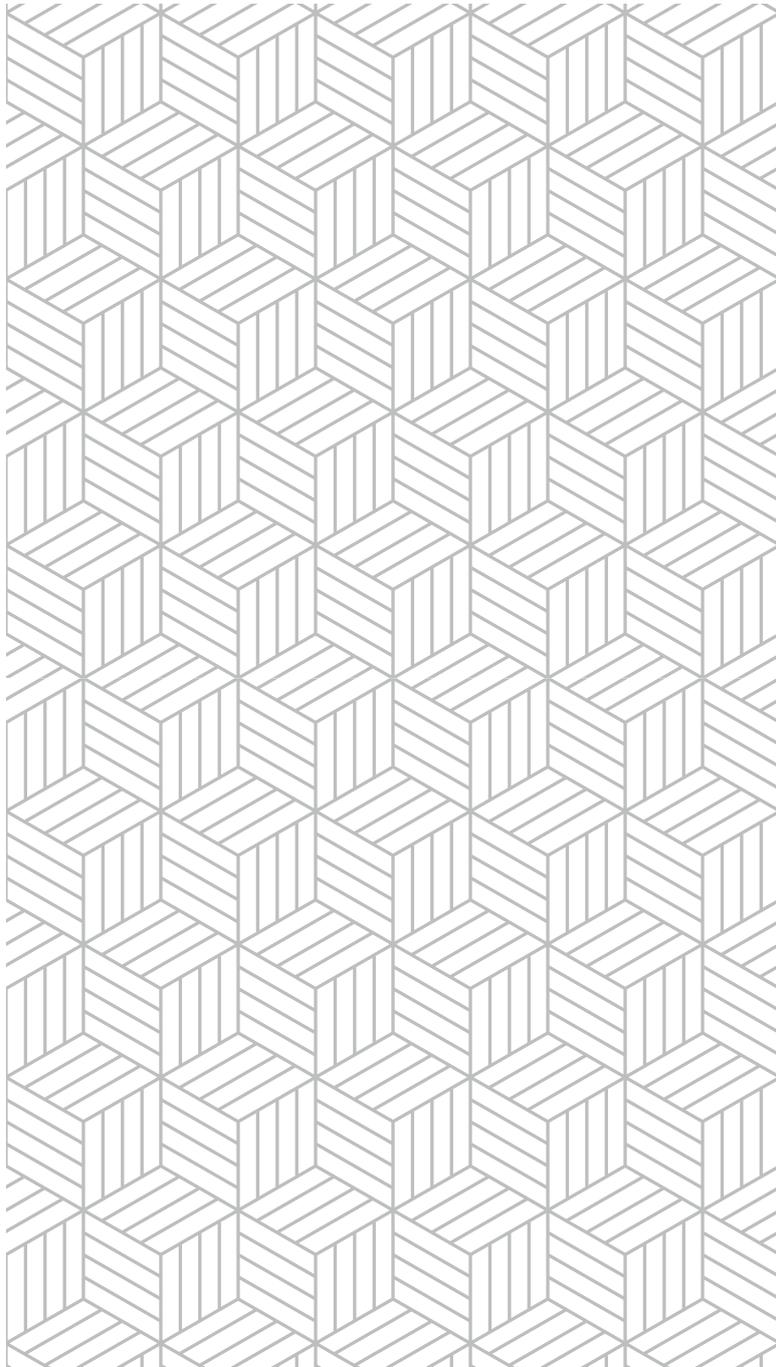


The RayWhite logo is centered within a yellow rectangular box. The background of the top section of the page features a repeating geometric pattern of interlocking cubes, rendered in a light gray line-art style.

RayWhite

RAY WHITE **NOW**

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





Dear Property Owner,

This week Auckland moved out of alert level 3 into another new normal which is now described as alert level 2.5. The balance of the country remains at alert level 2. The essential differences give residents of the Auckland region more freedom with road and travel restrictions lifted. However, gatherings must not be more than 10 with social distancing remaining. For the balance of the country the continuation of alert level 2 means maintaining social distancing and gatherings can be a maximum of 100 people.

