

RAY WHITE **NOW**

Real-time residential market insights
20 July 2020 - New Zealand





Dear Property Owner,

During the past week the REINZ released details of the sales numbers in June 2020 across New Zealand and these showed that there was an annual price increase of 9.2% from 12 months ago, being June 2019. The month of June marked 105 months in a row year-on-year that the median price across New Zealand has increased.

What also happened in June has negated many of the commentators and speculators who have been active in talking the market down. They have proven to be incorrect with the number of properties sold in June increasing by 7.1% on the same time last year to 6,625. This is the highest number of properties sold for the month of June in the last four years.

On a national level, inventory is described as the total number of properties available for sale across all markets. Since records began in this area the month of June is the lowest level of inventory available, being 11.7% lower down to a total property availability of 20,772 from the same time last year where the inventory was 23,519. This will continue to allow the market to have a balanced output given that there are increasing numbers of sales but there are also increasing numbers of listings coming to the market.

Within Ray White New Zealand our numbers are stronger, our sales for the month of June increased by 12.3%, and our new properties coming onto the market increased by a staggering 31%. This shows that our marketing methods are attracting a deeper buyer pool, and this is assisted by confidence in the sales market and around prices, low interest rates which lead to better home affordability.

The stability that is now starting to be evident is more than just a pattern. Potential home purchasers are moving forward with confidence and this is resulting in good prices for sellers who are confidently marketing their property.

Our real-time data within Ray White now provides a depth of information which is resourced on a daily basis from our member network who successfully sell 20.1% of all residential real estate across New Zealand.

Ray White has 182 offices across New Zealand, and we welcome your enquiry to assist with your property transaction.

Regards

A handwritten signature in black ink, appearing to read "Carey Smith", is located below the "Regards" text. The signature is fluid and cursive.

Carey Smith
Ray White New Zealand Chief Executive

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MOMENTUM KEEPS BUILDING WITH REMARKABLE JULY SALES RESULTS

“There is continued momentum from buyers who are responding to new property coming onto the market with the driver being low interest rates which adds to home lending affordability.” Daniel Coulson, COO Ray White New Zealand

The third week of July has shown a continued rise in activity, both from those clients who are listing their property for sale together with buyers purchasing property. Listing volumes have maintained a steady rise with our listings being up 28% on the same time last year. Sales are also strong with the numbers being 12.3% above 2019 activity.

Most market commentators have now revised their previous negative predictions that there would be a downturn in residential property and have acknowledged on a number of levels that all of the data is pointing to continued stability and in many of the markets a heightened level of activity.

Momentum is largely built on confidence that is underpinned by historic low interest rates being offered to home borrowers. Open home attendees and auction registrations are also one of the key market indicators of the strong level of activity that is occurring. Buyers and sellers are seeing this activity and that is assisting the momentum to be positive in the marketplace.

The question of where to next is one that is constantly asked and debated. Our data indicates that there is a strong movement in the real estate transaction around listing and selling property. While it is difficult to answer the where to next question, it really is, for us, simply a case of looking at what is happening now and there is no doubt that sales results are continuing to increase, and strong prices are being achieved.

Supply and demand are also a driver of people being able to transact in the area of real estate. The continued cycle of new property coming onto the market allows buyers confidence to look at property that is fresh in terms of choice. The depth of the buyer pool is satisfying these new levels of listings coming to the market and this is allowing sellers the ability to maximise the opportunity that currently exists when selling.

Business confidence has been widely commented on and this links to the property market and there are a number of commentators who have made new assessments of where the various markets are currently positioned throughout New Zealand.

ANZ Senior Economist, Miles Workman, recently stated “All forward-looking activity indicators lifted from June levels and the near-term jobs picture improved. New Zealand is enjoying a sharp bounce out of lockdown, but the brunt of the recession induced by the closed border is yet to hit.”

ASB Senior Economist, Jane Turner, commenting on the revision of GDP estimates stated “If strong business and consumer confidence can be sustained, and we don’t see the lift in unemployment we are expecting, perhaps we will be revising our economic forecasts up again.”

SELLING IN THE CURRENT ENVIRONMENT

“Taking advantage of the current conditions can sometimes be left to chance, but with our real-time document we can provide all of our customers information that is relevant and up-to-date so you can achieve the very best sales outcome.”
Treena Drinnan, CAO Ray White New Zealand

At a time when so many of our customers are concerned about the property market and are delaying their decision to sell based on market speculation, our sales results for June and for the first three weeks of July make very important reading.

Like most property owners, you may have questions about what has and hasn't changed in the way in which properties are being marketed in the current environment. Is now a good time to market my property for sale? Will I achieve a premium price from the current market? What are the different variables which play a role in how many buyers will be interested in my home? These are all very valid questions and ones which we can provide accurate responses to.

When considering whether or not to sell, we think it is imperative that property owners are provided with the facts to ensure they are making sound decisions, rather than relying on media reports which often paint an inconsistent picture.

The resilience of the New Zealand market has continued to prove Kiwi's that are listing in the current environment are achieving results much stronger than market commentators had predicted.

Over the past nine weeks in 'Ray White Now' we have been highlighting the stability of the real estate market despite economic uncertainty.

We have advocated the advantage for potential vendors to sell in today's market through our real-time data, which creates an accurate picture of the balance between buyers and sellers and what makes the market remain strong, together with what is giving buyers continued confidence to purchase properties.

While live listings in the market are 23% ahead of 2019 for this period, they are still being outpaced slightly by the number of sales, which are 24% ahead of last year. Inevitably this leads to fewer days on market as the buying pressure on stock continues.

Despite the strong results we are seeing, and as we have said for some time, there is potential risk in the market later in the year for the important reasons we discuss on the following pages.

What we do have clarity on is what is happening right now, and sellers taking the opportunity to mitigate potential future risks in a market that is presently generating strong results will benefit. As you consider any campaign to sell your property, we recommend that you consider how your agent will create competition and achieve the best price.

We have created Ray White Now to provide clarity to all of our customers on what is happening in the market today. If you are considering selling, we explain how you can take advantage of the current conditions to achieve the best possible sales outcome for your property.

WHY ARE WE SEEING STRONG SALES RESULTS NOW?

