

The RayWhite logo consists of a solid yellow rectangle with the brand name "RayWhite" written in a bold, black, sans-serif font. The text is positioned in the lower right corner of the yellow rectangle.

RayWhite.

RAY WHITE **NOW**

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



RAYWHITE

RayWhite

Another
SOLD under the
hammer

Auction

3 2 2 1 1

- Renovated family home, NE aspect
- Superb poolside garden sanctuary
- Sensational indoor/outdoor living
- Designer kitchen for entertaining

Stephanie Williamson
(0498 014 267)
Jonathan Banks
(0492 015 890)

Saturday 11 February, 10:30am
123 Smith Street, Varsity Club

View
Saturday 14 January, 10 - 10:30am
Saturday 25 January, 5 - 5:30pm

raywhiteeverytown.com

The RayWhite logo is positioned in the top right corner of the page. It consists of the word "RayWhite" in a bold, black, sans-serif font, with a registered trademark symbol (®) to the right. The text is set against a solid yellow rectangular background.

Dear Property Owner,

We enter the first week of August with the news that the market has performed extremely strongly during July with record sales volumes, record sales in numbers and increasing listings across our network.

The result for July saw our network increase the overall volume of sales by 52 per cent which saw an extraordinary level of sales being completed at \$1.281 billion worth of property transactions. In regard to sales numbers, they increased to 1,798 which was a lift of 36.1 per cent and in combination with this, the residential listings lifted to 1,788 this was an increase of 24.7 per cent. Our overall portfolio reduced by 3 per cent to 4,390 properties. This emphasises the increased sales numbers which are currently overselling the listed properties that have been brought to the market.

Experts who are commenting on the property market are now clearly divided. Where in previous times they have been generally speculating in the negative there is now a clear change in their sentiment based on the data that is coming across the nation.

We produce Ray White Now based on accurate analysis for our clients to make decisions based on real-time data of what is occurring each week.

Looking at this information and information provided by realestate.co.nz across the country, the latest new listings data show that there were 8,808 properties listed which were an increase of 20.7 per cent. Auckland had one of the largest lifts at 39.7 per cent followed by the Hawke's Bay at 31.1 per cent central Otago, Southland and Wellington all had increases in their portfolio numbers between 15 and 20 per cent.

Property asking prices are a major consideration in respect of attracting buyers to the market and for the month of July these increased by 3.9 per cent across New Zealand with some of the major movers being Northland at 5.7 per cent, Wairarapa 6.7 per cent, Manawatu and Wanganui 5.2 per cent and Taranaki 5 per cent.

In regard to supply and demand as at the end of July, there is an overall reduction of 11 per cent to 19,441 properties available on the market as in comparison to this time 12 months ago.

We are proud of our ability to deliver through our data platform information that is based on now.

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

CONTENTS

6

Momentum keeps building with remarkable July sales results up to record levels

7

Selling in the current environment

8

Why are we seeing strong sales results now?

12

If I am considering selling, why should I go to market now?

14

Why is there buyer confidence at the moment?

15

Why is Ray White considered in so many markets to be the leader?

16

With so many buyers in the market, should I still invest in a marketing campaign?

18

How do we create the most competition for your property?

22

About Ray White

MOMENTUM KEEPS BUILDING WITH REMARKABLE JULY SALES RESULTS UP TO RECORD LEVELS

***“The results for July saw the continuing upward sales trend for our area. This is emphasised by the fact that we are currently overselling our listed properties and as a consequence this is seeing property asking prices increase and the depth of the buyer pool continuing to get stronger.”
Bob Mountford Ray White Eastern Group.***

We come to the first week of August with the knowledge that the sales numbers for July have been at record levels for our company. The momentum keeps building, and this has resulted in our company achieving \$1.281 billion worth of sales which is a record result for the Ray White group in New Zealand.

As written in the opening letter most market commentators have now revised their previous negative predictions that there would be a downturn in residential property prices 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.

The highly competitive mortgage rates that are currently on offer continue to provide historically low borrowing costs and in-turn raising buyers purchasing power. Properties sold by auction in the last week achieved 4.1 registered bidders on average compared with 2.8 registered bidders from the same period last year. In addition to this, a net 89 per cent of property taken to auction received active bidding - providing owners with the chance to make informed decisions based on real market activity.

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 and the continued gains in confidence in the general economy will be encouraging market sentiment.

One of the areas that has not been spoken about is net migration. Analysts believed that there was going to be a 40,000 person gain during this 12-month period. The net estimate flow for the 12 months to November 2019 was 64,000 and the latest figures show that there have been another 41,000 arrivals over the six months to May 2020. Covid-19 has so far boosted our net migration gain significantly and this is adding to the housing demand.

