

## Pacifecon Newsletter May 2011

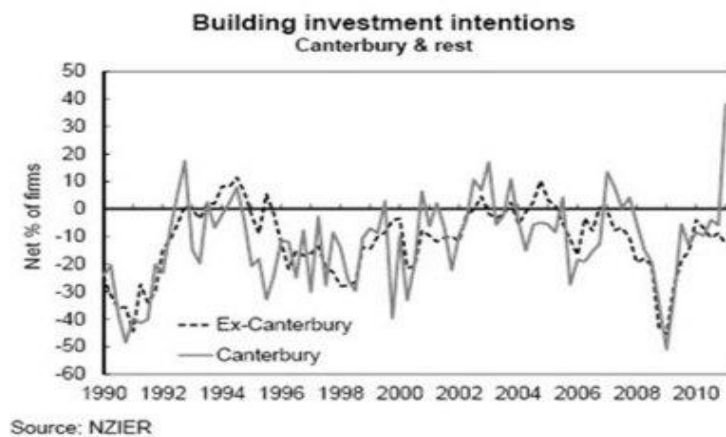
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In This Issue	Article
News from the Research Desk	1
What our Clients are saying	2
Contacts based Module	3
Quick Tip...	4
Canterbury Earthquake	5
Housekeeping Item	6



## News from the Research Desk.

Most of us are focussing on keeping our heads above water, but sometimes we need to look at the bigger picture. The silver lining on the cloud hanging over our economy has been the huge lift in building investment intentions as shown by the latest NZIER report for the quarter ending March 11.



While we are aware that this is mainly revolving around Christchurch and it is acknowledged that we are NOT yet out of the woods, the ripple effect of the immediate temporary accommodation being organised within Christchurch will flow through to other sectors of the economy. The future work – 18 months to 5 years -which may not affect the average construction company and certainly not those in other areas of the country right now, is already providing a boost to the initial stages of the construction industry, e.g. Architects, surveyors, etc.

The Auckland residential market has shown some recovery in March. There has been some pent up demand due to buyers having held back over the previous 2 years and now reaching the conclusion that values have reached rock bottom, this will include a number of expat returning home. The impact of the steady decline in building consents particularly in Auckland may create a localised inflation bubble.

A further highlight is the overall strength of our export prices. The profit for just the rural sector is the strongest since the late 1990's and circa -1993, both times of very strong GDP growth. Production has also started a slow but steady recovery. This massive amount of income, much of which is being used to pay down debt rather than reinvesting in their businesses will eventually flow back into the economy.

In the Upper North Island – i.e. from Taupo North there are twice as many projects (over \$5 mill) than the rest of the country. Of these 91.5% are privately funded whereas the projects elsewhere have a 50/50 private government funding division. Due to the Earthquake – projects in planning in Christchurch have been significantly affected. Many projects have also suffered further damage due to the 22 February earthquake. The immense building work here is expected to start kicking in towards the end of the year which will tie in with projections from other sources where a general rebound is expected by the end of this year.

**To that end we provide information at a really early stage so that you can position yourself to take advantage of any work that may stream from such projects. More and more though in order to help our existing client base in the short term, we too – are broadening our focus to include the more immediate and smaller jobs.**

**We are your trusted eyes and ears in the Construction Marketplace.**



## What our clients are saying about us...



### LEAWELD PERIMETER SOLUTIONS LTD

*"Our previous sales rep had used Pacifecon before. We looked at all other options but found Pacifecon easier to use and Pacifecon has more project information. Searches are easy and we have the ability to track projects.*

*We have the advantage of learning about projects earlier, as Pacifecon report from early planning and in planning. There is not as much need to go 'hunting' for projects.*

*Pacifecon's service is fantastic!"*

**Darryl Tuck**  
Business Manager

[www.leaweld.co.nz](http://www.leaweld.co.nz)

Leaweld is a long established company that has been manufacturing steel related security products such as fencing, gates, risk assessed cantilever gates, turnstiles etc since 1963.

Leaweld are the exclusive New Zealand Agents for a comprehensive range of security products such as automatic gate openers, barrier arms, turnstiles, and all your perimeter security associated products.



## Contacts based Module.

Are your team regularly in touch with specific contacts such as **architects/designers or builder/contractors?**

Would you like to assign your contacts to your reps or certain team members?

If so, [contact us NOW](#) or call 09 4450345 to ask about our new contacts module that will allow you to do this and more.



## Quick Tip - Using Follow up/reminder dates when tracking?

These will generate email reminders if future dated. You can click on the Follow Up date column heading to sort (all pages) of tracked projects into your date order.

Or, perhaps you can use this field to log the date first placed into your tracking folder instead? We provide the flexibility in our system so that you can choose what works best for you.

Working smarter not harder to save you time.

## Earthquake Rebuild Projects Canterbury Update.

For claims covered by EQC, separate earthquake events have been recognised on eight individual dates:

EQC allow three months from the date of each event to lodge a claim. The final deadline for claims for the 22 February earthquake is Monday, 23 May 2011.

We have had a continuous process of updating projects reported under our specialised report 'Earthquake Canterbury'. To date we are processing upwards of 650 projects of interest to our clients and encourage you to access this report to enable you to make direct enquiry as to work possibility.

If you do not currently have access to Earthquake Canterbury projects [contact us NOW](#) or call 09 4450345.



*Contacting us is easy....*

*Phone: (09) 445 0345*

*Email: [projects@pacifecon.co.nz](mailto:projects@pacifecon.co.nz)*

*Via our website: [www.pacifecon.co.nz](http://www.pacifecon.co.nz)*

## Housekeeping.

Is your company restructuring? Did you know that we can easily change an online access from one user to another? Please make sure you contact us if any of your online users leave your company and we can discuss the different options.

If you wish for their project information to be transferred to a new user, we can do this with a quick click of a button! That way you retain all of their follow-up dates, notes, saved searches and projects that are marked as important to your company.

If you don't have a replacement, still let us know. We will need to prevent the user from accessing your data once they have left and we can still keep the project history on file for an existing user to access.

**"Companies worry too much about the cost of doing something. They should worry about the cost of not doing it "**

**BPhilip Kotler U.S. marketing management thinker and author.**

***YOUR TRUSTED EYES AND EARS IN THE CONSTRUCTION MARKETPLACE***

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