“Not only did sales volumes return to ‘normal’ in June, they were the highest for a June month in four years suggesting that the impact of lockdown is now well and truly behind the country, and that people have been able to get on with their sales and purchasing decisions as per usual,” says Bindi Norwell, CEO REINZ.

There is no single factor which provides the basic elements of why sales results continue to remain strong. There are, however, two basic fundamentals of supply; being the number of properties available for sale and the demand, which is the number of active buyers in the marketplace, that still plays a significant role in establishing market conditions that remain favourable for sellers and giving buyers the confidence to purchase.

Our clients that have come to market in recent weeks have achieved largely great results because of the basics of supply and demand. While the number of new listings

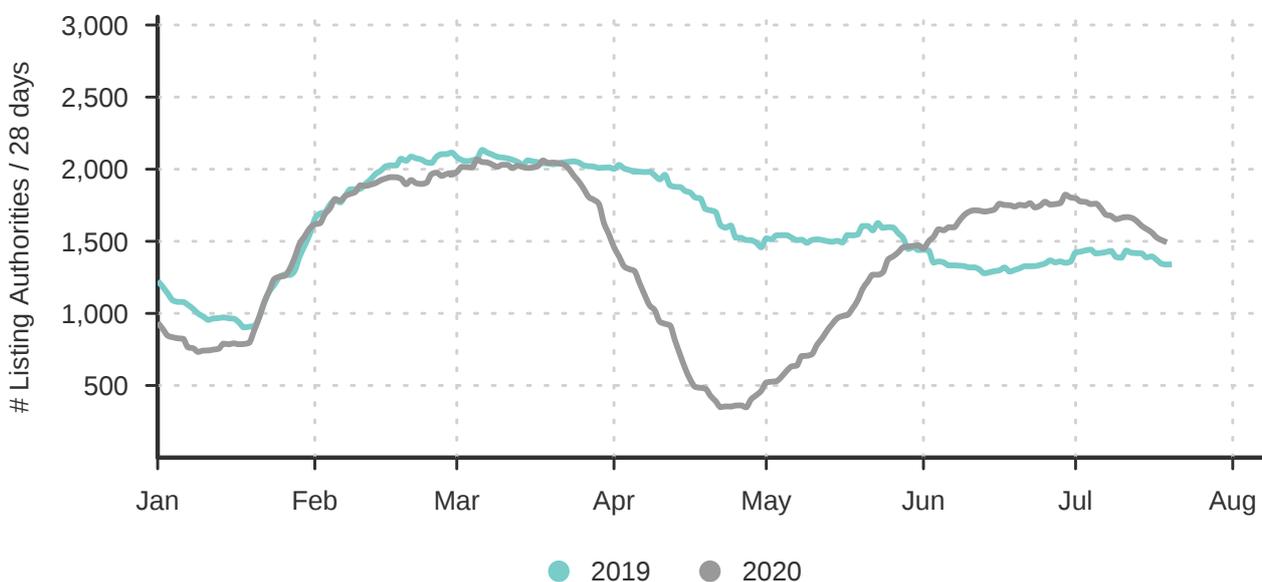
has increased since the start of July, there are signs that more property owners are wanting to take advantage of the unseasonal levels of activity such as the sustained strength in auction clearance rates across the country. However, our strong suspicion is that there has been a deeper return of confidence in the market.

Now into the third week of July, the major change in the market dynamics that had been experienced in June has continued. In terms of total listings on the market at the moment, we are above where we were last year. So while there is more supply than in the past few months, the buyer pool remains deep.

There are a number of considerations we take into account when looking at the amount of buyers active in the market.

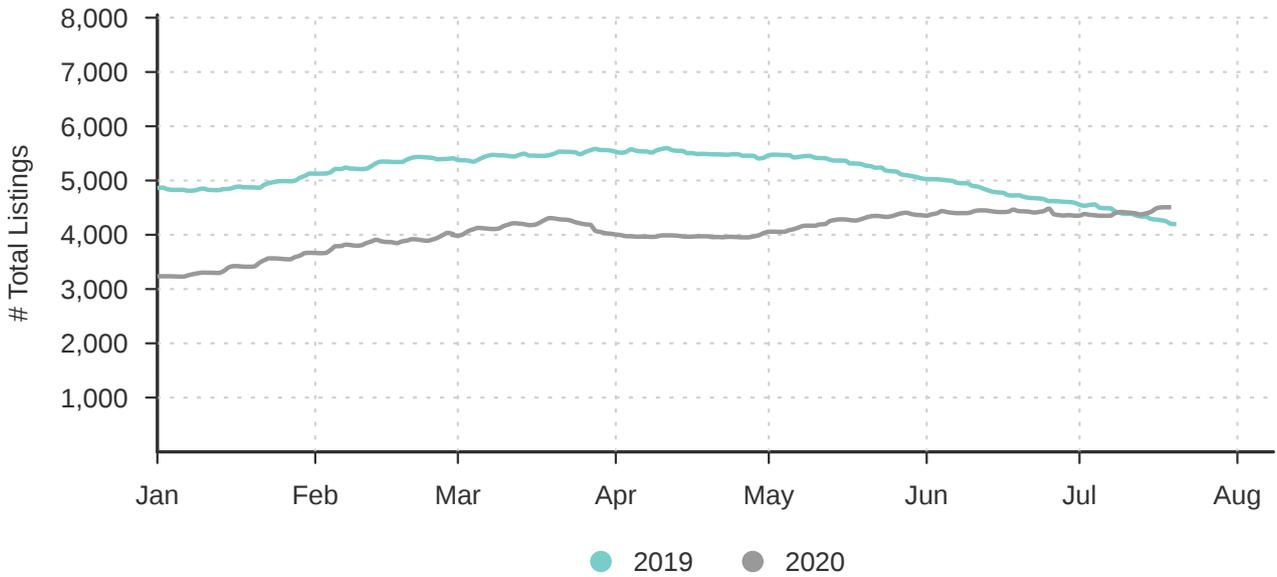
Listing authorities

This chart illustrates the reduced number of new listings that are currently coming onto the market up to 20 July 2020.