During the past two weeks of restrictive trading we have seen the continued momentum of the real estate market. Strong sales results continue in the auction rooms and on the virtual platform with a continued level of high interest from buyers in private viewings of properties across Auckland and open homes across the balance of New Zealand.

Sales volumes continue to remain high however they are not in continuance as strong as they were last month. In comparison to the same time last year, sales are up by 30.2 per cent. Our live listing data shows there is a good number of new properties coming to the market and this remains, seeing 27.1 per cent more properties than the same time last year being listed with Ray White. There is only a very slight disparity between the sales and listing numbers, which now has a balance and should see prices remain strong while giving buyers a continued good choice of property coming onto the market.

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. This will remain in place during the current alert levels. The balance of the country will effectively continue to list and sell property and will be offering auctions as a normal process of successfully selling property.

Interest rates continue to be a key driver of the confidence for those buying property. Affordability is allowing more first home buyers also to consider purchasing property.

The government continues to review their support of individuals and businesses. The resurgence wage subsidy together with other business subsidies will be welcomed as the restrictive trading will ease some pressure but remain difficult for certain industries.

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 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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About Ray White

CONFIDENCE IN SUPPLY AND DEMAND CONTINUING MOMENTUM IN RESTRICTIVE TRADING

As we come into the first week of September with a degree of restrictive trading across the country, this has had a small effect on the momentum within the market. This has been emphasised in the Auckland area where the number of sales has come off the recent highs and while still ahead of the same time last year, momentum has eased slightly and we put this down to the ability to inspect properties effectively.

Supply and demand has always largely determined the outcome of the real estate market. Our live listing data shows the amount of property that we are listing sits at 27.1 per cent higher than the same time last year. This is somewhat out balanced by the sales numbers which have increased by 30.2 per cent. In real terms, this is approximately 10 per cent higher and creates 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, trading largely 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 4.3 per auction together with the number of active bidders also increasing up to 3.14 per property. This is the highest level we have seen this year for our auction activity. The number of auctions that we are submitting to the market is over 117 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 key drivers 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.

“The government announcing the changes to the alert levels for this coming week will be welcomed by those in business throughout the Auckland region and while across the nation there will still be continuing safe practices, many industries, including real estate, will be able to return to a more normalised property transaction.”

Treana Drinnan, CAO 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 though 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 27.1 per cent more property than the same period last year with 1,901 properties listed for sale, and over the same timeframe, has recorded a 30.2 per cent increase in sales with 1,584. 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 the 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, and this continues to add to supply and demand which has remained steady. In the last seven days across New Zealand, Ray White sold in excess of 75 per cent of the property it took to auction. In addition to this 93 per cent of property owners that took their home to auction were presented with an opportunity to sell having received active bidding.

Recent trading restrictions in Auckland have constrained activity, albeit artificially, as sellers were for the past seven days restricted to two viewings at their property per day. This has resulted in an 11.9 per cent decrease in sales compared with the same week last year, however prices continued their strength with an overall increase in total sales value of 3.91 per cent, despite this being calculated off a lower base of sales volume.