As mentioned above, supply and demand are also 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.

SELLING IN THE CURRENT ENVIRONMENT

***“When we look at our July results they are extraordinary. The number of attendees through open homes have lifted significantly and along with this we have also had a strong increase in buyer activity across the majority of our sectors.”
Elanor MacDonald Managing Director of Ray White Napier and Havelock North.***

With so many differing opinions predicting what the market may do, many people have delayed decisions around buying and selling due to the conflicting information in the media. For this reason, our sales data for the month of July makes for very important reading and it provides absolute clarity on the results currently being achieved in the market.

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.

Kiwi's strong affinity with residential real estate has supported the resilience of the market and those that are listing right now are achieving results much stronger than market commentators had predicted.

Over the past 11 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.

Over the past month our new listing results have seen a lift of 24.7 per cent on the same time last year. While residential listings have lifted so have our sales numbers which have increased by 36.1 per cent. Just as importantly are the total listing numbers which are a clear indication of supply and demand and this number has decreased by 11 per cent which continues to work in the favour of the seller.

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?

There are several factors that contribute to 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.

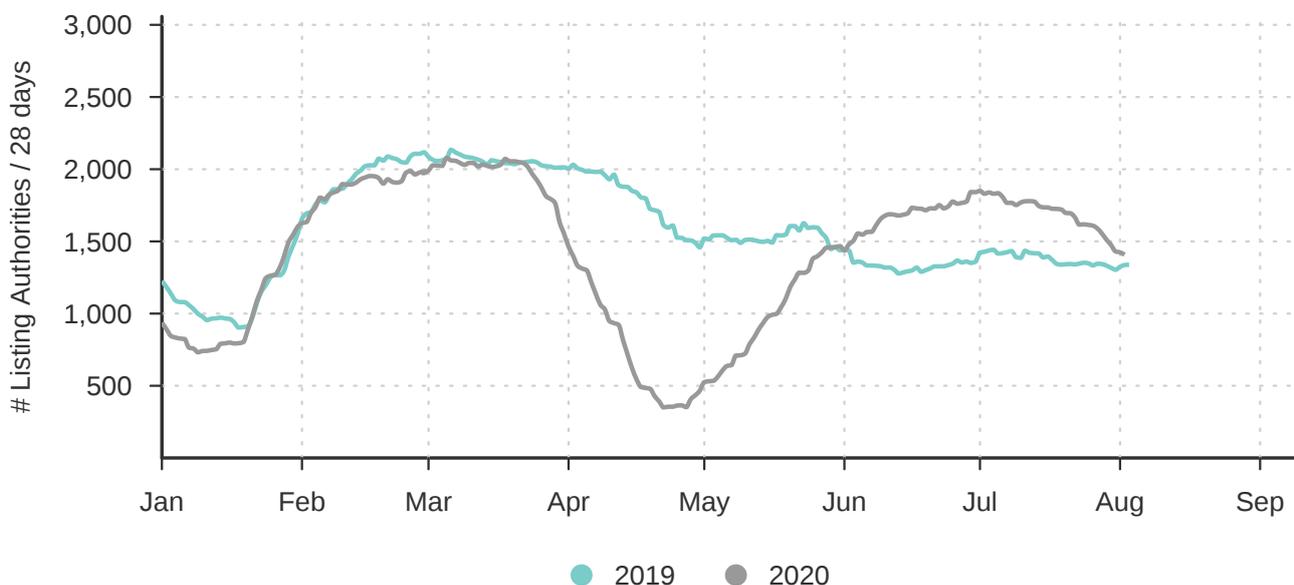
Total available property stock is down by 11 per cent overall on the same period last year. While this in itself creates an advantage for sellers this still is an increased number of new properties coming to the market as evidenced in July up 24 per cent however the sales numbers are also on the increase and they are up 36 per cent.

One of the other considerations from our real-time data is inventory of listings. The long-term average is 28 weeks however the current inventory of listings as at the end of July 2020 is 18 weeks. The majority of areas have a greatly reduced inventory of listings in comparison to the long-term average.

There are a number of considerations we take into account when looking at the number 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 3 August 2020.





