

RAY WHITE **NOW**

Real-time residential market insights
24 August 2020 - New Zealand



Dear Property Owner,

Early this week the government announced that there will be a four-day extension to the current alert level 3 in Auckland and the alert level 2 across the balance of the nation which means the current alert levels will remain in place until 11:59pm on Sunday, August 30, 2020.

Within the announcement, the government will impose a tighter alert level 2 for the Auckland region after Sunday while the balance of the country remains at a similar alert level 2 to what has been during the past two weeks. The main difference for Auckland is that gatherings will be restricted to a maximum of 10 people and while this will have some impact on trading, we expect to largely return to being able to transact through our virtual auction platform, controlled open homes and private viewings and safe social distancing.

During the past two weeks of restrictive trading, we have seen the continued momentum of the real estate market demonstrated through great results in auctions and a high level of buyer interest in private viewings of properties across Auckland and open homes across the balance of New Zealand. This continues to see property turnover at a high level and those who are coming to the market are seeing great results for their properties.

We noted in our last report the increase in sales volumes and while we may not expect such increases this month, it remains 36.2 per cent higher in sales than the same time last year while our live listings are up by 25.5 per cent. There is a slight disparity between the sales and listing numbers which continue to put pressure on prices with supply and demand, however, there is a good number of properties coming to the market but it is not fully satisfying demand.

The government this week announced additional support for businesses and individuals. The review of the wage subsidy together with other business subsidies will be welcomed as the restrictive trading has been difficult for certain industries.

For Ray White we have been able to re-engage in our industry-leading virtual auction platform continuing with high success on registered buyer activity in Auckland. Outside of Auckland there has been a lot of success with auctions and other forms of sales marketing which is continuing the momentum across the real estate market.

We produce Ray White Now based on accurate analysis of our data for our clients to make decisions based on what is happening now. Supply and demand, pre-approved buyers and auction results are just part of the information that we are able to provide during these changing times.

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.

Carey Smith

Ray White New Zealand Chief Executive

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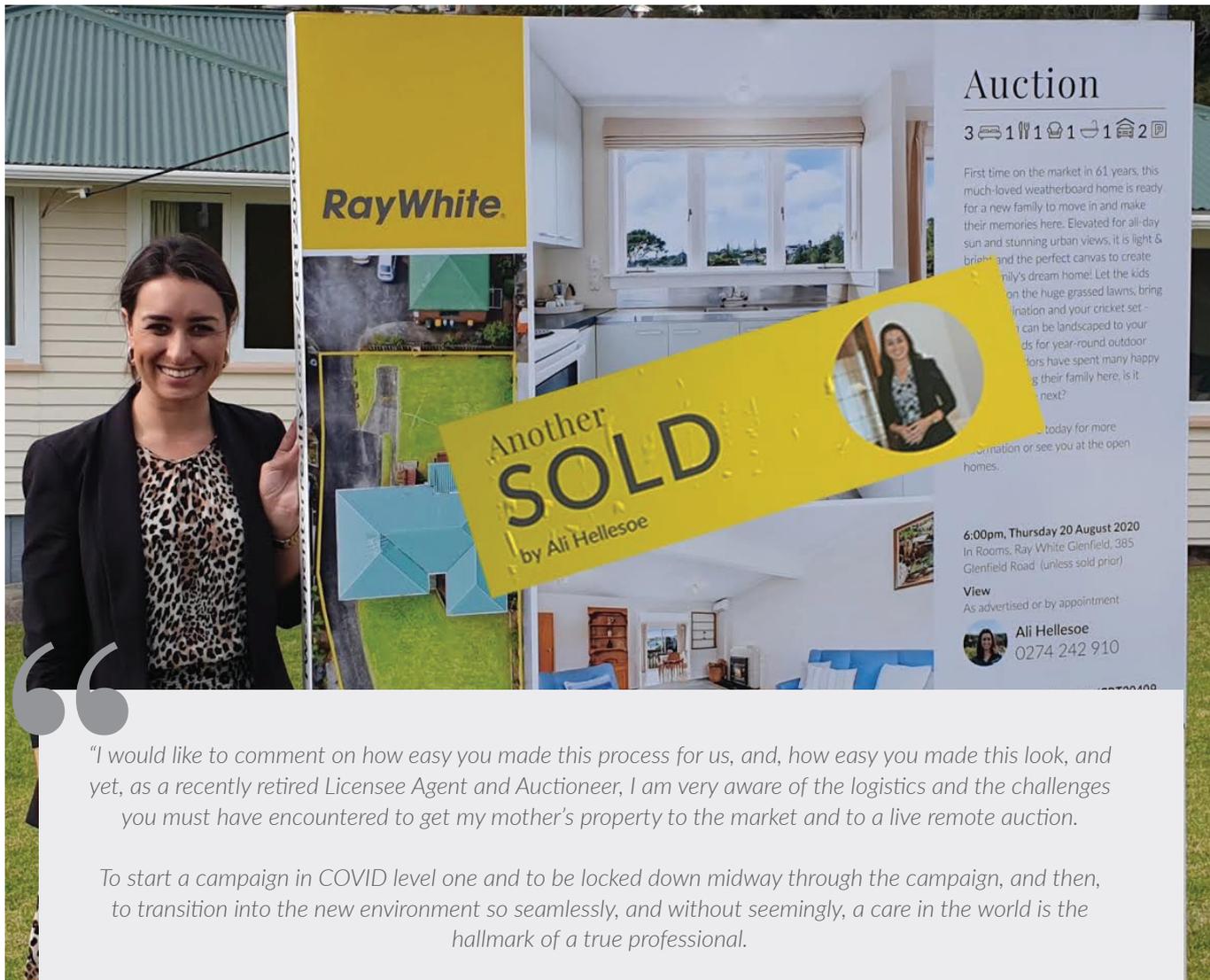
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About Ray White



“I would like to comment on how easy you made this process for us, and, how easy you made this look, and yet, as a recently retired Licensee Agent and Auctioneer, I am very aware of the logistics and the challenges you must have encountered to get my mother’s property to the market and to a live remote auction.