Total available listings

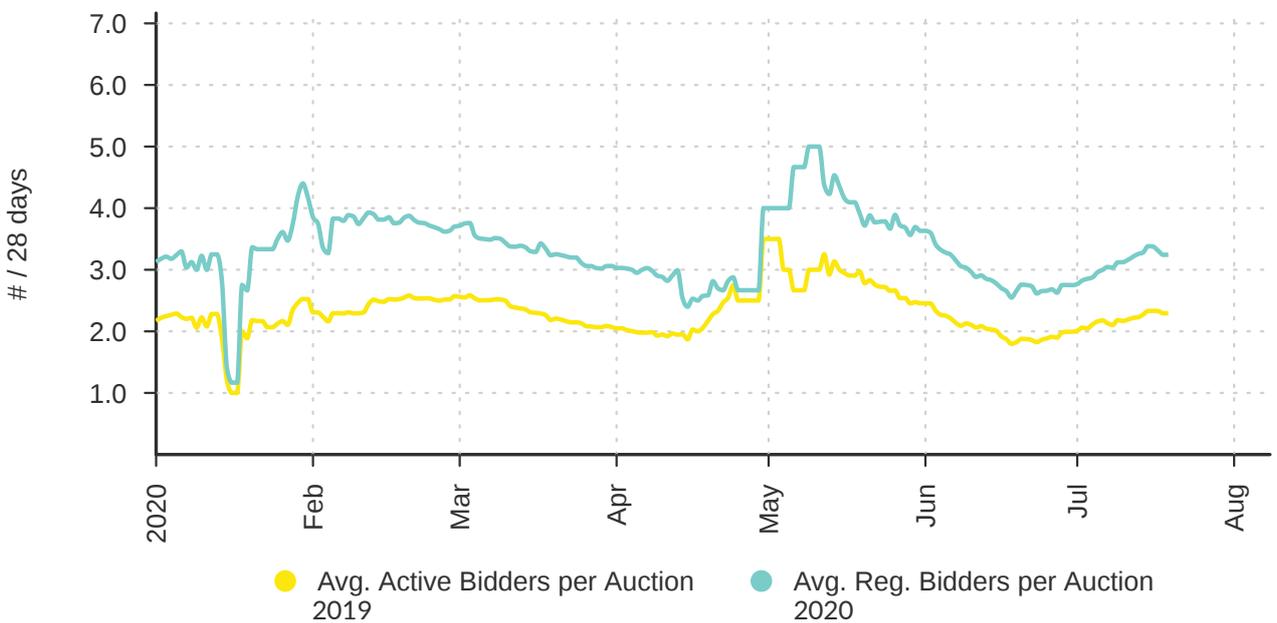
This chart illustrates how the number of new listings to the market has recovered as at 20 July 2020 to be slightly above last year.



Source: Ray White Listings Data

Bidding by month

This chart illustrates that the average number of bidders per auction has remained consistent through 2020 as at 20 July 2020, which is up on last year. This is certainly an area that is underpinning prices continuing at strong levels.



Source: Ray White EARS Auction Reporting System

Buyers normally start their journey by looking online. Online enquiries show that the number of buyer enquiries on our websites is up on this time last year. In fact, we are seeing increased levels of online traffic across our Ray White websites. Industry portals like realestate.co.nz and trademe.co.nz/property are also reporting significant increases in buyer enquiry.

The usual next stage in the buyer journey is property inspections followed by offers on property and buyers bidding at auction. This is transparently reported through our auction data. When we look at our auctions in recent weeks, we have seen the average number of bidders per auction exceed the numbers that were achieved at the same time last year.

In the past quarter household financial choices are now showing a change in banking habits that are seeing households shift away from term deposits and holding ready cash in more flexible savings accounts for quick access to liquidity. Interest earnings on cash have become relatively irrelevant in household decisions as they prepare for both opportunity and crisis with their current funds.

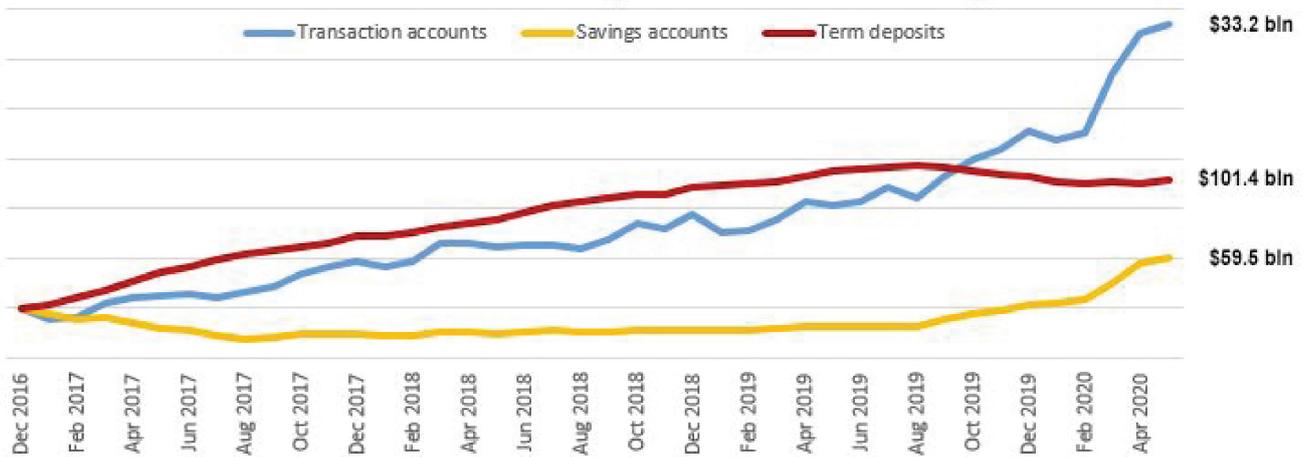
Pre-approvals are a key leading indicator to buyer confidence knowing they have the financial capacity to buy the property. Loan Market, our loan brokerage partner, is currently sitting on over NZ\$1.054 billion of pre-approved buyers across New Zealand. These are buyers ready to make offers with no finance clause required.

So what factors are contributing to buyer confidence?

Interest rates continue to underpin purchasers buying power and today interest rates are at record low levels, advertised from 2.65% fixed for one year.

- Importantly, the general consensus among economists is that they will remain at these low levels for the foreseeable future.
- Interest rates are a driver of home affordability and in many areas, while prices have risen in the last 12 months, corresponding interest rates have reduced.
- Banks and lenders remain very supportive of lending for residential property. The chart below shows the monthly home loan pre-approvals recorded by the Loan Market Group, which is our loan brokerage partner and New Zealand’s largest independent broker that settles over NZ\$650 million in loans per month. Pre-approvals are indicative loan approvals obtained by buyers before they buy a property to enable them to bid confidently.
- Record levels of government stimulus are part of the supporting reason behind a high proportion of buyer sentiment.