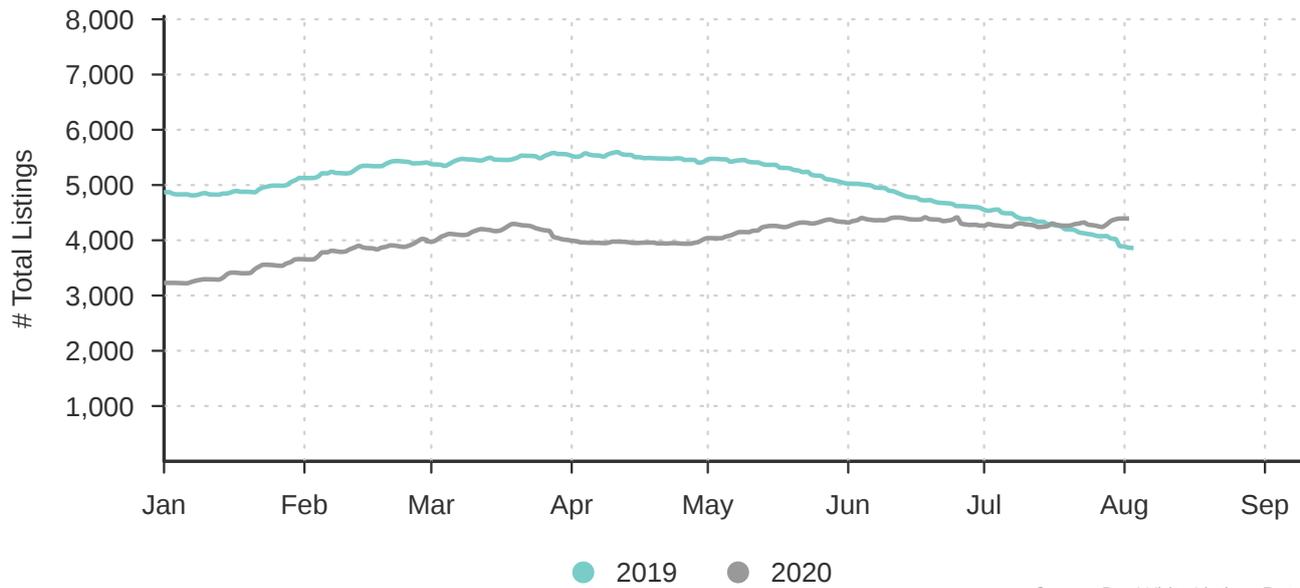
“There are compelling reasons why we are seeing strong sales results now and this is fundamentally based around supply and demand, net immigration increases and historic low interest rates available to purchasers.”

Brian Greer Chief Executive of Loan Market New Zealand



Total available listings

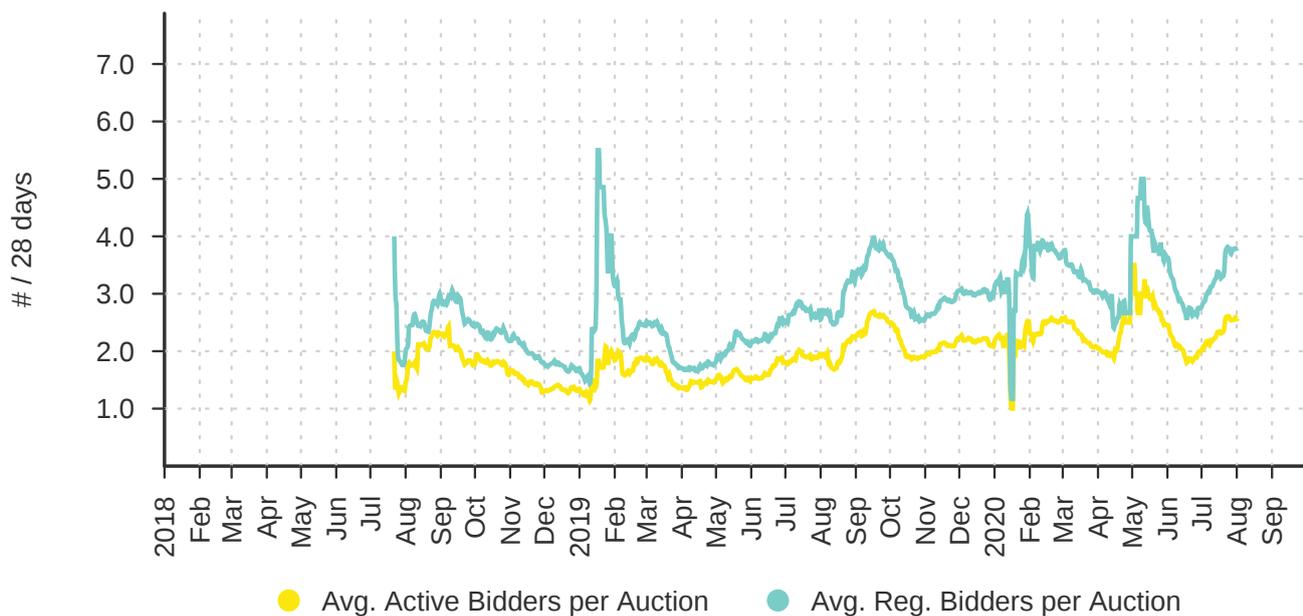
This chart illustrates how the number of new listings to the market has recovered as at 3 August 2020 to be slightly above last year.



