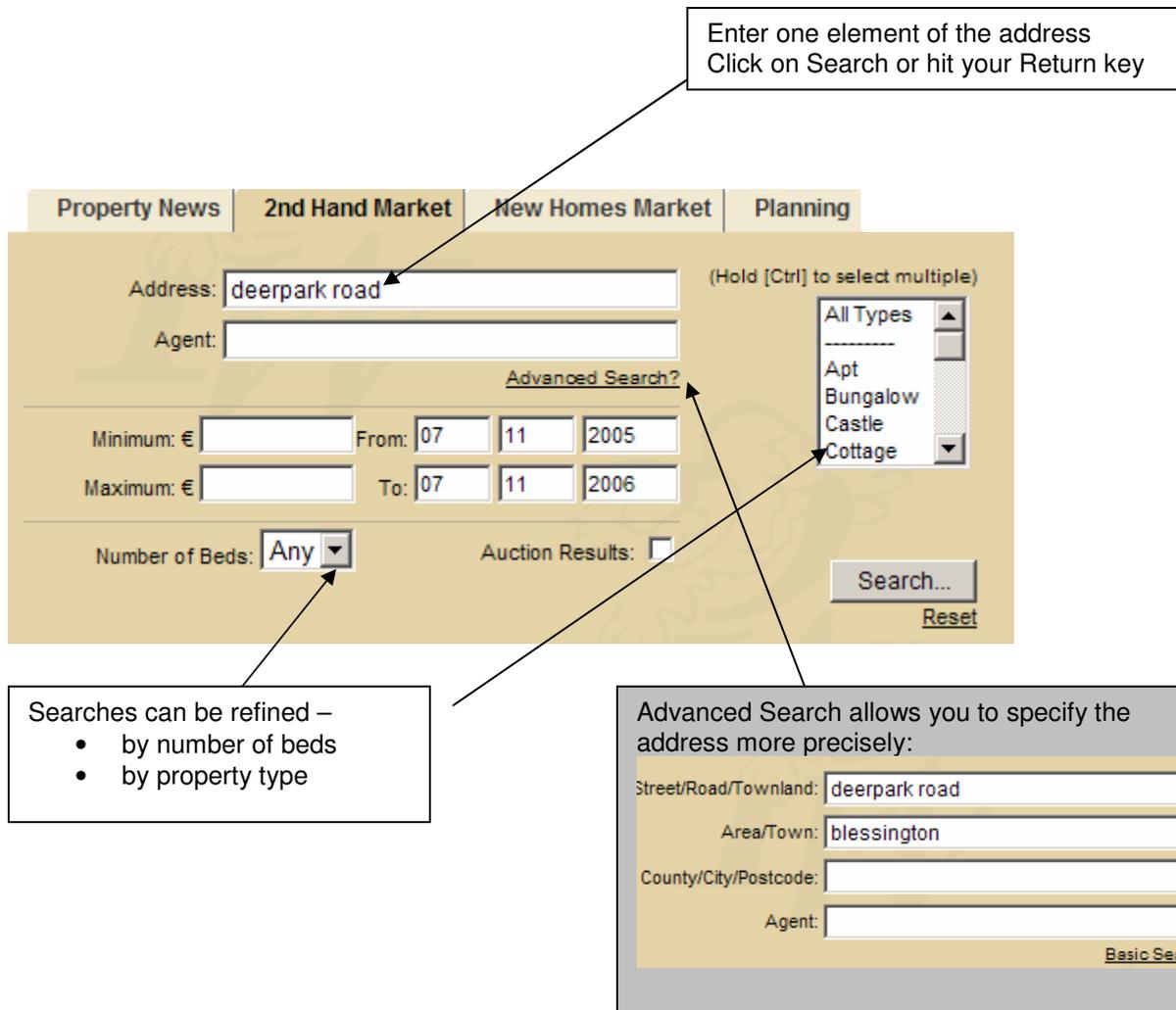
Street/Road/Townland:

Area/Town:

County/City/Postcode:

Agent:

Basic Search?