To start a campaign in COVID level one and to be locked down midway through the campaign, and then, to transition into the new environment so seamlessly, and without seemingly, a care in the world is the hallmark of a true professional.

One of the things that have stood out for me was the level of communication and the qualified advice you gave to my family throughout the campaign, (and communicating with the six siblings located throughout the country is a challenge in itself), you had good systems and used technology very well, gosh you even managed to get one of my sisters, onto a smartphone (a miracle).

The result you got for us was outstanding and right in the lane of where you appraised the property from the outset, and, I think it is fair to say, we all thought your appraisal was a little too high (how wrong were we). However, the result is secondary to how you managed the campaign and how you never took your eye off the ball or let a little thing like a lockdown distract you from your task, at no point did we feel that the campaign was in jeopardy, and at no point did you transfer any of the difficulties you were facing on to us, well done to you and your team.

One last comment I must make, on auction night the technology you used was first class, it was like being at an in-room auction, also, the logistics involved to make this happen demonstrates the high level of commitment from your office and your team. A quick mention of Tim, our auctioneer, job well done, to call an auction in front of no-one and make it look like you had a live audience was outstanding, good job.

Once again Ali, to you, to your team, and to all those who assisted on auction night well done and thank you so much, an exceptional outcome and a very positive experience for us, thank you.”

Owen Patterson, behalf of my family for 23a Stanley Road, Glenfield



CONFIDENCE IN SUPPLY AND DEMAND CONTINUING MOMENTUM IN RESTRICTIVE TRADING

We enter into the last week of August with a degree of restrictive trading across the country. This had a small effect on the momentum within the market and this has been emphasised in the Auckland area where the number of sales has come off the highs of July. While still ahead of the same time last year, momentum has eased slightly and we put this down to the ability to inspect properties given that there can be no open homes or gatherings of more than 10 people.

Supply and demand has always determined largely the outcome of the real estate market. Our live listing data shows that the amount of property that we are listing sits at 25.5 per cent higher than the same time last year. This is somewhat balanced out by the sales numbers which have increased by 36.2 per cent. In real terms, this is approximately 40 per cent higher and this is creating the depth of the market that is being experienced by sellers both through the methods of marketing and also the number of potential offers that are coming from the depth of the buyer pool.

We have pivoted our business towards online auctions in Auckland and this has provided a secure platform for both buyers and sellers to sell in confidence and allow the momentum of the market to continue. Outside of Auckland largely trading continues with safe practices and there is ongoing confidence in all areas across New Zealand.

We continue to see a lift in the number of registered buyers now being 4.09 per auction together with the number of active bidders also increasing up to 2.89 per property. This is the highest level that we have seen this year for our auction activity. The number of auctions that we are submitting to the market is over 111 per cent on the same time last year which is also giving rise to the level of confidence and education in the buying and selling process of auction.

While predicting what the market is going to do next remains difficult, the data available to us shows that right now there is strong activity, both on the listing and selling side of the transaction, which points to market stability.

As mentioned above, supply and demand are a key driver of people being able to transact in the area of real estate. New listings are continuing to enter the market at rates higher than usual for this time of year, but at the same time, the depth of the buying side of the transaction is supporting the consumption of new stock which affords sellers the opportunity to maximise the result at sale time.

“With the government announcing the changes of alert levels this coming week and while across the nation there will be continuing safe practice trading in Auckland this will be somewhat more restrictive and we will continue to provide front-running innovation for our auctions and property viewings to ensure that clients and customers can continue to transact in confidence and just as importantly with successful results.”

Daniel Coulson, COO Ray White New Zealand.

SELLING IN THE CURRENT ENVIRONMENT

It is never easy to predict what a market may do, whether in commodities, foreign exchange or, in this case, real estate. However, analysts typically look to past cycles to get an understanding of what is on the horizon. This year is not like any other in recent memory and therefore all bets are off. What we can say with absolute certainty though is what is happening right now and what the data is pointing to in the near future.

If you're in the same camp as most owners at the moment, you are probably wondering what has and hasn't changed with recent fluctuations in lockdown levels. Is the Auckland market performing differently to the rest of the country? Is now still a good time to sell? How difficult is it for prospective buyers to view and subsequently buy my property? These are all very valid questions and ones which we can provide accurate responses to.

New Zealanders have long favoured residential real estate as a stable option to invest their money, from the family home to a pure investment purchase and this in large part has underpinned the strength and resilience of the market over the past few months. While other parts of the economy have seen some uncertainty, the real estate market has outperformed commentators expectations by some margin and over the past 14 weeks through Ray White Now we have cut through the noise with accurate, real-time market data.

There are a number of factors that can influence sales volumes and prices. Such as supply, demand, mortgage rates and how other investment options may be performing.

Our data presents a clear picture to owners that the current conditions are favourable for those considering selling. Over the past 28 days, our group has listed 25.5 per cent more property than the same period last year with 1,914 properties for sale, and over the same timeframe has recorded a 36.2 per cent increase in sales with 1,624. What this data tells us is that while there is currently a steady supply of new listings to the market, sales continue to keep pace and residual stock is minimal.

In addition to this, mortgage rates have continued their downward trajectory and several banks are now offering fixed rates for one year at less than 2.5 per cent which in real terms is having a significant influence in the affordability of property for prospective purchasers as well as the resurgence of cash flow positive rental opportunities for investment purchasers, particularly in the main centres.

Despite these indicators having a positive influence on the market in the short term, there is potential risk in the market later in the year, as we will discuss in the following pages.

What is crucial at the moment is to consider the level of buyer activity, which remains strong, and how to harness that activity to maximise the price that can be achieved for your home. While this document will give you an in-depth look into the current conditions, your Ray White salesperson will be able to advise you on the right strategy specific to your home and local buyer activity.

WHY ARE WE SEEING STRONG SALES RESULTS NOW?

With auction results as strong as they have ever been, any potential seller thinking of coming to the market should be looking at these and using these as a barometer for the strength of the market. What are you waiting for?

