The RayWhite logo is positioned in the top right corner of the page. It consists of a solid yellow rectangular background with the brand name "RayWhite" written in a bold, black, sans-serif font. The background of the entire page is a light gray pattern of interconnected, irregular polygons.

RayWhite

RAY WHITE **NOW**

Real-time residential market insights
12 October 2020 - New Zealand



Dear Property Owner,

While the last six months has raised a lot of questions around the direction of the real estate market and the impact of Covid-19, there is increasing evidence that sales volumes, housing prices and lending affordability are creating significant momentum in the market. There has been a good supply over the last quarter which has allowed buyers to borrow and purchase with confidence and given the amount of competition and the depth of the buyer pool, sellers have been achieving excellent prices based on market competition.

This is starting to change and potentially it is starting to change because of supply not keeping pace with the demand that has been created from buyers, particularly those in the first home buyer category and also increasingly investors coming into the market. If you look at the numbers that are occurring each week, while the supply-side still remains strong in comparison to this time last year being up 13.59 per cent, this is not enough to service the demand level that is evident on a continued basis with the sales volume lifting by 49.46 per cent on the same time last year. Each week that goes by there are more pre-approved purchasers coming into the market and we see this as a golden opportunity for sellers to receive excellent results under competitive competition.

There are several factors creating the momentum in the market. Firstly, the long-term forecast of low interest rates and affordability around the purchasing of property and the repayment schedule aligned to potential capital gain. Secondly, the number of first home buyers coming into the market has increased significantly as they take their opportunity to consider purchasing at interest rates that are the lowest on record starting from 1.99 per cent. Thirdly, we are seeing investors come back into the market seeking yield and return. As interest rates continue to drop the opportunity to move into the rental market is one that adds value given the potential of capital return also. While not confined to the housing market, there, of course, is the feeling that we have handled the Covid-19 pandemic well as a country and this has returned our economy to better than expected outcomes.

Our national marketing statement is designed for sellers who are coming to the market now and we have great marketing incentives for you if you are considering selling your property in today's market conditions which are having great outcomes for sellers.

Ray White Now is produced in conjunction with real-time data from our 182 offices across New Zealand. Ray White, on a monthly basis, completes over \$1.3 billion worth of property transactions and currently manages a portfolio of 19,228 properties through our property management division.

We welcome your enquiry to assist with your real estate needs across New Zealand.

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



“

Dear Penelope and Tracy,

There is a belief that there are angels living amongst the living.
Today I find this true.
SO MUCH!

Words can't justify the amount of gratitude to both of you.
You girls will be remembered as part of my family's journey for our first home.

Not all heroes wear capes and you both are our heroes in this journey.
Once again, we thank you for the effort and assistance you put in for my family.
This will not be forgotten and the favour will be returned in kind if needed in the future.

Yours sincerely,
Colin & Akemi

*Buyers of 1/275 Pakuranga Road, Pakuranga, Manukau City
Proudly marketed by Penelope Franca and Tracy Wu from Ray White Pakuranga*

”

Photo: First home buyers Akemi (left) and Colin (right) who purchased 1/275 Pakuranga Road, Pakuranga, Manukau City.

SUPPLY STRONG, DEMAND STRONGER MOMENTUM BUILDS INTO THE PRIME SELLING MONTHS

Market momentum continues to build as the rise in sales numbers continues to be driven by confidence from purchasers who continue to see lending affordability as a strong platform to be leveraging the value of property on. Confidence in capital gain and the removal of the LVR barriers have given rise to the first home buyer and the investor being able to be considered for lending at higher levels. They are adding to the depth of the buyer pool to continue to lift demand to the highest level since the lockdown period six months ago.

Even the most optimistic of commentators would have not predicted where the market sits today and the level of confidence around buying and selling real estate.

