

**BEFORE THE ENVIRONMENT COURT  
I MUA I TE KOOTI TAIAO O AOTEAROA**

ENV-2018-CHC-198

**IN THE MATTER** of the Resource Management Act 1991

**AND** of an application under section 85 and  
clause 21 of the First Schedule of the  
Act

**BETWEEN** **REDMOND RETAIL LIMITED**

Applicant

**AND** **ASHBURTON DISTRICT COUNCIL**

Respondent

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**STATEMENT OF REBUTTAL EVIDENCE OF CLARK McLEOD  
ON BEHALF OF REDMOND RETAIL LIMITED**

**Dated 5 July 2019**

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## **INTRODUCTION**

- 1 My full name is **James “Clark” McLeod**, and I am a director and shareholder of Clark McLeod & Associates Ltd and Hastings McLeod Ltd, trading as Property Brokers, and I reside in Ashburton.

## **QUALIFICATIONS AND EXPERIENCE**

- 2 I am a property valuer, consultant and licenced salesperson at Clark McLeod & Associates Ltd and Hastings McLeod Ltd, trading as Property Brokers

- 3 My qualifications and experience can be summarised as follows:

I hold a current Valuer’s Practice Certificate. In 2007 I became a Registered Valuer. I am an associate of the Institute of Valuer’s (ANZIV). I am a senior member of the Property Institute of New Zealand (SPINZ). I am an associate of the Real Estate Institute (AREINZ). I hold a Batchelor of Commerce Major in Valuation and Property Management (Lincoln University) Post Graduate in Business (Massey University). I am actively involved in Commercial sales and leasing within the Ashburton market. I am actively valuing in the Ashburton Commercial property market. I have 18 years’ experience and have practiced as a valuer and commercial sales within Ashburton since 2001. This includes my current role as Property Valuer, consultant and licenced salesperson.

## **SCOPE OF REBUTTAL EVIDENCE**

- 4 Mr Fletcher and Ms Watson appear to be critical of the efforts made by Redmond Retail Ltd to market the property, and the purpose of this rebuttal statement is just to respond to those comments.
- 5 I refute the questioning of effort for the sale and lease of the property. This property has been through an extensive marketing period with reasonable marketing expenditure across all usual media including websites; realestate.co.nz, trademe.co.nz, propertybrokers.co.nz, nzrealtors.co.nz; print media including; South Canterbury Times, Selwyn Times, Mid

Canterbury Realty, direct database marketing and signage on site. The property has now been withdrawn from the internet and there are no current adverts running in the print media. The sign remains at the property.

- 6 It is normal practice to run a marketing campaign for a period of 4-6 weeks with a focus on maximum exposure across all media. After the initial period of marketing a more cost-effective approach is maintained. If a property has been on the market a long period of time, there is the potential that marketing becomes stale and no enquiry is achieved. To prevent the property from becoming stale advertising is limited or withdrawn. This gives the ability to relaunch a marketing campaign at a later date.
- 7 The property was listed on the 24<sup>th</sup> July 2017 followed by an extensive 4 week marketing campaign. The property was continually advertised for a total of 16 months across the internet with further occasional printed adverts in the Mid Canterbury Realty. After this period the property was not generating enquiry and the advertising was withdrawn on the 28<sup>th</sup> November 2018.

**Clark McLeod**

5 July 2019