When looking at the reasons as to why we are seeing such strong results in our current marketplace we need to look at what are those key contributing factors and what part they play when it comes to transacting real estate. Firstly, it's important to understand the effect stock levels have on the market. With stock levels still being a topic of conversation, we are still not seeing enough new listings coming to market to meet consumer demand. The second factor is the depth of the buyer pool. This plays a significant part in building competition across properties along with giving buyers the confidence to purchase.

Vendors who have chosen to come to the market in recent weeks have been able to capitalise on the reported results due to the two fundamental factors, being stock

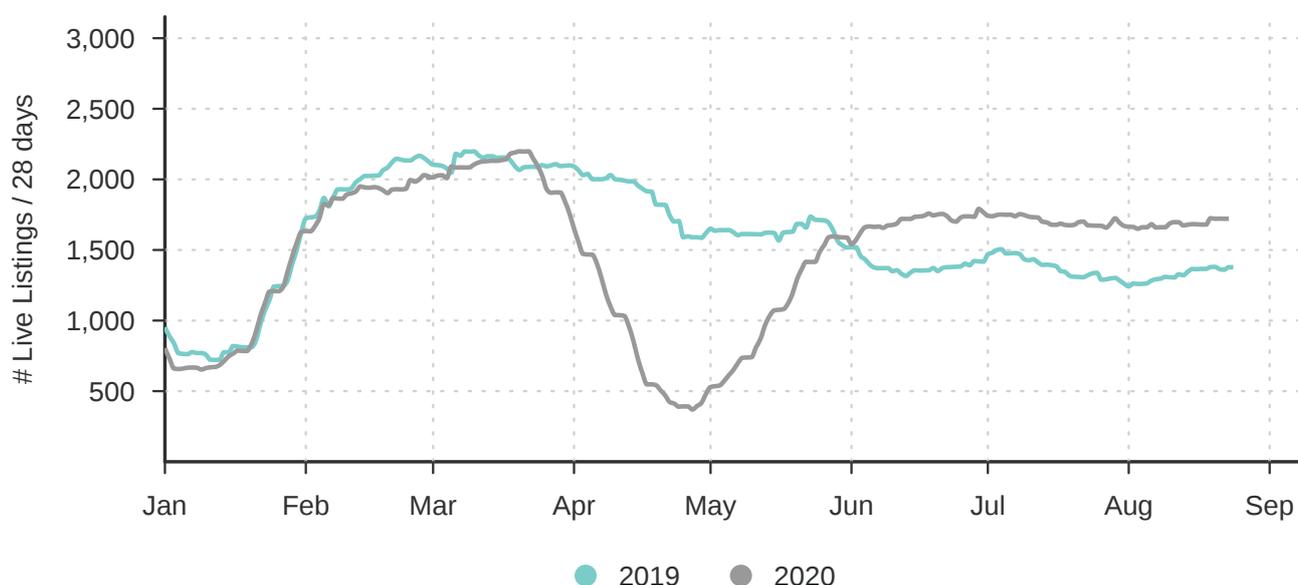
levels and the depth of the buyer pool. We have seen an increase in new listings coming to the market in the last weeks. This continues to add to supply and demand. Auction clearance rates sitting at over 78 per cent under the hammer last week across New Zealand. This is evident in the success of the auction method and how it continues to give buyers confidence.

While supply and demand still give sellers an edge on the competition, we continue to see an upsurge in new properties coming to the market. This is evident with new listings up 25.5 per cent, sales continue to increase, up 36.2 per cent.

One of the other considerations from our real-time data is the inventory of listings. The total number of properties available for sale across New Zealand has decreased by 11 per cent during the month of July, this is the lowest level of inventory for the month of July since records began.

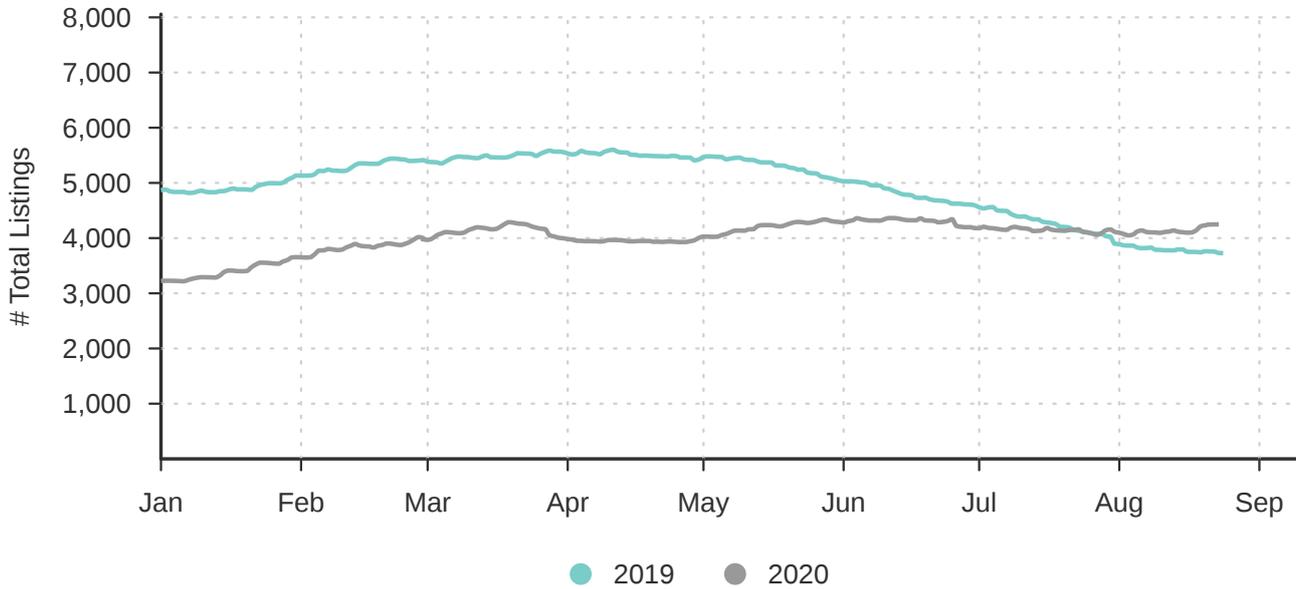
Live listings

This chart illustrates the number of live listings that are currently on the market up to 24 August 2020.