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

Live listings

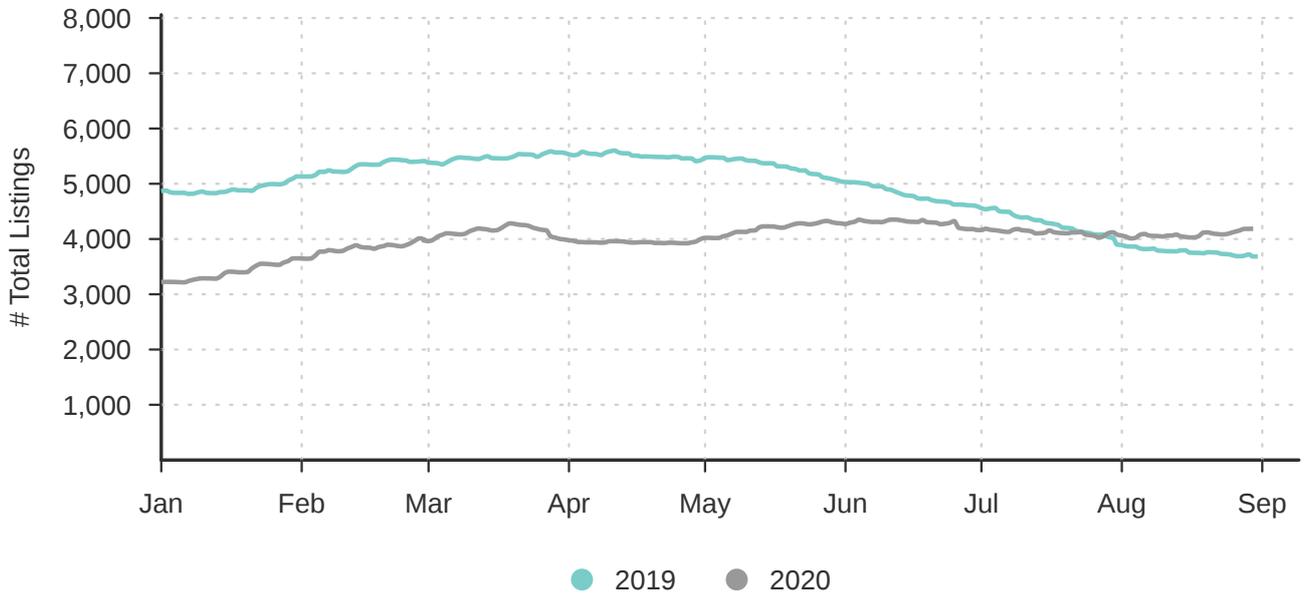
This chart illustrates the number of live listings that are currently on the market up to 31 August 2020.



Source: Ray White Listings Data

Total available listings

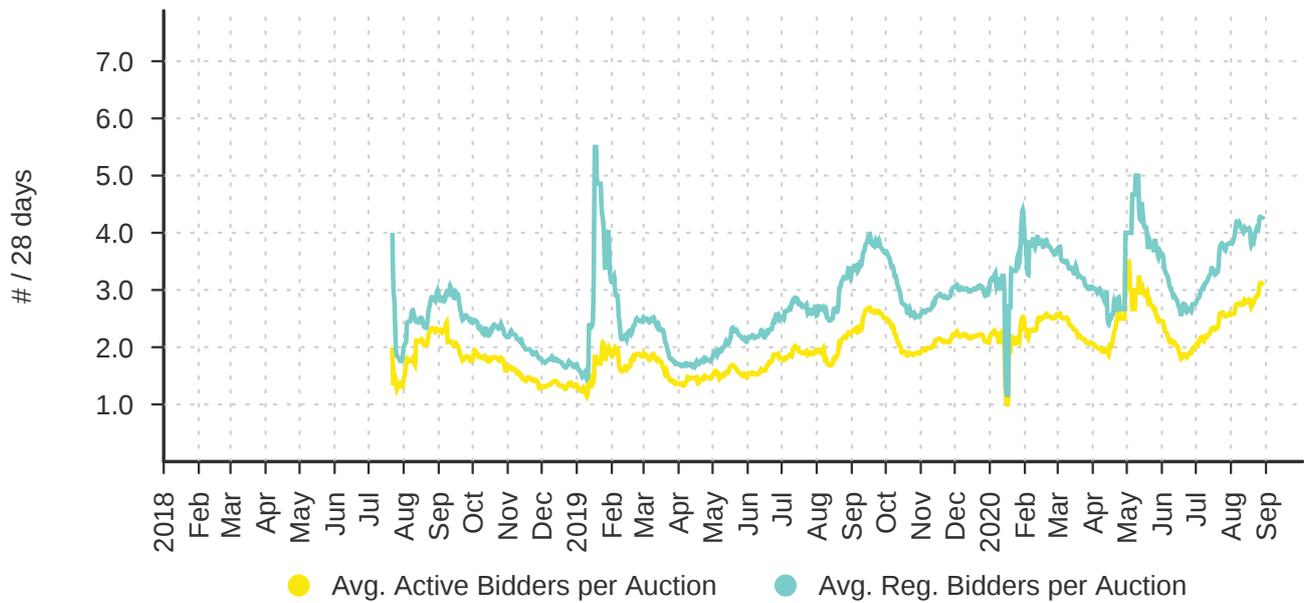
This chart illustrates how the number of new listings to the market has recovered as of 31 August 2020 to be slightly above last year.