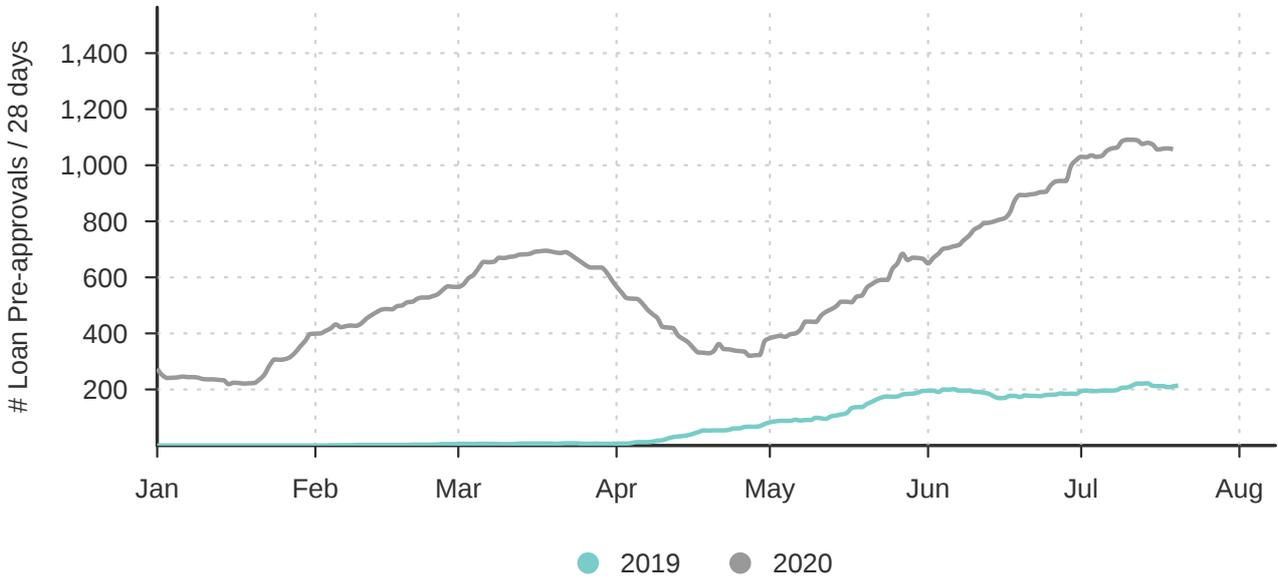
How households have changed their bank cash holdings



SOURCE: RBNZ S40

Loan preapprovals

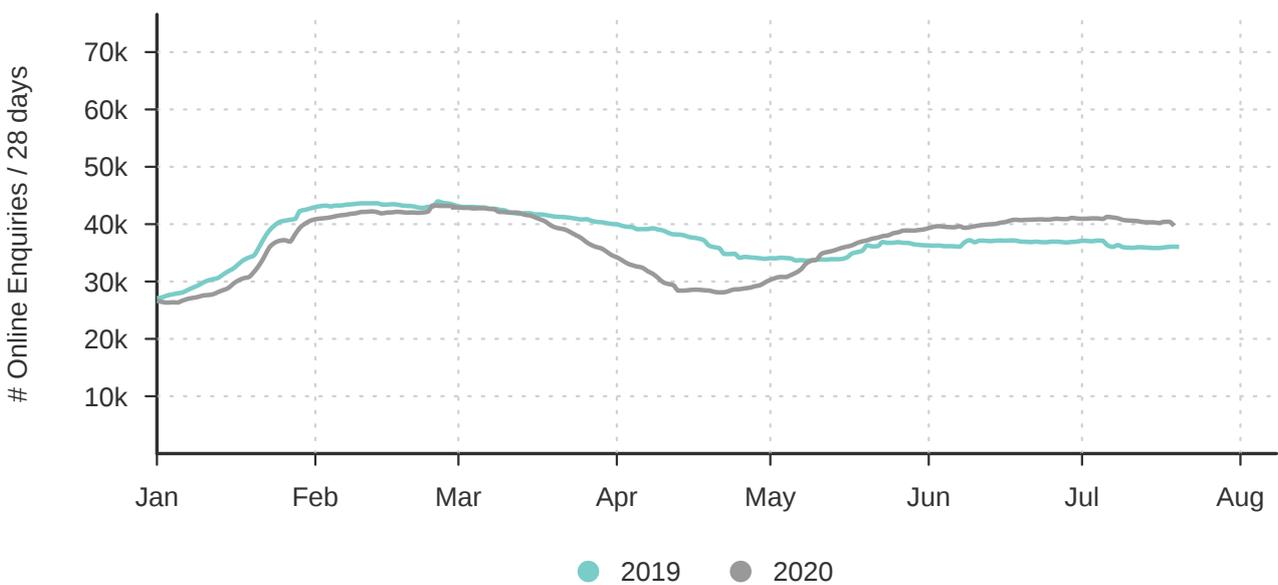
This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 18-19, and 19-20 financial years. It shows higher levels of pre-approvals now compared to 12 months ago.



Source: Loan Market

Online enquiries

This chart compares the number of online enquiries made through Ray White websites over the 18-19, and 19-20 financial years. It shows that there are more online enquiries now than 12 months ago.



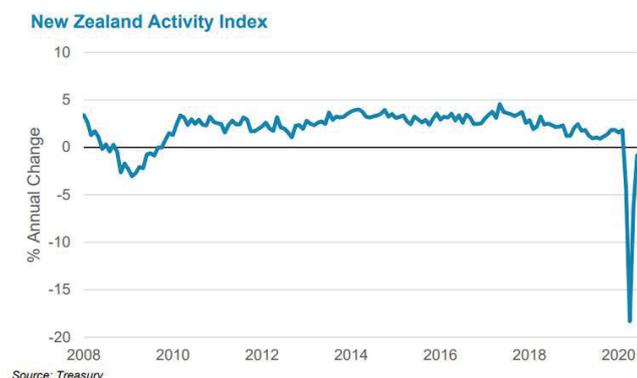
Source: Ray White Online Analytics

IF I AM CONSIDERING SELLING, WHY SHOULD I GO TO MARKET NOW?