Total available listings

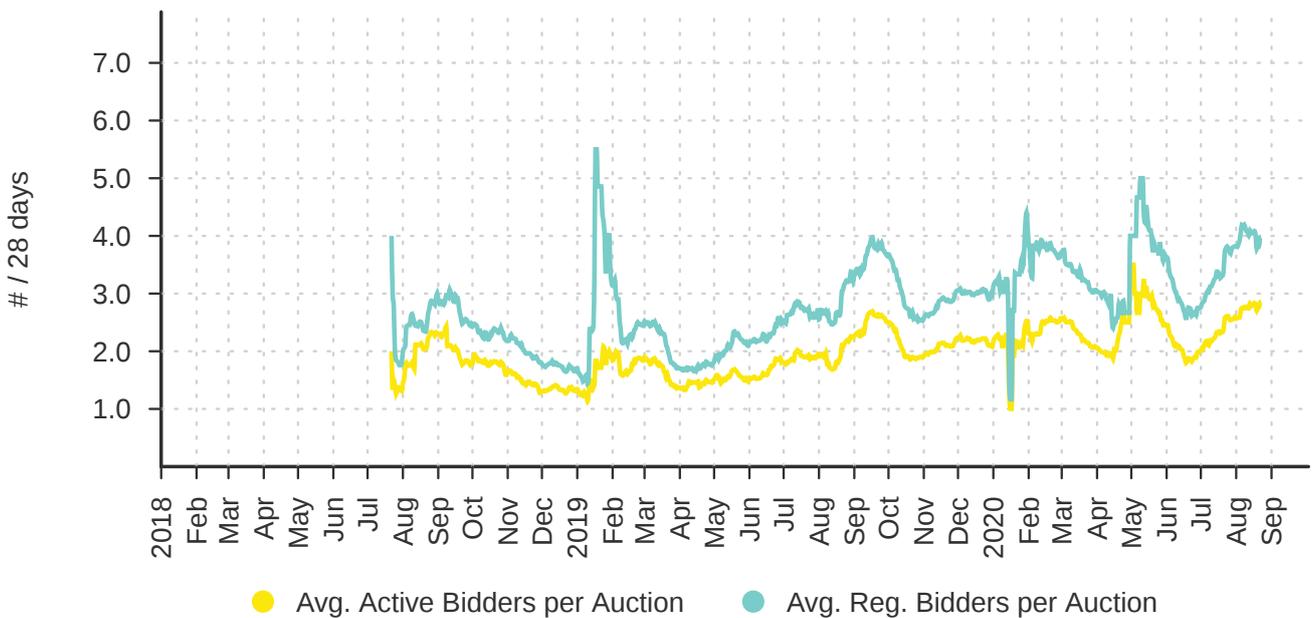
This chart illustrates how the number of new listings to the market has recovered as of 24 August 2020 to be slightly above last year.



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 of 24 August 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

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

Buyers behaviour remains constant, with their journey starting out by looking online. Evidence shows through our Ray White website that buyer online enquiries have surged this time on last year. To expand on this, industry real estate portals such as realestate.co.nz and trademe.co.nz/property are also announcing compelling evidence related to online enquiries.

The next organic move in a buyer's journey is to view the property, proceeding with offers and bidding at auction. We are able to evidentiary report on this through our transparent auction data. When we take a look at our recent auctions over the recent weeks, we see that there is a staggering 4.09 average registered buyers across auction properties. This number can only look to increase with our strong suspicion that there has been a deeper return of confidence in the market and 95.7 per cent of properties received bidding, which is an increase of 7.3 per cent on last year.

When we observe different aspects of the market, one point that remains positive is our active days on market. This is the average number of days a property takes to sell in current market conditions. We have seen a decrease of 7 days across the country from 41 to 34 compared to last year. This is evident of just how quickly the market has recovered and appearing to do exactly the opposite of what experts predicted.

Buyers having the maximum financial capacity to purchase a property is one of the key leading indicators when it comes to buyer confidence. Loan Market, our loan brokerage partner, has reported over \$1.2 billion in pre-approved loans across New Zealand. These buyers are ready to proceed with offers where no finance clause is 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 2.49 per cent 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 on page 11 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.

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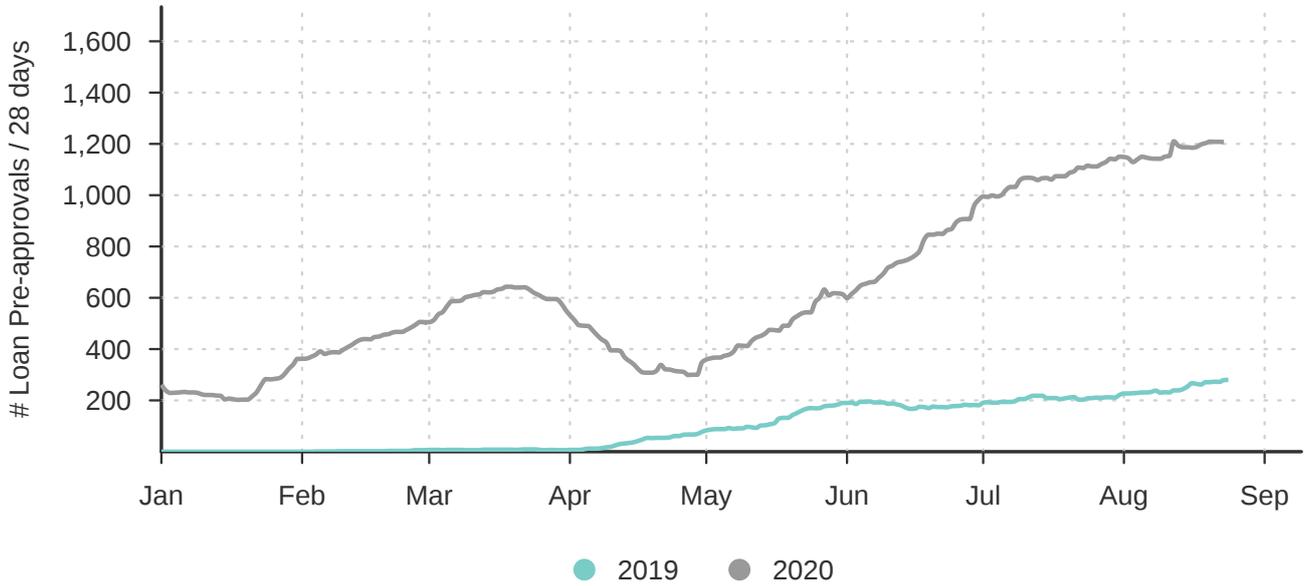
“Whilst level 3 restrictions in Auckland and level 2 restrictions for the rest of the country have been extended slightly, we are experiencing a significant level of interest from purchasers that are genuinely motivated. While they are aware of what is going on right now, they are more focused on the long-term investment they are making. Those looking to take advantage of the current buoyancy in the market should seriously consider now as a great time to sell.”