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 31 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

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 across the month of July, this is the lowest level of inventory for the month of July since records began.

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 evidently report on this through our transparent auction data. When we take a look at our recent auctions over the recent weeks, we have seen that there is a staggering 4.7 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 81.1 per cent of properties received bidding which is an increase of 14.4 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 are buyers that 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.

“

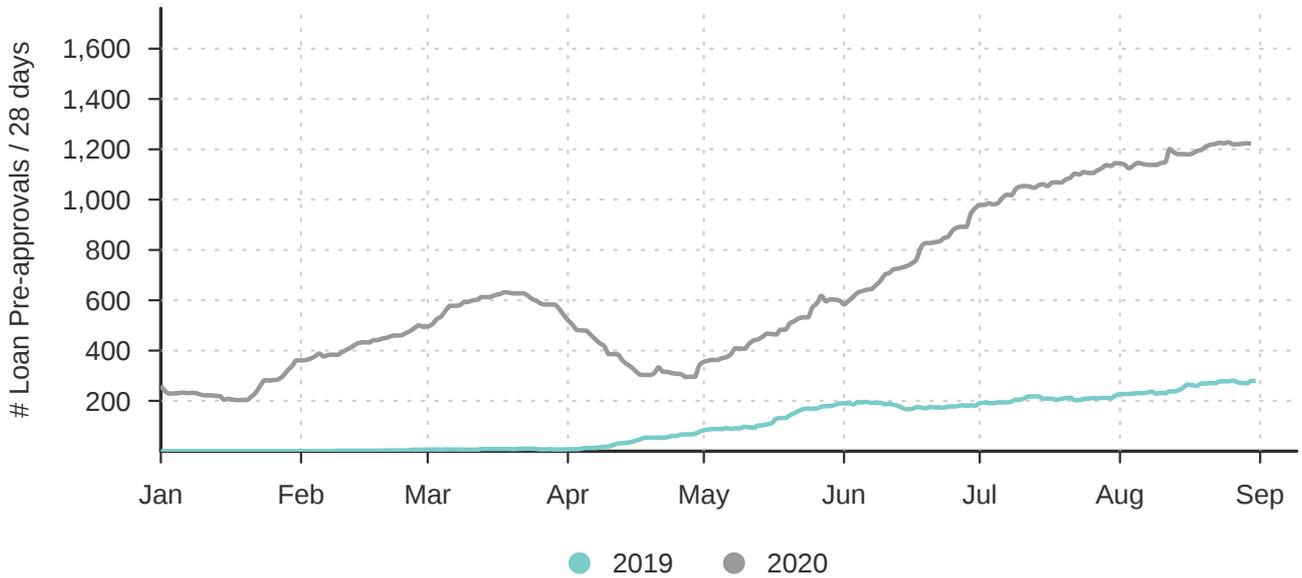
“There continues to be very strong demand from buyers across the entire range of the buyer spectrum. First home buyers have re-entered the market in good numbers while investors are also seeing advantages in the record low interest rates. This is creating a constant upward demand from buyers as well as we’ve seen many taking advantage of the affordability for purchasing.”

Adam Thompson, Director Ray White Manukau, Manurewa, and Mangere Bridge.

”

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

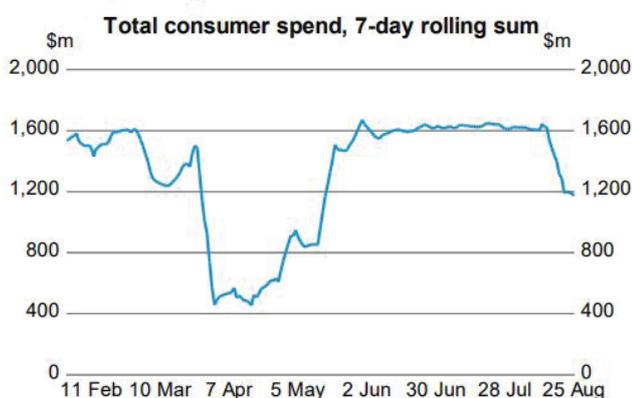
IF I AM CONSIDERING SELLING, WHY SHOULD I GO TO MARKET NOW?