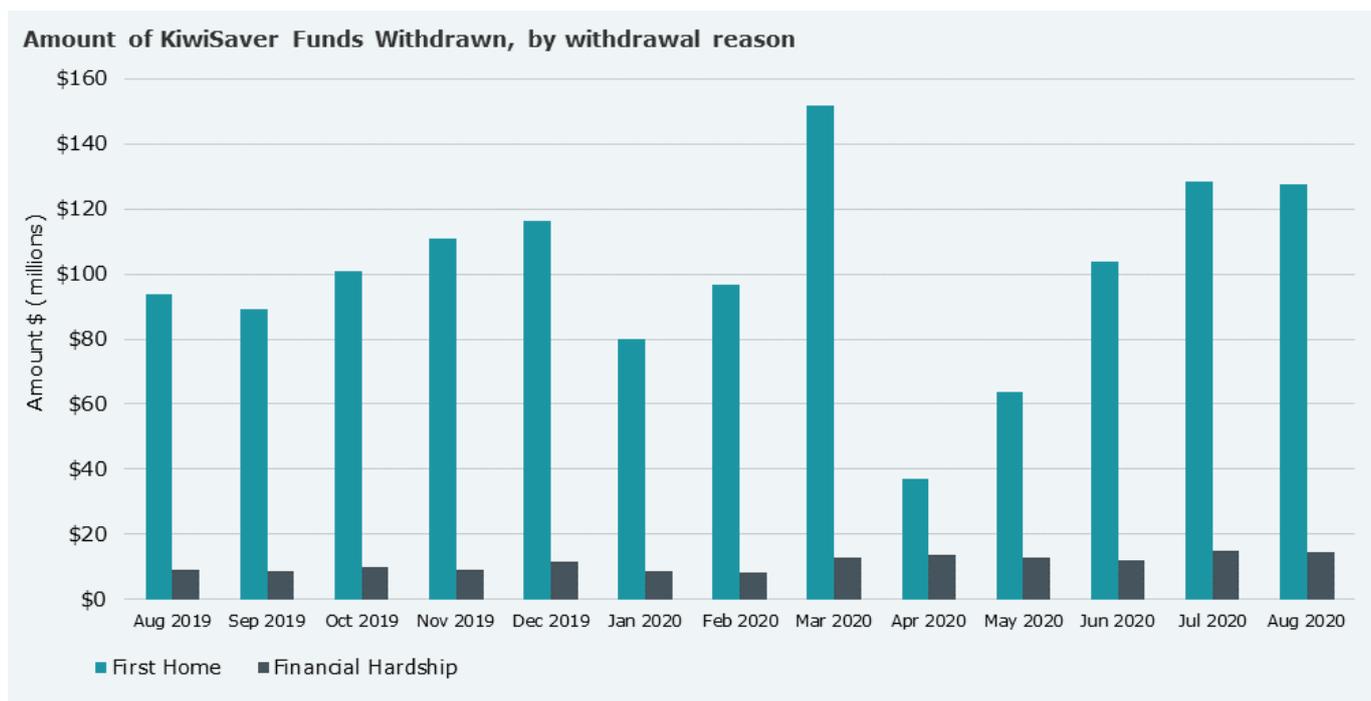
Supply and demand are important in any product or service and in real estate it is the supply of listings which provides for the demand from purchasers. There is a

continuing imbalance in this regard which may start to polarise as demand continues to lift from the various sectors within the buyer pool.

Our real-time data shows a similar position over the past week with sales continuing to increase, being 49.46 per cent ahead in numbers at a level of 1,807 sales. There is a disparity in the supply of new listings coming to the market which are currently up 13.59 per cent with live listings showing at 2,015.

The strong demand from buyers is potentially only going to increase. Today we have seen the first mainstream bank offer one-year rates below 2 per cent and while we expect other banks to match this new retail offering, the long-term view is that interest rates will stay low for the medium term, being around 18 months to 3 years.