Jared Cooksley, Director Ray White Mt Eden

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Loan preapprovals

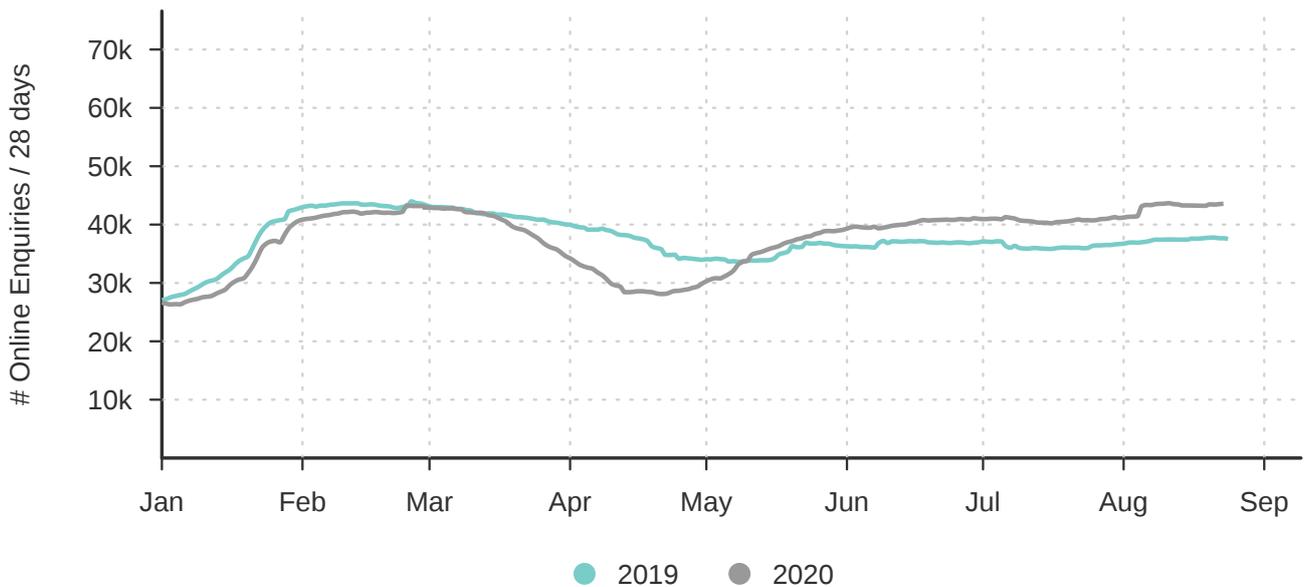
This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 18-19, and 19-20 financial years. It shows higher levels of pre-approvals now compared to 12 months ago.



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?

“We have all been surprised by the continuing momentum in the market. The depth of the buyer pool, the consistently strong prices and the number of pre-approved buyers coming through property remains at a very high level.”

Richard Newman Director Ray White Arrowtown.

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.

Economic activity has come off a little because of the more restrictive trading in Auckland than expected and as shown below, total consumer spending on a rolling seven-day basis is now above the levels seen prior to the Covid-19 pandemic hitting our shores. This indicates a return to largely normal consumer activity in the present environment but doesn't predict what the economy will look like as government support for those businesses and individuals affected by the pandemic begins to come to an end.

Retail Spending



Source: Paymark and Verifone data via Data Ventures

In addition to this, we have just over 50 days until we go to the polls in this year's election which has traditionally led to a decline in market activity, particularly when the outcome has been harder to predict. 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. Those wishing to mitigate the risk of the potential unknown can enter the market now with certainty around what has been seen over recent weeks.

This being said, there are many economists who have made changes to their predictions but are still saying that 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 demand in the next 6 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 certainly do not expect them to crash.

Let's have a closer look at why economists are still predicting a price decline. Firstly, government stimulus continues to cushion the economy. We still have jobs being supported by the Extended Wage Subsidy Scheme with applications open until 1 September. On Monday, 17 August the government announced the details of a further 2 week Resurgence Wage Subsidy Scheme for which applications will be open until 14 September. Applications for the Small Business Cashflow Loan Scheme have been extended until December, 31 2020. Banks have offered a large number of homeowners mortgage deferment support which has now been extended to March, 31 2021. Economists think 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 removal of LVR restrictions in May this year by the Reserve Bank of New Zealand on purchases of residential property has allowed purchasers who would have otherwise been excluded from the market to participate. This has meant that these buyers no longer need to meet the LVR requirements that previously 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 per cent this year.

Consumers' perceptions of their current financial situation fell 2 points and a net 31 per cent of consumers expect to be better off financially this time next year. Perceptions regarding next year's economic outlook lifted 4 points but remain very low at -33 per cent.

The latest NZAC value shows that activity in July was 2 per cent up on the same month last year. Most constituent indicators are above 2019 levels. For example, electronic card transactions and traffic movements were about 5 per cent and 10 per cent up on July last year respectively. We do expect this to ease off during August.