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 at 3 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

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.

When we look at commitments of the various market sectors there is no doubt that the investment market is active given yields continue to remain positive for those who have properties in the rental pool. One of the more important confidence indicators is the new commitment from first home buyers to the market. First-time buyers actually out borrowed investors which is only the second time that this has happened since August 2014. The change in all LVR restrictions have assisted first-time buyers coming into the market as has the low interest rates. Refer to the graph below.

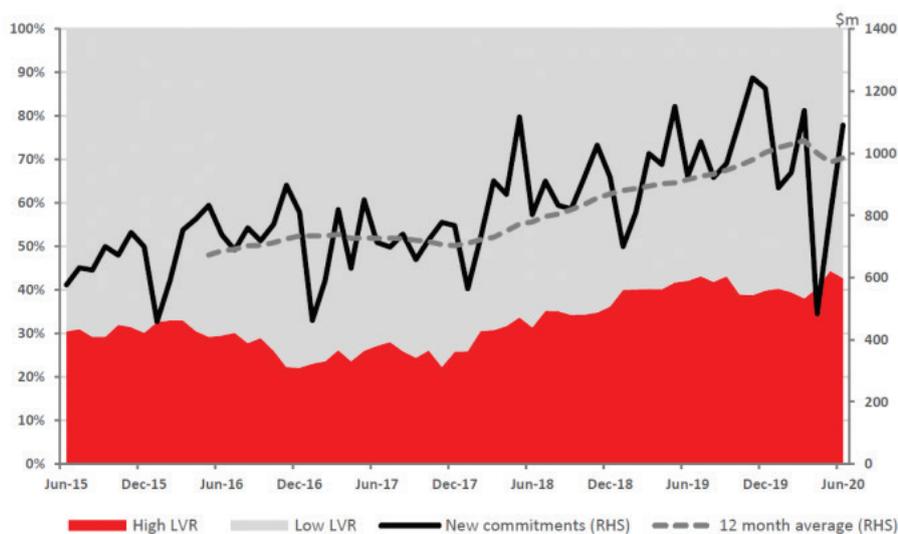
Pre-approvals are a key leading indicator to buyer confidence knowing they have the financial capacity to buy the property. Loan Market, our loan brokerage partner, is currently sitting on over NZ\$1.054 billion of pre-approved buyers across New Zealand. These are buyers ready to make offers with no 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 2.55 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.