“Timing is everything in real estate and right now we are seeing motivated buyers that have genuine reasons to purchase, taking decisive action and those owners currently in the market are reaping the benefit of the increased buyer competition.” Wayne Maguire, Director Ray White Mission Bay, Kohimarama and St Heliers and Stonefields.

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. 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 under 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 6 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 the 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 do certainly 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 various wage subsidy schemes. Applications for the eight-week extended wage subsidy closed this week on 1 September. The Resurgence Wage Subsidy Scheme provides a further 2-week subsidy for which applications will be open until 14 September. Applications for the Small Business Cashflow Loan Scheme have been extended until 31 December 2020. Banks have offered a large number of homeowner's mortgage deferment support which has now been extended to 31 March 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 wage subsidy schemes
- 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?



Supply and demand is a crucial factor in real estate and over the past week or so, we have had more people wanting to see homes, than we have been able to allocate viewing times, this has meant that buyers are really valuing the opportunity to view property and are prepared to move quickly if it meets their requirements.

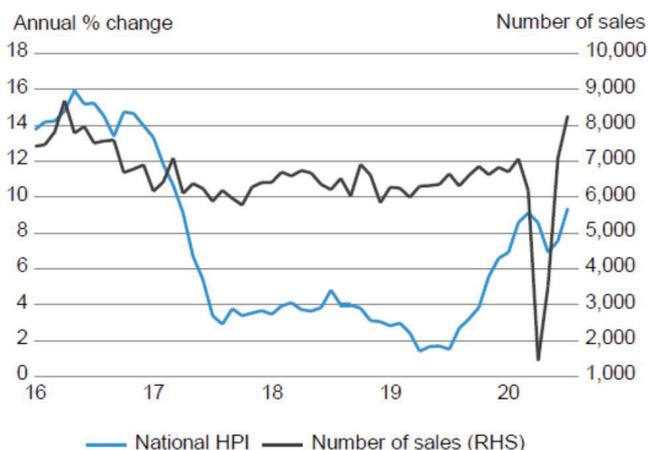
Gower Buchanan, Director Ray White Ponsonby, Grey Lynn, Mt Albert and Birkenhead.



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.



Source: REINZ

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.



Ray White Sangringham Auctioneer Cameron Brain selling 66 Valley Road, Mt Eden via online auction with 38 bids from 4 bidders.

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.

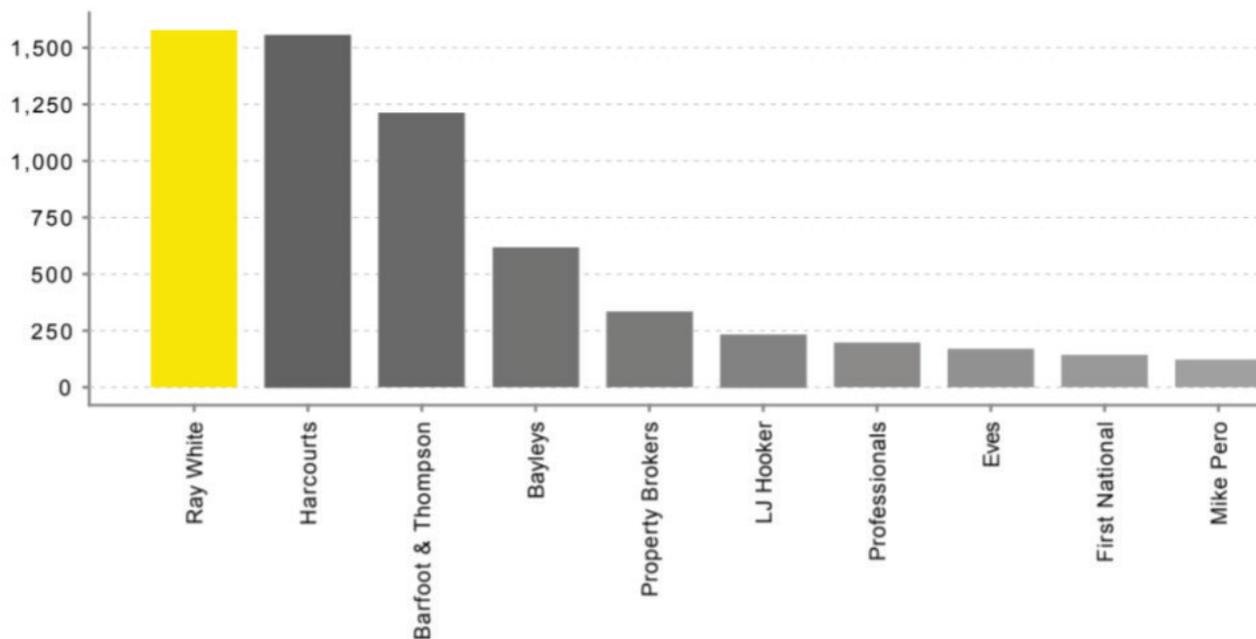
If there are future risks in the market, why should buyers enter the market now?