The New Zealand Activity Index (NZAC) showed a continuing recovery in June, though activity remained slightly below 2019 levels. The housing market rebounded and electronic card spending rose above 2019 levels, while business confidence continued to improve in a preliminary July survey - Source New Treasury Newsletter 17 July 2020.

Due to a number of factors this year it is much harder to look at the past to predict the future. The reality is that this is not a normal year, nor a normal property market cycle. While some homeowners would like to wait until what they perceive is the traditional selling season of spring, the fact remains that there are many unknowns in the wider economy. The current market activity could provide the best opportunity to sell, right now.

The New Zealand Activity Index signalled recovery in June, with economic activity now down around 1% on the same month last year.



Whilst the current selling conditions are strong, it remains extremely hard and uncertain to predict what may happen in the real estate market over the next six months, 12 months and certainly the next few years. The key reason to list now is to remove as much risk as possible as to what might happen later in the year.

Even so, there are many economists predicting property prices will decline over the next year or so. There are two basic fundamentals that drive property prices, supply and demand. Many have suggested that supply will outweigh the demand in the next six to 12 months and possibly longer, creating conditions less favourable for sellers.

Recent housing market data has forced experts to revisit their price forecasts made over the past quarter as they have largely been incorrect. Whilst previous predictions had anticipated a housing market crash there has been stronger than expected sales activity and they are now saying those predictions are unlikely. They concede the prevailing market sentiment in the country is not in a bad position and while prices may fall at some point in the future, experts now do certainly not expect them to crash.

Let's have a closer look at why these opinions have been derived by key economists. Firstly, government stimulus continues to cushion the economy. We still have 300,000 jobs being supported by the Extended Wage Subsidy scheme with applications open until 1 September. Applications for the Small Business Cashflow Loan Scheme have been extended and close this week on 24 July. Banks have offered a large number of homeowners mortgage deferment support which is scheduled to end in late September 2020. Many experts are saying that when these support measures come to an end we will start to see larger volumes of new properties coming onto the market, causing a large supply of properties available.

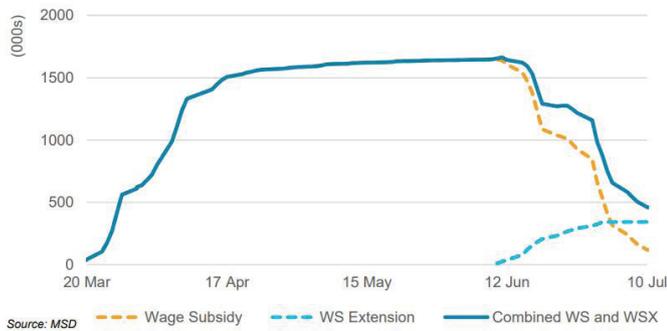
Economists are saying that the next 12 months may hold:

- Rising unemployment
- The end of the second wage subsidy
- The potential of low mortgage rates rising
- A possible recession
- More expats returning home
- Borders remaining closed
- No Trans-Tasman bubble
- 2020 General election
- Weak global economy
- Weakness in particular sectors of the housing market



The Wage Subsidy has supported around 1.7 million jobs, and the Wage Subsidy Extension is supporting over 340,000 jobs.

Jobs Supported by the Wage Subsidy and Extension



Regarding buyers, in May the Reserve Bank of New Zealand removed LVR restrictions on purchases of residential property for 12 months, meaning that purchasers no longer need to meet the previous loan to value ratio thresholds that worked to restrain the market. The RBNZ will review the LVR settings in May 2021. Alongside this, the withdrawal of government stimulus and the potential for a steep rise in unemployment may result in fewer buyers having an ability to purchase property. The New Zealand Treasury has now reforecast unemployment to peak at 6.8% this year.

ASB Senior Economist, Jane Turner, in commenting on the preliminary ANZ Business Outlook results said that ASB’s forecast “implicitly assumes business confidence will backslide from early July’s optimism”.

“Nonetheless, the strength of these results, along with real time activity indicators, do highlight that economic activity has bounced back with a gusto not expected by most economists,” she said.

There are other economists that are not as concerned by these potential risks to the economy. They point out that significant low-interest rates will provide a sustainable buffer to home affordability, and that the rise in unemployment is in sectors that will not materially impact buyer activity. However, even these economists acknowledge there could be downward pressure on prices over the medium term.

It is for these reasons that many are saying if you are thinking about selling over the next year or two, now could be the time to achieve the best result.

Our real-time data provides absolute clarity to what is happening right now in the market and predicting exactly where the market might be in 12 months remains very difficult. Those that are coming to the market today are taking many of the above risks out of the equation and are selling with maximum certainty. For others, the alternative may be to put these decisions off for the next few years until they are more comfortable. If however, you are planning to sell in the next 12 months, the market conditions at present are favourable.

WHY IS THERE BUYER CONFIDENCE AT THE MOMENT?

The preliminary results from the July ANZ Business Outlook Survey, however, show large improvements, with employment intentions up to -15% and profit expectations up to -26%. Own activity outlook has risen to just -6.8%. New Zealand Treasury Economic Dashboard 17 July 2020

In the same way that there are a number of reasons for increasing supply, there are also a number of reasons for the current buyer demand. Underpinning this demand is the significant impact the current lending environment provides.

With interest rates at all-time lows and with banks being supportive residential home buyers, we are seeing many purchasers wanting to take advantage of these factors. Obtaining secure credit on excellent terms while they are available is certainly influencing demand. This is not only the case with first home buyers but across all sectors of the market, which have also been helped by the easing of LVR restrictions for the short-term.

Fortunately, we continue to see confidence in buyers with job security working in industries not materially impacted by the current economic environment.

In any market environment there remains a significant number of buyers who are looking at buying and selling within the same market. When you consider this, market conditions generally don't weigh in as much on the decision for those looking to upsize, downsize or relocate.