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 New Zealand Treasury put out weekly economic updates which provide real-time data across a multitude of indicators which will further assist sellers and buyers with their property transaction. It is one of the most complete sets of national and global statistical and economic data available.

[New Zealand Treasury Economic Update 21 August](#)



Let's have a closer look at their commentary on the real estate and property sectors.

The housing market continued to show resilience, with house prices in July up 1.5 per cent in the month to be 9.4 per cent higher than a year ago. The number of properties sold in July increased by 21.6 per cent from a year ago, recording the highest number of sales in July for 5 years.

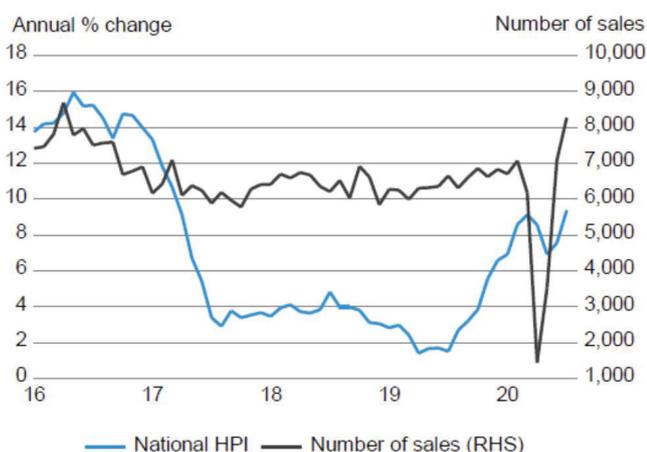
Pent-up demand from a period of restricted real estate activity in April and May, along with accommodative monetary policy has contributed to the strength in buyer interest in recent months. Median house prices rose 14.8 per cent on an annual basis in July and, at \$660,000, have largely retraced the fall seen in May, which reflects the strong level of interest from buyers. Median days to sell fell 7 days from July 2019 to 24, which is the lowest for the month of July in 4 years.

The housing market was stronger than expected in recent months, which poses upside risks to our forecasts. However, we expect the deteriorating labour market and the impact of lower migration from continued border restrictions to lower house prices in the year ahead. The recent outbreak of community-transmitted cases of Covid-19 in Auckland will also be adding increased uncertainty in the mix, particularly if the current period of heightened levels of restrictions on activity is extended.

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.



Source: REINZ



Ray White Auster Auctioneer Craig Darroch set for a full afternoon of virtual auctions.

In most market environments 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 scarcer, 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 CONSIDERED IN SO MANY MARKETS TO BE THE LEADER?

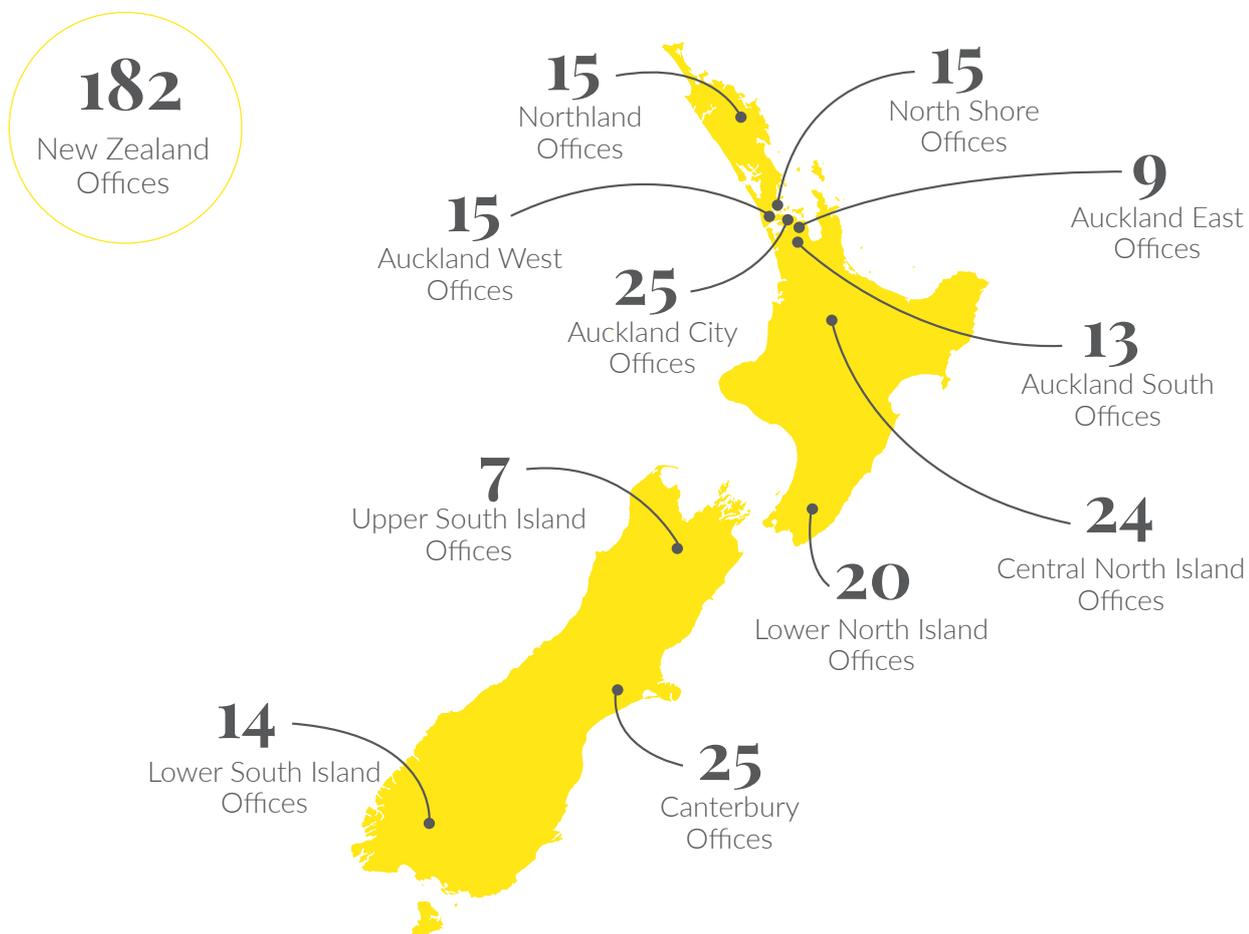
As a fourth-generation family-owned and led business, we have shown strong resilience and have built market share during many uncertain times, this is why we believe that in many markets we are the market leader. The depth of experience gained during historic economic uncertainty encompass the strong position in the real estate market today.