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?

During the month of July we were proudly supported by the greatest amount of clients deciding to sell during this period of uncertainty.



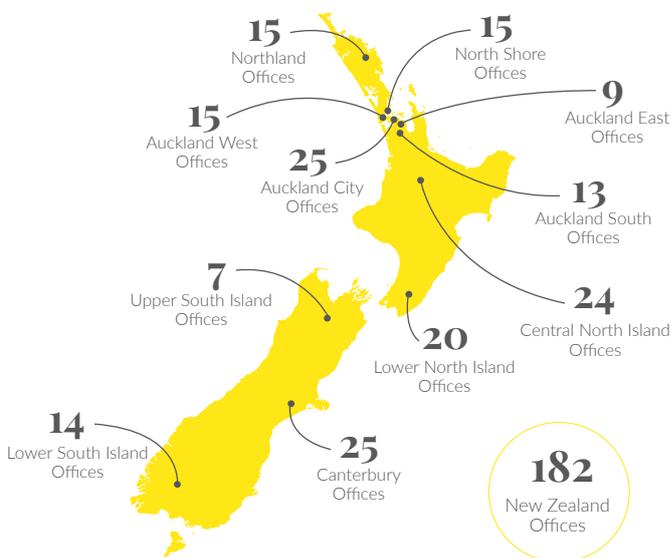
As a fourth-generation family-owned and led business, we have shown strong resilience and have built market share during many uncertain times, this is why we believe that in many markets we are the market leader. The depth of experience gained during historic economic uncertainty encompass the strong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

5/110 Hobsonville Point Road, Hobsonville Point

1 1 1 1 1 1

You'll be falling head over heels for this sunny, chic one-bedder! As you walk into the spacious, open plan living/dining area you are transported to your own Hobby haven, with the wide sliding doors flowing out to your large balcony with fantastic views! This affordable and convenient property also has a bath, so you can enjoy a long soak at the end of a busy day. The double bedroom features a study nook and a second balcony creating a light, spacious room where you can work from home and watch the world go by. With a designated car park, several visitor parks and close to all of Hobsonville Points fab amenities, you'll want to see this one!

#LoveMyJob!

By Negotiation

Anna Byron 022 088 1040
PREMIER

rwhobsonville.co.nz

RayWhite

16C Craigbank Avenue, New Lynn

1 1 1 1 1 1

Located on a quiet, tree-lined residential street in the heart of New Lynn, you'll find your perfect starter home with 2 double bedrooms, open plan living/dining with the new kitchen, large balcony, and a lovely outdoor area. This property also features a study nook and a second balcony creating a light, spacious room where you can work from home and watch the world go by. With a designated car park, several visitor parks and close to all of Hobsonville Points fab amenities, you'll want to see this one!

#LoveMyJob!

By Negotiation

Anna Byron 022 088 1040
PREMIER

rwhobsonville.co.nz



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 Epsom Salesperson Simron Singh with very happy buyers of 35E Pah Road, Papatoetoe.

- 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 148 properties scheduled to go to auction, leading to an exceptional auction day clearance rate of 74.1 per cent. An increase of 9.55 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.