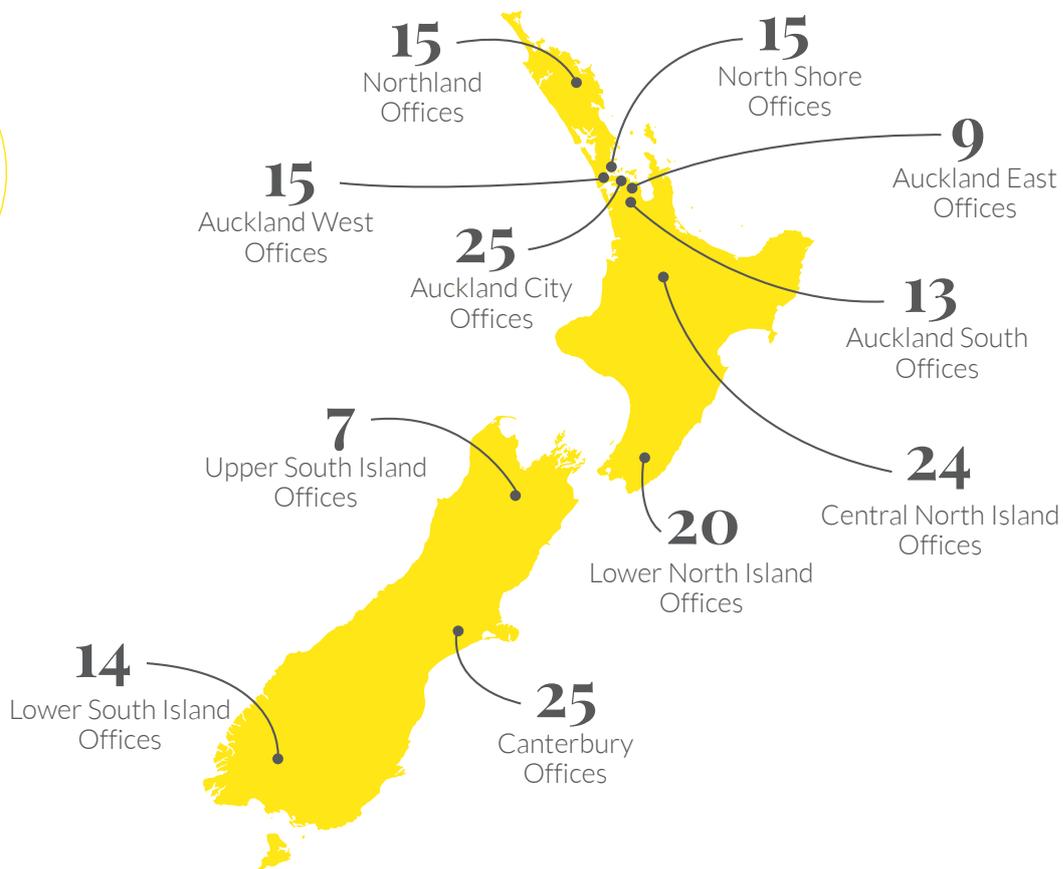
If there are future risks in the market, why should buyers enter the market now?

For most people, it is only apparent that a market has hit the bottom when it starts going back up again. Buyers trying to 'game the system' and wait to pick the bottom, could find themselves in a situation where a new set of market conditions apply. As a market starts to increase in value, listings become more scarce, buyer competition increases, interest rates have traditionally increased and purchasers run the very real risk of not securing their family home.

Longer-term, there seems to be broad agreement that New Zealand's fundamentals will remain strong. Property investment has, and will always be a long term investment and if finance continues to be provided on the current terms, and we have no reason to see why not, the purchasing power of buyers is expected to remain strong and be the main driver of buyer confidence.

WHY IS RAY WHITE IN SO MANY MARKETS TO BE THE LEADER?

182
New Zealand
Offices



We believe that we are the market leader in many markets because we have built market share during many periods of uncertainty. Maintaining faith in our ability to create competition for our sellers in all markets with relentless enthusiasm has been our uniqueness.

Our role is to be the “Competition Creators”. We understand that once your property has been sold your key question will be, “Have we achieved the very best price possible in today’s market?” At Ray White, we do this by creating competition among potential buyers.

In today’s market there is a lot of information readily available to buyers through online research. Buyers assess this information and develop a perceived market value estimate, thereby creating a “ceiling” price.

The only sure thing that can change a potential buyer’s mind and increase their offer price is the realisation there are others who desire the property and are prepared and willing to pay more.

Creating competition is the best way to achieve an exceptional result for your property. Through the interplay of competition, it’s our aim to achieve a figure which we are happy to present to our sellers - a figure that is a reflection of the buyers competing for the property. This is what we call creating competition. That is how we profess to bring true value to our clients who are selling their property.

WITH SO MANY BUYERS IN THE MARKET, SHOULD I STILL INVEST IN A MARKETING CAMPAIGN?

Short answer is yes. Ray White presents marketing as a fundamental at its very essence. We don't build houses, we market them.

- Our ability to create competition has been our uniqueness.
- Creating competition is the best way to achieve exceptional results for your property.

It's true that we are seeing more buyers active in the marketplace. This is reflected in our online traffic, our online enquiries, our bidder registrations and the number of pre approvals we are seeing. The major portals like realestate.co.nz and trademe.co.nz/property are also seeing a significant increase in their buyer traffic. So with all these buyers looking to purchase property, shouldn't it be easier to find these buyers and sell a property without having to invest in a substantial marketing campaign? While this may seem like a logical approach, almost all of our seller clients have an ambition to achieve not just any price but a premium price for their property when it sells. And so they should. Any real estate agent can sell a property for a price, however to ensure that the premium price is achieved for your property we must exhaust every avenue to find the buyer who will pay more than any other buyer in the marketplace. From experience, there is a considerable difference between what the premium buyer will pay and what the next best buyer will pay for any property. In some cases, the difference can amount up to hundreds of thousands of dollars. When considering this, the investment into a complete marketing campaign can have a huge return on investment with the eventual sale price of your property.

**Short answer is yes.
Ray White is a marketing
machine at its very
essence. We don't build
houses, we market them.**

So how can you be confident that you have achieved the very best price for your property? The reality is for most property sales, we can't guarantee where the premium buyers will come from or where they will be searching for their property purchase. With this being the case, it's essential that you cover all bases to ensure you are putting your property in front of all potential buyers. Short answer is yes. Ray White is a marketing machine at its very essence. We don't build houses, we market them. We know it works. We are essentially playing a contact sport and need to get in contact with as many buyers as

we can quickly to secure you a sale at the best possible price. Creation competition is our end game. Our agents ability to create competition for your property is what will ultimately drive the premium price. As listing numbers rise, so too does competition and marketing matters as it can elevate your property above others.