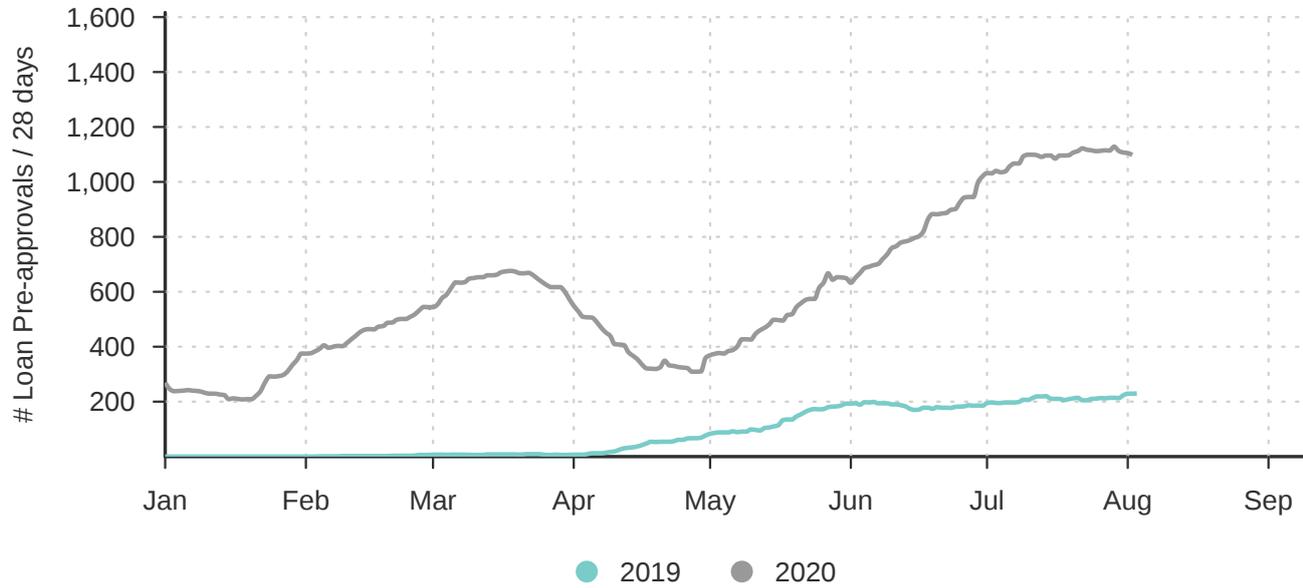
New Commitments to First Home Buyers¹



¹ High LVR means Monthly value of committed residential mortgage lending, where the loan-to-valuation ratio (LVR) is above 80%. Low LVR means Monthly value of committed residential mortgage lending, where the loan-to-valuation ratio (LVR) is 80% or below.

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

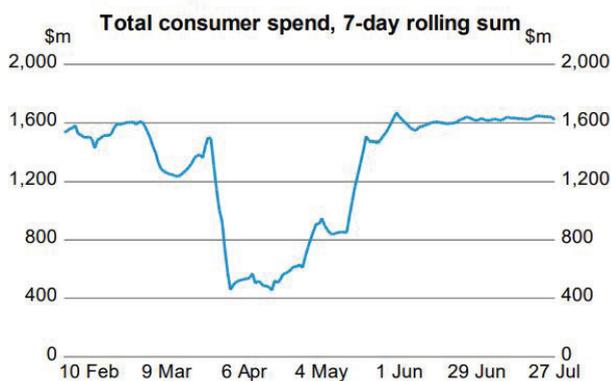
IF I AM CONSIDERING SELLING, WHY SHOULD I GO TO MARKET NOW?

“If anyone looking to purchase a property were to ask me whether they should act now or wait for potential price falls, my response will be, as it was back then, I see no good reason for waiting and would be looking for a property now.” Tony Alexander economics commentator.

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 is currently proving to be more positive 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 dry up.

Retail Spending



Source: Paymark and Verifone data via Data Ventures

In addition to this, in September New Zealand will go to the polls 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 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.

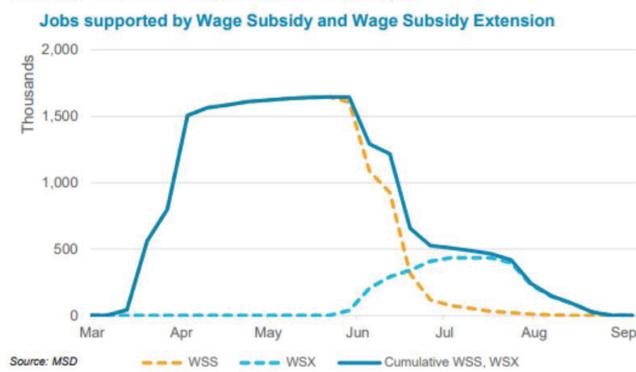
Recent housing market data has forced experts to revisit their price forecasts made over the past quarter as they have largely been incorrect. Whilst previous predictions had anticipated a housing market crash there has been stronger than expected sales activity and they are now saying those predictions 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 until 31 December 2020. 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.



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 per cent 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?

Retail spending appears resilient even as income support numbers continue to grow, though the rate of increase is slowing. New Zealand recorded its first quarterly trade surplus since 2014, due to a large fall in import values. Job numbers continued to recover in June but remained below pre-COVID levels. Bank customer lending data suggests that the outlook for consumers has improved. New Zealand Treasury Economic Update 31 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.