AMOUNT OF KIWISAVER FUND WITHDRAWALS BY WITHDRAWAL REASON EACH MONTH



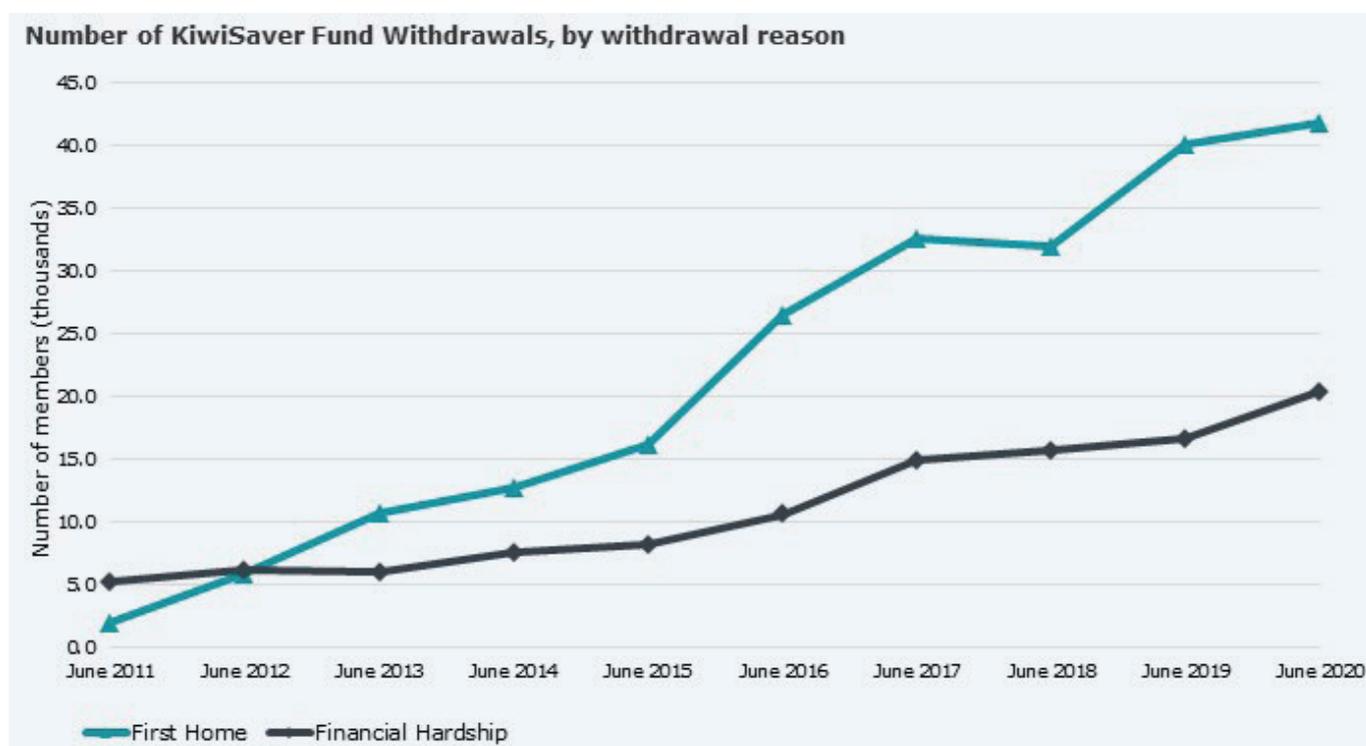
Source: ird.govt.nz/about-us/tax-statistics/kiwisaver/withdrawals/amount

In previous weeks we've also emphasised the Reserve Bank indicating the level of withdrawals from KiwiSaver funds continues to increase from predominantly first home buyers coming into the market with their funds that have been saved with the view of home purchasing. This is now considered to be the ideal time to utilise these funds for a deposit given the reduction in LVR's and to apply for the low cost of borrowing and affordability.

The total new commitments have reached their highest level in August 2020 since April 2016. This demonstrates the confidence in all lending sectors which are responding to the record low interest rates and corresponding home loan affordability.

In regard to the withdrawal for reasons, there is an increasing number of first home buyers securing their deposits through KiwiSaver funds.

NUMBER OF KIWISAVER FUND WITHDRAWALS BY WITHDRAWAL REASON EACH FINANCIAL YEAR



Source: ird.govt.nz/about-us/tax-statistics/kiwisaver/withdrawals/number



“There is a collective air of momentum in the market, but we are just starting to see that the number of properties coming to the market is not enough to meet the demand. We need more properties for sale to ensure continued great outcomes for sellers.”

Heather Walton, Business Owner of Ray White Epsom, Takapuna and Matakana/Omaha.



SELLING IN THE CURRENT ENVIRONMENT



“The willingness of buyers and sellers to participate at auction is unlike anything we have seen before. Both sides are taking reassurance from the transparency that it provides and sellers are provided with the opportunity to establish who the best buyer for their home is through the element of competition.”

Jared Cooksley, Business Owner Ray White Mt Eden.