With our customers' experience being at the forefront of everything we do, our ability to create competition for our sellers in all markets with continuous enthusiasm has been our uniqueness.

Our role is to be the "Competition Creators" and keep the customer at the centre of everything we do. At Ray White, we create competition among potential buyers to achieve the very best price possible in today's market.

There is a lot of information readily available to buyers through online research which they assess and develop a perceived market value estimate, creating a "ceiling" price. What would challenge this perceived market value estimate by one buyer is the demand by other potential buyers.

Creating competition is the best way to achieve an exceptional result for your property. Our aim is to achieve a figure which we are happy to present to our sellers and a figure that reflects 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.





RayWhite

THIS FAMILIAR FACE HAS A NEW NAME
Crickford REAL ESTATE
RayWhite

One door closes and another opens.
The White Championship and Commercial 2017/18 Book

Real estate listing with photos and text.

Real estate listing with photos and text.

SOLD
Real estate listing with photos and text.

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

- 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.

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 agent's 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.

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

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.



Ray White Glenfield Salesperson Todd Hinchco with happy sellers Justine, Cole and Harley of 39 Queen Street, Riverhead.

- Database marketing is an essential element to ensure that your agent can market your property to all buyers who have previously contacted 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.
- 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.
- DLs 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 1,464 properties in the last 28 days, with a sales rate of 85.6 per cent.

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

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

In July 2020, Ray White Achieved record sales volumes in market turnover and record sales volumes in market numbers.

Last week, Ray White New Zealand had 131 properties scheduled to go to auction, leading to an exceptional auction day clearance rate of 79.7 per cent. An increase of 6.5 per cent when compared to the same week last year.



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 118 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.

Ray White Concierge can 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, 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, we are supported by a dedicated and highly experienced team of newshounds in our PR team who work seven days a week. The team excels at winning "earned media" the exposure that money cannot buy, it must be earned.

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 also huge.

To put a price on the power of the media coverage, so far in August the Ray White Group as a whole achieved more than NZ\$8,000,000 worth of earned media mentions in print, online, radio and TV, according to iSentia, our media intelligence agency. That's free publicity for the group and all its members.

Our experienced in-house journalists 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.

