

Marketing strategy

Our Marketing strategy has been developed taking advantage of our strong track record of top-end sales.

Hibiscus Coast Top-End sales

Source: REINZ Data

September 2010 to December 2015

	Total market sales	Bayleys sales	Market share
Sales over \$1.0m	359	167	47%
Sales over \$1.5m	120	64	53%
Sales over \$2.0m	38	22	58%