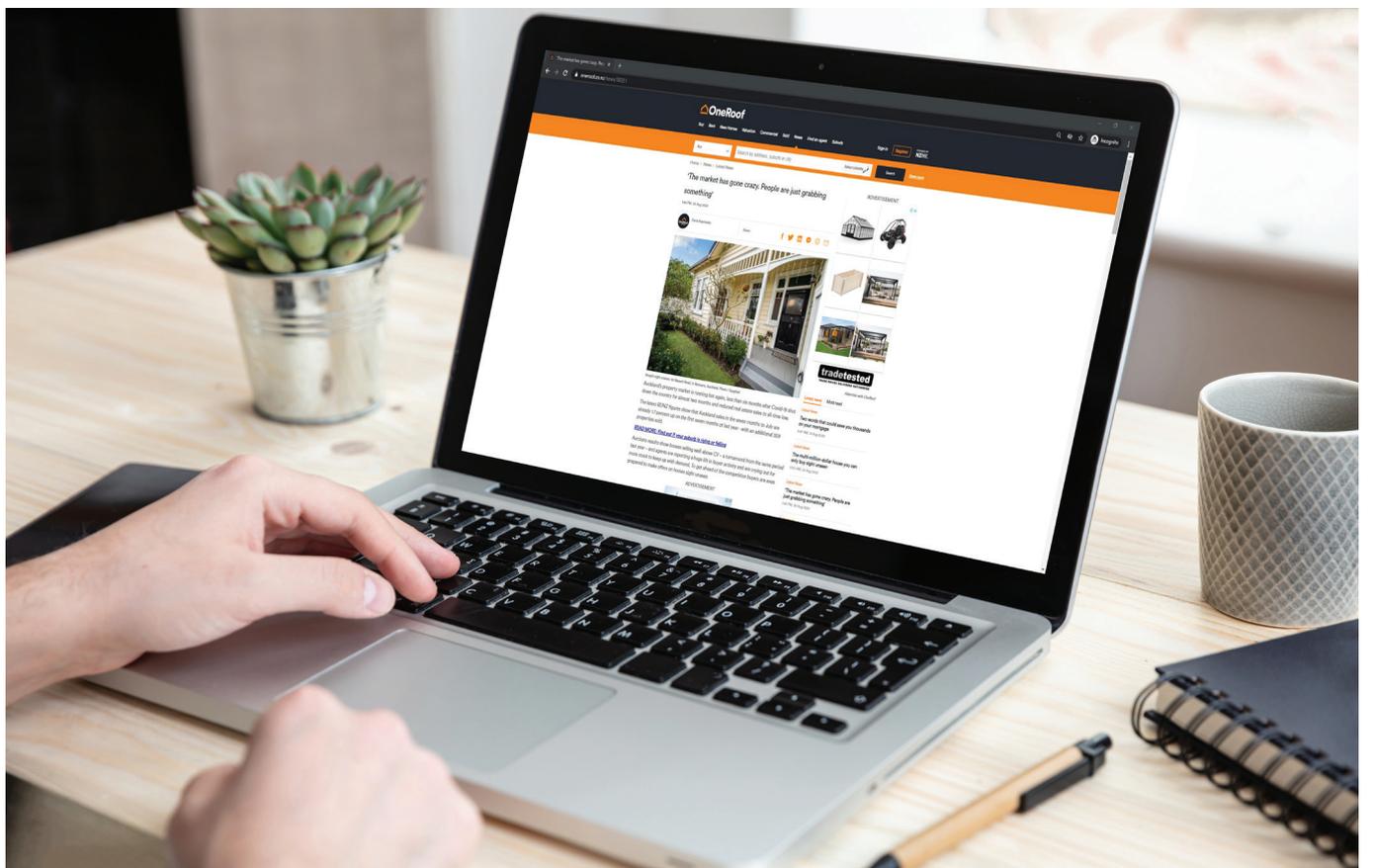
3. UNRIVALLED BRAND PRESENCE AND MEDIA PROFILE

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.