**And now, Property Week as a Sales Tool ...**

### 3. AS A SALES TOOL

Delete the agents' column and print the comparables as a neat list, and you suddenly have a very powerful sales tool – showing vendors that you have done your research and are fully informed on the local market:

- not only do you know every property that has come on the market in their area in the past year or so, but you can also ...
- monitor very carefully how the market is performing during the selling campaign

**Your search returned 22 results:** [Print Results](#) [Save Search](#)

Date [X]	Address [X]	Agent [X]	Sale [X]	Beds [X]	Type [X]	Style [X]	Price [X]
15/02/2007	1 Deerpark Close, Blessington, Co Wicklow	REA M...	Treaty	3	Semi	1999	€432,500
09/02/2007	16 Deerpark Walk, Blessington, Co Wicklow	REA Murphy	Treaty	3	Semi	Modern	€420,000
30/01/2007	13 Deerpark Road, Blessington, Co Wicklow	REA Murphy	Treaty	4	Semi	2000	€410,000
16/01/2007	14 Deerpark Close, Blessington.	Nugent Auctioneers	Treaty	4	Semi	Modern	€440,000

You can delete the Agent column simply by clicking on the [x] beside the Agent heading.

You can delete the other columns in the same way.

Our Print Results function allows you to print a very neat presentation of the comparables to show to the vendor. (Please, DO NOT leave the print out with the vendor as our data should only be handled by professionals who are aware of its limitations.)

**Your search returned 22 results:** [Print Results](#)

Property Week : A Valuation Tool For Professionals Page 1 of 2

Your search returned 22 results:

Date	Address	Beds	Type	Style	Price	Additional Info.
15/02/2007	1 Deerpark Close, Blessington, Co Wicklow	3	Semi	1999	€432,500	Living Room: 4.89m x 3.71m. Dining Room: 3.90m x 2.77m. Ample parking. Negotiator - Eoin Dixon.
09/02/2007	16 Deerpark Walk, Blessington, Co Wicklow	3	Semi	Modern	€420,000	Artic conversion. Negotiator - Jill Wright.
30/01/2007	13 Deerpark Road, Blessington, Co Wicklow	4	Semi	2000	€410,000	Excellent condition. Sitting Room (5.90m x 3.58m). Dining Room (4.22m x 3.18m). Osp. Negotiator - Eoin Dixon.
16/01/2007	14 Deerpark Close, Blessington, Co Wicklow	4	Semi	Modern	€440,000	Ample parking. Living Room: 19'2" x 11'7". Dining Room: 11'0" x 10'3".
11/01/2007	30 Deerpark Court, Blessington, Co Wicklow	2	Apt	Modern	€300,000	First floor.
08/1/2006	11 Deerpark Green, Blessington, Co Wicklow	3	Dormer	Modern	€430,000	Osp. Lounge (5.5 x 4.7). Dining room (4 x 2.8). Negotiator: Thomas Power.

Tracking price changes to keep up with your market ...

Because we do our best to pick up and record any price changes we notice agents making during the course of a campaign, not only can you keep a close eye yourself on the market, but you can show vendors that you are monitoring from week to week what the values in the area are doing.

126m <sup>2</sup> 1355.8ft <sup>2</sup>	Garden	*Previously at 670k (13/09/2006) and **at 600k (07/12/2006). Currently as 2 x 1-bed units. Extension to side used as a business.
82m <sup>2</sup> 882.3ft <sup>2</sup>	Garden, patio area	*Previously at 800k (22/09/2006). **Auction 05/10/2006. W/d, quoting 820K and ***at 780k (07/12/2006). In excellent condition. Sitting room: 4.1m x 4.55m. Dining room: 2.8m x 5.5m. Osp.
35m <sup>2</sup> 376.6ft <sup>2</sup>	Balcony	*Previously w/ Savills HOK - Phibsborough at 310k (26/09/2006) and **at 290k (03/11/2006) ***at 275k (25/01/2007). Top floor. Underground parking. Living room (4.15m x 3.67m).
83m <sup>2</sup> 893.1ft <sup>2</sup>	Yard	*Previously at 530k (27/10/2006) and **at 490k (07/12/2006). Redbrick. In good condition. Upgraded. Dining Room (3.45m x 3.45m). Living Room (3.55m x 3.31m).
119m <sup>2</sup> 1280.4ft <sup>2</sup>	Garden	*Previously at 775k (06/10/2006) and **at 750k (07/12/2006) . Osp. Reception room: 15'6" x 12'6". Reception room 2: 12'6" x 11'.
56m <sup>2</sup> 602.6ft <sup>2</sup>	Garden	*Previously at 380k (21/11/2006). Requires refurbishment.
N/R		*Previously at 335k (01/12/2006). Second floor. Parking. Living / Dining room: 20'02" x 9'02".
58.5m <sup>2</sup> 629.8ft <sup>2</sup>	Balcony	*Previously at 400k (04/12/2006). Parking. Living / Dining room - 4.5m x 4.01m. Negotiator - Lean