

Pacifecon Newsletter November 2011

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Research Desk News

Most businesses have survived the world-wide economic slump by consolidating and cutting costs. However the current pause may spell disaster for some companies should the slow-down in recovery continue too long, as they have exhausted all their options and need to return to profitable trading ASAP. Does your business have a sustainable plan in place to help it stay on course?

Thus far our economy has weathered the storm better than many other countries and has held firm against US dollar weakness & EU wobbles. Our closeness to Australia and our growing exports to China have had a stabilizing influence. While the disruption of the Canterbury earthquake has translated into a 5-7% regional GDP drop it is offset by the surprisingly resilient manufacturing component there.

Encouragingly, the NZ property values are slowly inching upwards, with the Quotable Value stating that we are 4.4% off the peak in late 2007. Our aversion to risk and weakened demand has constrained our output, but despite this our market is still improving and we are facing a better future now, than this time last year.

But expectations get us only so far. Yes - the cup is half full. Yes - we're in the midst of a 'mild pause'. 'Steady as she goes' seems to sum up our progress. As an economy as a whole or even individual companies we need to ask ourselves - Are we stuck in a 'wait and see' stance, or have we actively implemented future strategies?

While building activity will pick up, work gained from the expected reconstruction will be strongly based on relationships that **are being** cultivated with suppliers and builder right now.

A continued strategy of focusing on Pacifecon's Early Planning leads will ensure you emerge stronger than ever once the debt crisis has lifted.

At Pacifecon – we've continued to expand our reporting reach and despite there being a dip in overall project numbers throughout the country – **Pacifecon has INCREASED new project numbers at the planning stages by 12%**. This has been achieved by proactively reviewing research processes and streamlining systems with an even greater focus on early planning project information.

At Pacifecon Online we are working harder and smarter - to get you those all-important leads.

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



More support for you, our valued clients

Does great customer service make your experience better? The answer is yes!

Our sales and sales support teams are something special and we have just added another person to the ranks. Sarah Ratcliffe has joined the sales support team and will be working closely with our existing members to bring you the best in customer service.

We know people are busy. Our sales support team have the expertise to ensure you are getting the very best results from our website in the most efficient way,.....saving you time.

If you need help or have a question, don't hesitate to [contact us NOW](#) or call 09 4450345 and one of our team will be delighted to assist.



Further new and exciting features have been announced via our website recently and here is a quick overview:

- Hot Links –click on the link to go straight to a related Pacifecon project, send an email to a contact or to go straight to the GETS website
- Next & Previous buttons – gives super quick navigation through projects when in project tracking
- Management Features - you can manage all functions from the one page
- Hidden projects – you can flag projects to 'hide' from all subsequent search results, and saved search email alerts
- Advanced sort –allows you to sort by three different columns at one time
- New email alerts – link from emails straight to the projects listed

In our last Newsletter we told you about our new Pacifecon Contacts Module which now offers you

- A quick view of latest project updates by contact.
- Ability to export contact details to excel (useful for those without CRM to print list, or note calls/visits etc).
- An easy point of access remotely, from smartphone, iPad etc.
- Contact Notes

This module dove-tails nicely into our existing project tracking system so you can easily manage your project opportunities.

If you would like one of our Sales Support team to take you through these features [contact us NOW](#) or call 09 4450345 to ask about any of the new features or the Contacts Module

Stability a Platform for Growth?

Stability is what we have voted for and a clear election result has given us this.

Already there has been a reaction in the kiwi dollar moving up as a direct result.

A stable government too will build on this month's rise in NZ business confidence as companies shake off fears of global volatility.

Yes - according to National Bank's chief economist Cameron Bagrie "For now we appear fine, and a bastion of strength, in a relative sense, compared to a host of other Western nations".

We at Pacifecon are proud that we can provide quality up to date project leads to our clients because:

- 30+ researchers and support personnel based around the country with extensive local knowledge to ensure we can report quality up to date information.
 - Our online system provides basic CRM functionality and we back this up with industry leading training at no extra cost.
 - Customer Service is what sets us apart from our competitors and this is something each and every one of us is proud of every day.
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Pacific Island and off shore leads

Want to know more?

Simply [contact us](#) NOW or call 09 4450345.



Contacting us is easy....

Phone: (09) 445 0345

Email: projects@pacifecon.co.nz

Via our website: www.pacifecon.co.nz

Did you know that we have Nationwide lists of Contacts?

Pacifecon has well maintained, fully mail mergeable databases covering

Architects/Designers or Builders/Contractors or Engineers

[Contact us](#) NOW or call 09 4450345 for more information.

"The secret of success in life is for a man to be ready for his opportunity when it comes"

Benjamin Disraeli

YOUR TRUSTED EYES AND EARS IN THE CONSTRUCTION MARKETPLACE

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