Each of our sales and marketing professionals will tailor a marketing campaign to suit your property. There are a wide variety of platforms available for you to ensure every buyer has a chance of seeing your property, they include:

- Signboards - your 24 hour a day sales agent. Designed to capture the attention of locals who may be considering their next purchase or may know someone who is looking to buy into the area.
- Database marketing is an essential element to ensure that your agent can market your property to all buyers who have previously made contact with their agency. Online property marketing portals - realestate.co.nz and trademe.co.nz/property dominate the online property space and you should consider being on both platforms. dominate the online property space and you should consider being on both platforms.

- Social media - ask your agent to post across their business and office accounts.
- Paid social media - Be Seen is a targeted Facebook marketing tactic that has been developed for Ray White which allows for a cost effective way of targeting buyers currently in the real estate cycle.
- Print media - advertising in your local paper is still a great way to get in front of your local community. Your buyer is probably already living in your neighbourhood and actively in buying-mode by looking at the paper.
- DL flyers and letterbox drops are designed to capture your local buyer or a neighbour who may know someone who is looking to purchase in the area.
- Professional photography, floor plan and videos are a must in 2020. Genuine buyers will start their emotional connection to a property from their first impressions.
- Possibly use a PR strategy as you can't put a price on the power of this media coverage for your sale. So effective is this publicity in generating buyer interest. It's so credible.



SO HOW DO WE CREATE THE MOST COMPETITION FOR YOUR PROPERTY?

1. MARKETING EXPOSURE



Most innovative auction business in New Zealand

Our enviable position comes from an unwavering commitment to marketing and auctions - whether that be safely on-site or in-room.

Ray White listed 1,818 properties during June, with a sales rate of 81.6%.

In April and May 2020, Ray White was the highest lister of property across New Zealand.

In June 2020, Ray White passed through 20% market share in New Zealand residential sales.

Last week, Ray White New Zealand had an auction day clearance rate of 62.5%, an increase of 11.07% when compared to the same time last year.

Our national team of auctioneers quickly adapted to our new auction process, using our unique technology that was created by our team of in-house experts.

Ben East, Ray White New Zealand Auctioneer said, "the June auction results should be a barometer for the strength of the market."



Tender and Exclusive Listing

Our approach to tender and exclusive is aligned with our marketing methods of creating competitive situations between buyers to create the best outcomes for our vendor clients.

We have never lost faith in the value we can bring our vendors in a challenging market through effective marketing. If you choose to sell, we will be suggesting an investment in marketing as we believe it enables us to maximise competition and clearly illustrate your intent to sell and therefore attract genuine buyers. We appreciate that some people would prefer to sell quietly, or off-market, and while this is not a normal recommendation we welcome discussion on all opportunities to take your property to the market.

***All of our marketing methods are attracting increased buyers.
There's only one winner; your property. List now.***

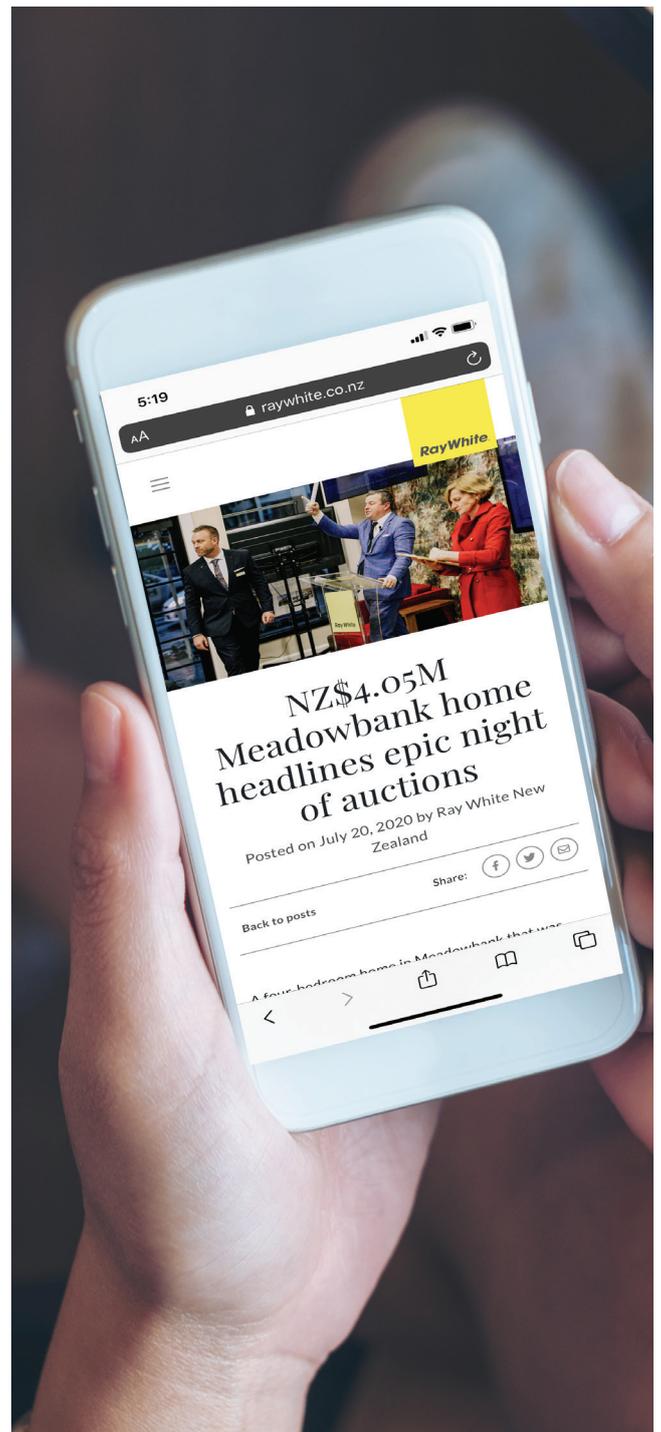
2. GENERATING BUYER ENQUIRY

Being one of the largest real estate groups in the country has direct advantages for our sellers. Our ability to target the largest pool of buyers within a campaign is a strength which you can be confident will assist us in delivering the best possible result for you. In the current market conditions, it's critical to target the broadest possible audience and to be as efficient as possible in tailoring appropriate messaging to your potential buyers. After all, our focus is to seek out the buyer for your property that will pay more than everyone else.