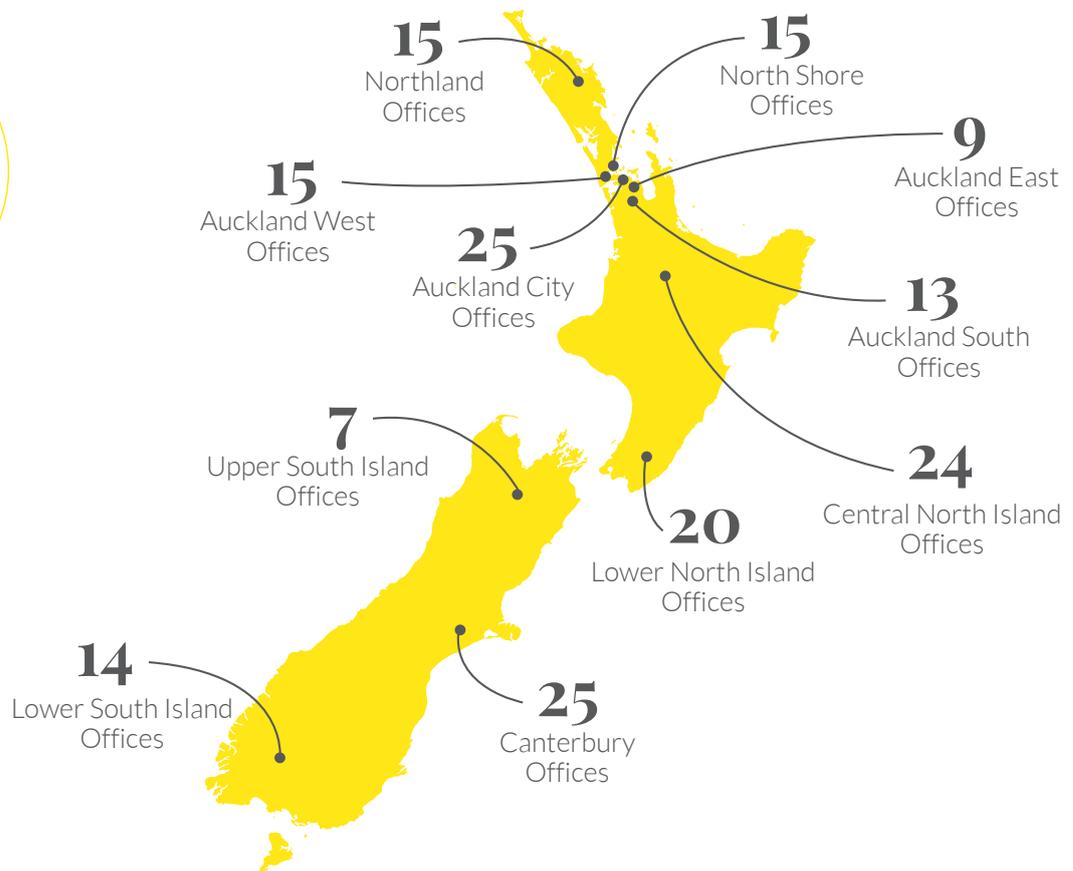
Longer-term, there seems to be broad agreement that New Zealand's fundamentals will remain strong. Property investment has, and will always be a long term investment and if finance continues to be provided on the current terms, and we have no reason to see why not, the purchasing power of buyers is expected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



A whopping 31 registered buyers in a packed in-room auction event at Ray White One Tree Hill, Auckland.

WHY IS RAY WHITE CONSIDERED 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.

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

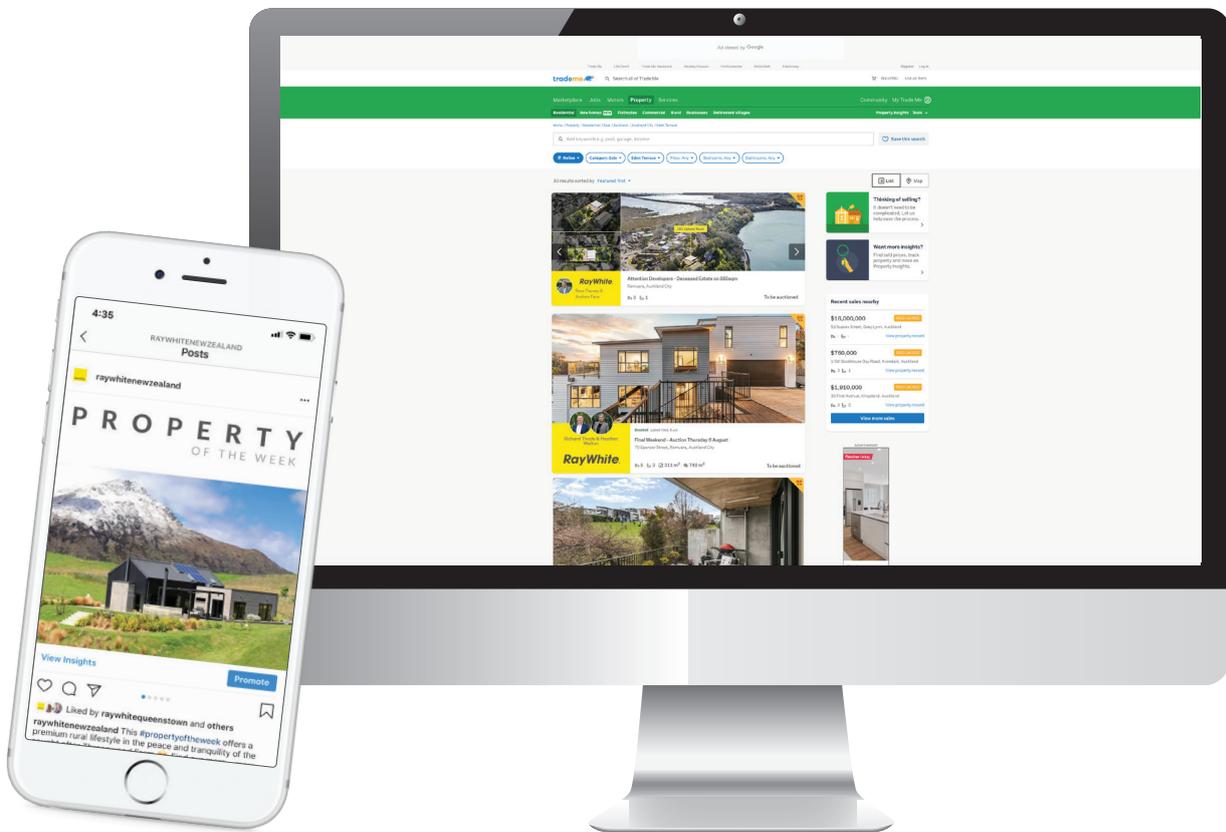
we can quickly to secure you a sale at the best possible price. Creation competition is our end game. Our agents ability to create competition for your property is what will ultimately drive the premium price. As listing numbers rise, so too does competition and marketing matters as it can elevate your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