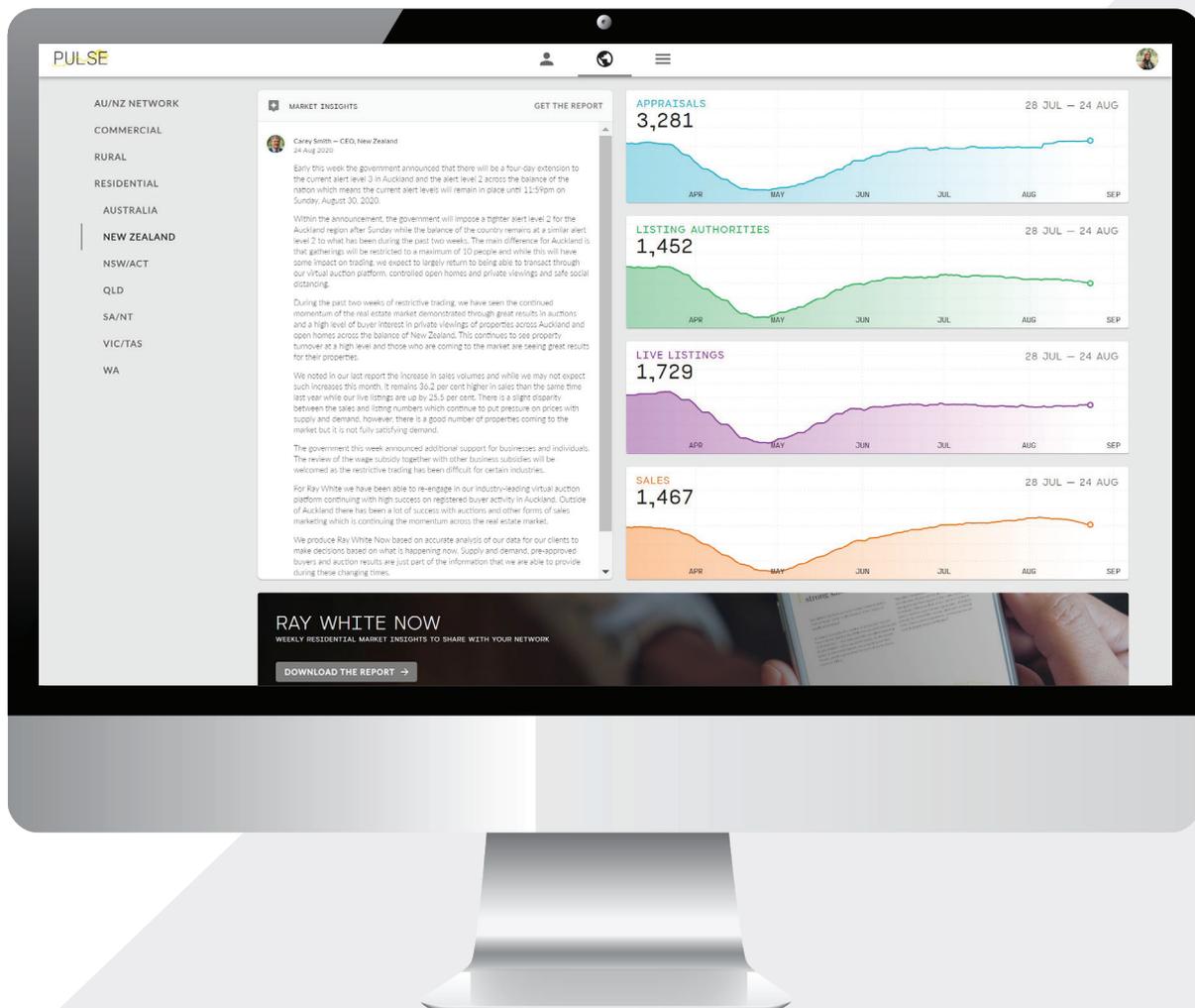


Left: Christchurch Star - Property goes for \$1.14M above rateable valuation **Right top:** Ray White Stonefields Salesperson Rain Diao selling 15 Caen Road, Panmure. **Right bottom:** Ray White Next Step Salesperson Caleb Thompson weighed down with 11 offers on 9 Longfellow Street, Sydenham, Christchurch City.

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.

HOW HAS COVID-19 RESHAPED THE SELLING PROCESS?

Our processes put your safety first. We understand that you may have some concerns for your wellbeing when considering listing your property in the current environment. We remain confident that our members have had the best support to ensure they can market and sell your property in the safest way possible.

It's important to note that some of our members have been so successful with the implementation of technology to support the selling process throughout Covid-19 that many are going to continue to use some of these processes beyond the current environment.

There have been a few changes to the way in which we can go about achieving the best results for our clients.

Rest assured, we at Ray White have led the way with innovation in how we have adapted to these changes while insisting on safety for all of our clients. Whether it's an online auction, online appraisal or a private inspection, technology is now a greater part of real estate processes than ever before. Ray White is fortunate to have the scale and ability to leverage technology and tools to attract buyers to listed properties through online and digital processes.

All of our members have been supported to ensure they are practising social distancing practices, no-touch policies on all surfaces within a property as well as mandatory hand sanitising upon entry. Traditional 'open homes' and property viewings have been adjusted to protect you and your family and the health of all prospective buyers.



Ray White Auctioneer Daniel Coulson successfully selling via online auction 31 Second Avenue, Kingsland, Auckland City.

OUR FULL SAFETY POLICY

FOR ARRANGING OR CONDUCTING INSPECTIONS AND AUCTIONS INCLUDES THE FOLLOWING:

- Check that the occupants are not unwell with flu-like symptoms, self-isolating or have been in contact with a confirmed case of Covid-19 in the 14 days prior.
- Arrange with the owner to prepare the property for contactless inspections. Have key drawers, pantries and wardrobes open and ready to view. Open as many doors and windows as possible. Attendees are to be encouraged not to touch anything.
- Encourage the occupants of the property to vacate the property during the inspection, either for the purpose of a permitted activity (shopping, exercise etc) or where this is not possible, by retreating to the front or backyard.
- Register all attendees to assist with contact tracing. Retain registers for at least 2 months in case they are required by WorkSafe or the Ministry of Health.
- A unique QR code poster will be displayed at every open home/property inspection/auction for use with the NZ Covid Tracer App for contact tracing purposes.
- Encourage attendees to wear a face covering.
- Have hand sanitiser available at the entry of the property or auction room.
- As a condition of entry, require attendees to indicate that they are not unwell with flu-like symptoms, self-isolating or have been in contact with a confirmed case of COVID-19 in the last 14 days.
- Prohibit physical contact, including shaking hands. We will greet you with a wave, bow or another contactless greeting instead!
- Observe 'physical distancing' protocols of staying 2 metres away from others wherever possible.
- Queue management processes/measures to be in place to ensure attendees waiting to enter maintain physical distancing.
- On completion, arrange to have any surfaces of the home that were touched wiped down with antiviral cleaning products.



HOW IMPORTANT IS A LOAN MARKET ADVISER?

Loan Market, New Zealand's multi-awarding winning mortgage group has been helping Kiwi's with their financial goals for over 26 years (and counting). In these trying times, brokers have been supporting clients to understand their options and help navigate the complex banking world and ensure everyone can get access to a more competitive deal when it comes to loans.

While interest rates are at "all-time" lows now well below 3 per cent across all parts of the interest rate curve, access to credit is tight, as such, advice is essential. Loan Market has access to New Zealand's widest range of banks and lenders you know and trust, talking to our Loan Market Advisers will help navigate the options to ensure buyers are approved to their maximum buying power.

Banks are taking the Covid outbreak as an opportunity to dramatically reduce their footprint permanently. Many Kiwi's are now finding it very difficult to make contact with a banker to facilitate mortgage applications.

At Loan Market we are 100 per cent digitally enabled and able to assist right through all levels of lockdown. Covid does not prevent us from providing advice and solutions to the buyers and sellers of real estate at Ray White.

We are currently sitting on over NZ\$1.2 billion of pre-approved buyers across New Zealand. This pool of pre-approved buyers is ready to make offers with no finance clause required and speaks to the strength of the market for vendors looking to sell now.

Lastly, if you are looking to buy currently you must get your mortgage application into us as soon as possible. The banking system is experiencing lengthy delays as they deploy extra resources into our channel to cope with the volume, don't sit on your hands contact your Loan Market adviser now.

loanmarket.co.nz

ABOUT RAY WHITE

Ray White is a fourth generation family owned and led business. It was established in 1902 in the small Queensland country town of Crows Nest, and has evolved into Australasia's most successful real estate business, with over 1,000 individual offices across New Zealand, Australia, Indonesia and Hong Kong. Last year, Ray White sold \$44.22 billion, up 8.6 per cent year on year, worth of property.

Ray White today spans residential, commercial and rural property as well as marine and other specialist businesses. Now more than ever, the depth of experience and the breadth of Australasia's largest real estate group brings unrivalled value to our customers. A group that has thrived through many periods of volatility, and one that will provide the strongest level of support to enable its customers to make the best real estate decisions.



Ray White's first auction house, 'The Shed'.
Crows Nest, Queensland.



raywhite.co.nz



loanmarket.co.nz