We do this by having the greatest number of relationships with buyers in the market today. Combine our relationships with our use of technology, we can engage with buyers on a level that will ensure we can find the premium buyer for your property.

In addition to our ability to target broad audiences, Ray White Concierge, our communication specialists, unique to Ray White, can target one of the most influential audiences, our local communities. Our 119 years of real estate experience has enabled us to understand that a catalyst for creating competition is leveraging the local community and our data shows that in some cases, up to 60 per cent of property purchasers come from neighbours and their friends.

Concierge is able to communicate to property owners in surrounding streets, positioning your property to ensure that it is at the centre of our communities' attention. With our dedicated team of 100+ Ray White Concierge specialists, Concierge in coordination with our appointed agent can deliver a layered community communication program including telephone calls, SMS and email, ensuring that the most influential people are alerted early to the sale of your property.



3. UNRIVALLED BRAND PRESENCE AND MEDIA PROFILE

As Australasia's largest real estate group, supported by a dedicated and highly experienced team of newshounds in our PR team, we are able to generate maximum exposure for our customers.

Our media exposure dominates all other brands in terms of publicity - which is the sweet spot. Our profile in newspaper advertising and editorials along with a large number of listings on realestate.co.nz and trademe.co.nz/property - is huge.

To put a price on the power of the media coverage, we received AUD\$183 million worth of earned media mentions across print, online, radio and TV in the year to June 30, 2020. We have a dedicated team of highly experienced in-house journalists who can get your property the exposure that money can't buy.

When a home is listed with Ray White, our clients are introduced to the national public relations service; a team that's plugged into the New Zealand media and has the sole focus of achieving more exposure for the properties we sell, to the audience that matters most.

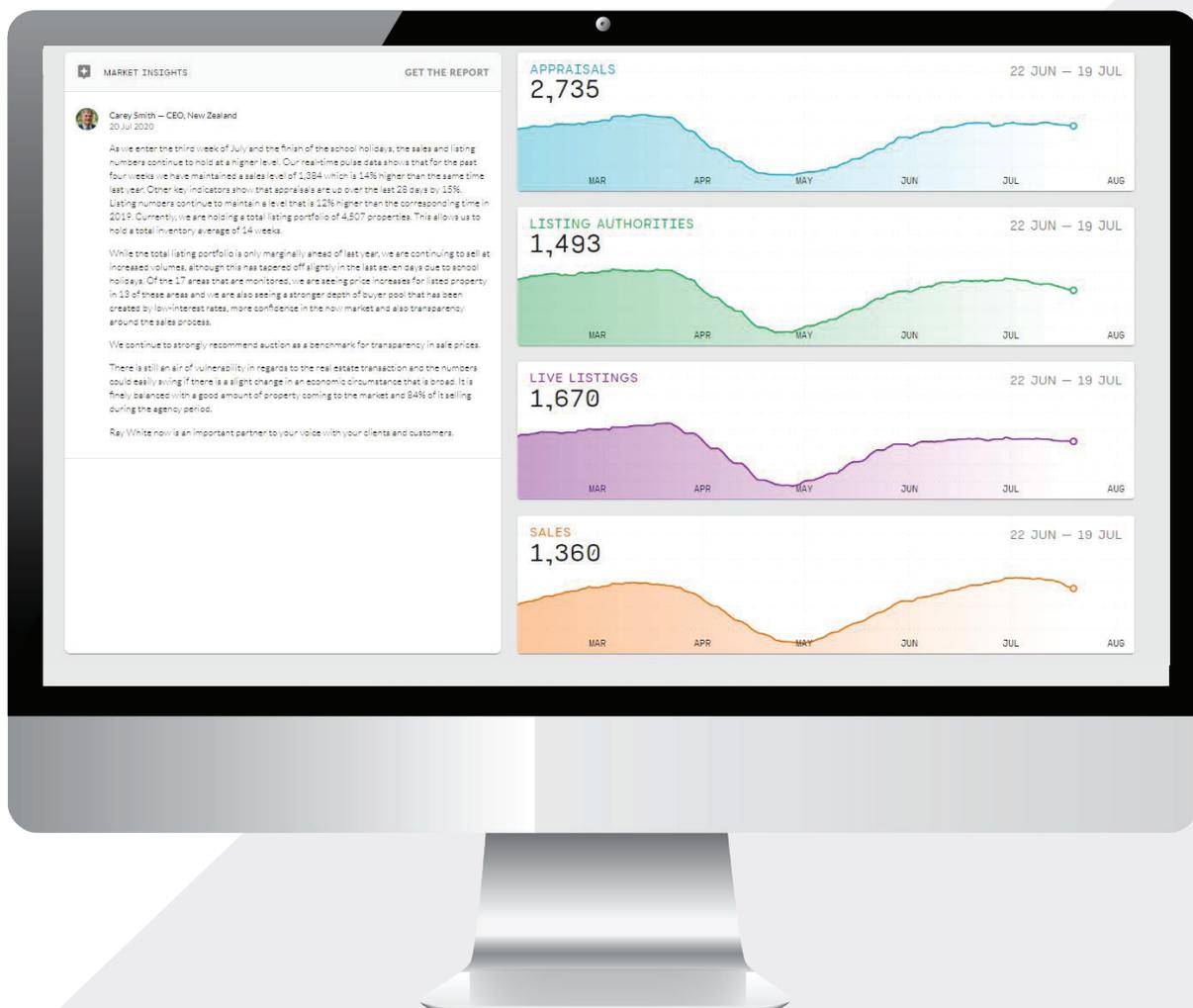


Online media article - edition.cnn.com featuring Bas Smith from Ray White Queenstown

4. DEEP DATA SET

In times of uncertainty, property sellers need facts, not media speculation, to be able to create informed decisions. Whether that be a decision to list your property on the market or to be in touch with real-time market conditions. The reliance on data and proof points has never been more important for good decision making.

As the most successful real estate group in Australasia, we have access to the largest pool of up to date information available and have the experience to help you analyse relevant data to help you make the right decision.



Ray White's innovative data portal, Ray White Pulse.



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raywhite.co.nz



loanmarket.co.nz