**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.
- 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.

- 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 1,788 properties during July, 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.

In July 2020, Ray White New Zealand had 318 properties scheduled to go to auction, leading to a strong and healthy clearance auction day clearance rate of 60.7 per cent.

John Bowring, Ray White New Zealand Lead Auctioneer said, "the July auction results should be a barometer for the strength of the market - the time to list your property is now."



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.

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, 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.



Packed in-room auction event and high clearance rates at Ray White Metro in Christchurch.

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 can 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, in the month of July, 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 since the start of the month alone, according to iSentia, media intelligence agency. We also reached an audience of more than 24 million people. 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.

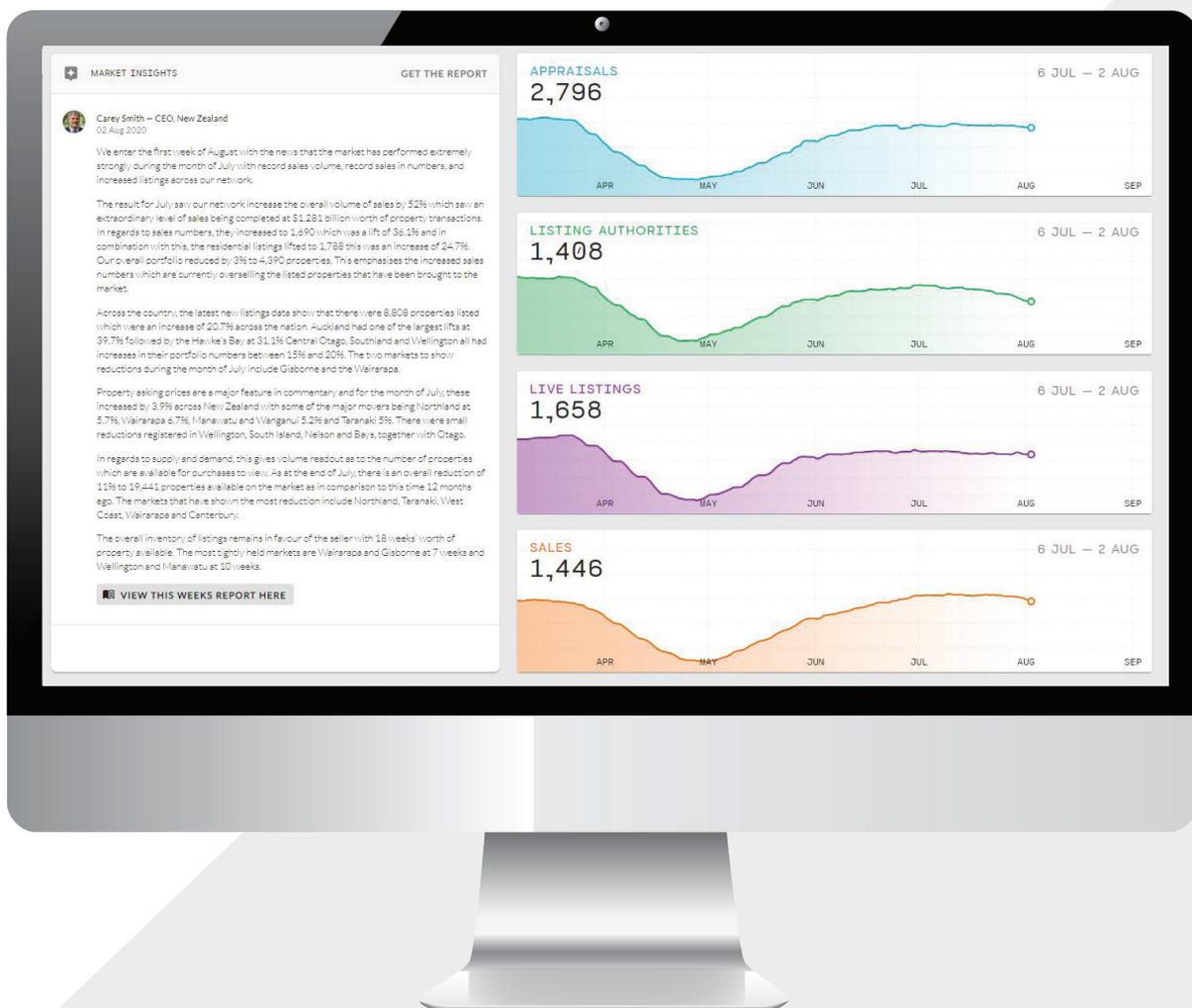


Left: Ray White Salesperson Rick Mozessohn from Ray White Mt Eden on Newshub at 6pm.
Right top: Elanor MacDonald Managing Director of Ray White Napier and Havelock North on One News.
Right bottom: Ray White Principal and Auctioneer Craig Prier on Newshub at 6pm.

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.

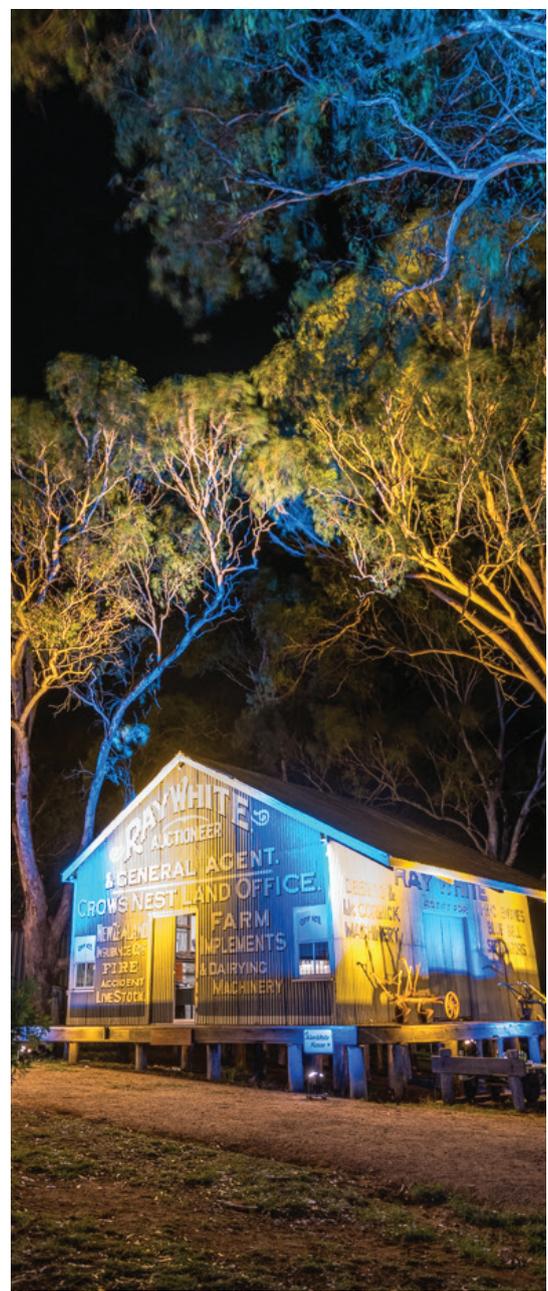


Ray White's innovative data portal, Ray White Pulse.

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 over \$44.22 billion worth of property which is up 8.6 per cent on the previous year.

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.

Loan Market

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.

We are currently sitting on over NZ\$1.10 billion of pre-approved buyers across New Zealand. This pool of pre-approved buyers are ready to make offers with no finance clause required, speaks to the strength of the market for vendors looking to sell now.



References:

<https://www.interest.co.nz/property/106234/people-borrowing-buy-their-first-homes-outstripped-amount-money-borrowed-investors>
<https://treasury.govt.nz/system/files/2020-07/weu-31jul20.pdf>



raywhite.co.nz



loanmarket.co.nz