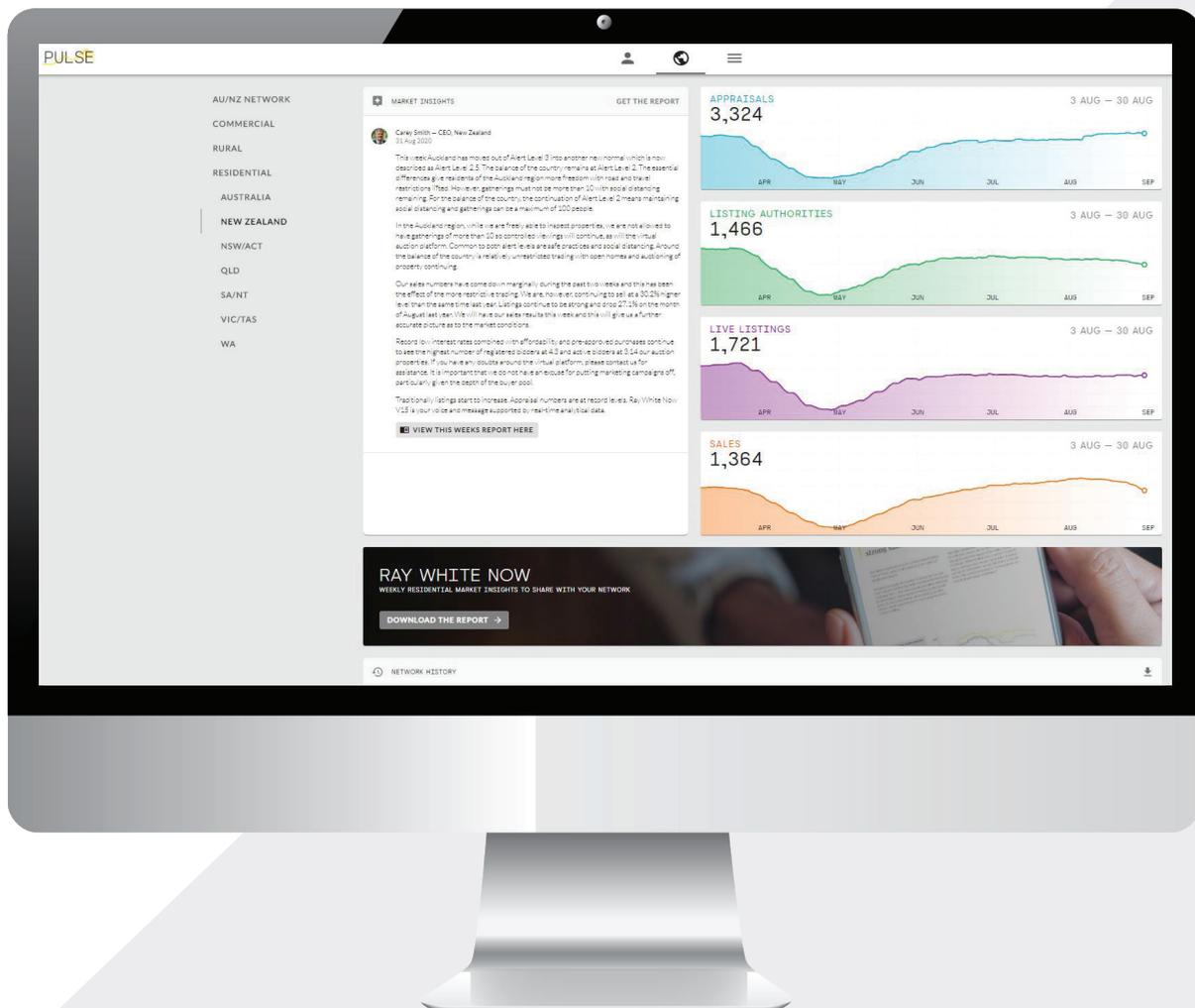


OneRoof online article - 'The market has gone crazy. People are just grabbing something'

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 Austar Auctioneer Craig Darroch calling an evening of virtual auctions.

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 Kiwis 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-19 outbreak as an opportunity to dramatically reduce their footprint permanently. Many Kiwis are now finding it very difficult to contact 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-19 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 950 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 - that's more than 66,000 properties. Everyday, Ray White helps 36 buyers find their home across New Zealand.

Ray White today spans residential, commercial, and rural property as well as marine and other specialist businesses. Ray White is made up of 10,000 members, ranging from business owners, sales agents, property managers and business development managers, administrators, marketers and everyone in between. 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