Typically, the weeks preceding the General Election are characterised by subdued levels of activity on both the buying and listing side of the transaction as the market hesitates around the uncertainty of the result. What is being seen in this particular cycle is far from the status quo as demand continues to surge from prospective buyers. While the elevated level of listings, at 13.59 per cent higher than the same period last year, helps to satisfy some of this demand, listing rates will need to be significantly higher to have any real impact.

There are several benefits to selling in the current environment, over and above the imbalance between supply and demand. In addition, low interest rates are providing purchasers with higher 'buying power', days to sell are continuing to drop which means sellers properties are on the market for less time and 78.7 per cent of properties being taken to auction are achieving unconditional sales on auction day, which is typically between three and four weeks from their initial listing date.

As highlighted above, stock has continued to enter the market at increased levels when compared to 2019. However, we have seen an even greater increase in sales, which are 49.46 per cent higher than last year. Whilst all these factors remain in the market we will continue to see downward pressure on how many days on average it takes to sell a property.

Auctions continue to be a strong barometer for market performance; measuring the level of buyer engagement as well as the selling rate of properties offered to the market. In the last 7 days, Ray White offered 136 properties for auction, up 119.4 per cent on last year and had an auction day selling rate of 78.7 per cent. In addition to this, on average the properties offered attracted 3.9 registered bidders and 2.7 active bidders per property, both categories of buyer increasing from 2.2 and 1.7 respectively. The picture this data paints is the high level of engagement on both sides of the transaction - that is buyers and sellers are both motivated to achieve a sale.

Having acknowledged that this cycle is unlike anything that has been experienced in recent memory, it is much harder to predict where the market may head next. What is occurring at present though is the fundamental supply and demand dynamics at work. Although supply is increasing, it is not increasing at the same level of the demand. It is not generally typical for both of these drivers to increase at the same time and the result of this is the increasing transaction numbers that are currently being seen.

What does that mean for people considering selling now? All indicators suggest that there will be a continuation of the elevated listing levels coming to the market as we progress through spring which will capture the attention of additional buying interest on the back of the depth of



Ray White New Zealand Auctioneer Ben East (left) with Ray White Kingsland Salesperson Tim Hawes (right), selling 11 Harwood Street, Sandringham under the hammer for \$1,399,000 in just nine days on the market.

pre-approved buyers. This, coupled with the increased affordability through record low interest rates, favourable returns compared to other investment opportunities, and general confidence in the housing market, are all underpinning the record sales results currently being achieved.

Residential real estate has always been a feature of the investment landscape in New Zealand due to its long-term performance and stability. While these factors are always important when making investment decisions, with various sectors of the economy having experienced varying levels of uncertainty, the residential property market has remained resilient. Over the past 20 editions of Ray White Now we have been able to articulate exactly what we are seeing across our national network through accurate, real-time data.

There are several factors that can influence sales volumes and prices, such as supply, demand, mortgage rates, willingness to lend, affordability calculations and how

other investment options may be performing. Our data aims to present clarity to owners who are considering selling. At present the current conditions are favourable and the depth of the buying pool in the market is significant.

In addition to this, mortgage rates have continued their downward trajectory. Several banks are now offering fixed rates for one year from 1.9 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 which are also assisted by less restrictive loan to value requirements, particularly in the main centres.

Despite these indicators having a positive influence on the market in the short term, those considering selling should remain cognisant of the potential influences in the economy and the residential market into next year and we outline these for you in the following pages.

WHY ARE WE SEEING STRONG SALES RESULTS NOW?

Real estate markets are driven by a number of factors however the two basic fundamentals of supply (the number of total properties for sale) and demand (the number of buyers active in the marketplace) play a significant role in establishing market conditions that favour sellers or buyers. In general terms, when supply is low and demand is high these conditions are favourable for our sellers. Conversely, when supply is high and demand is low these conditions are favourable for buyers. So what are we seeing now?

Supply

We are well into spring and it's the time of year when we start to see an increase in the number of new listings coming to the market. If you look at the numbers that are occurring each week, while the supply-side still remains strong in comparison to this time last year being up 13.59 per cent, this is not enough to service the demand level that is evident on a continued basis with the sales volume lifting by 49.46 per cent on the same time last year.

Demand

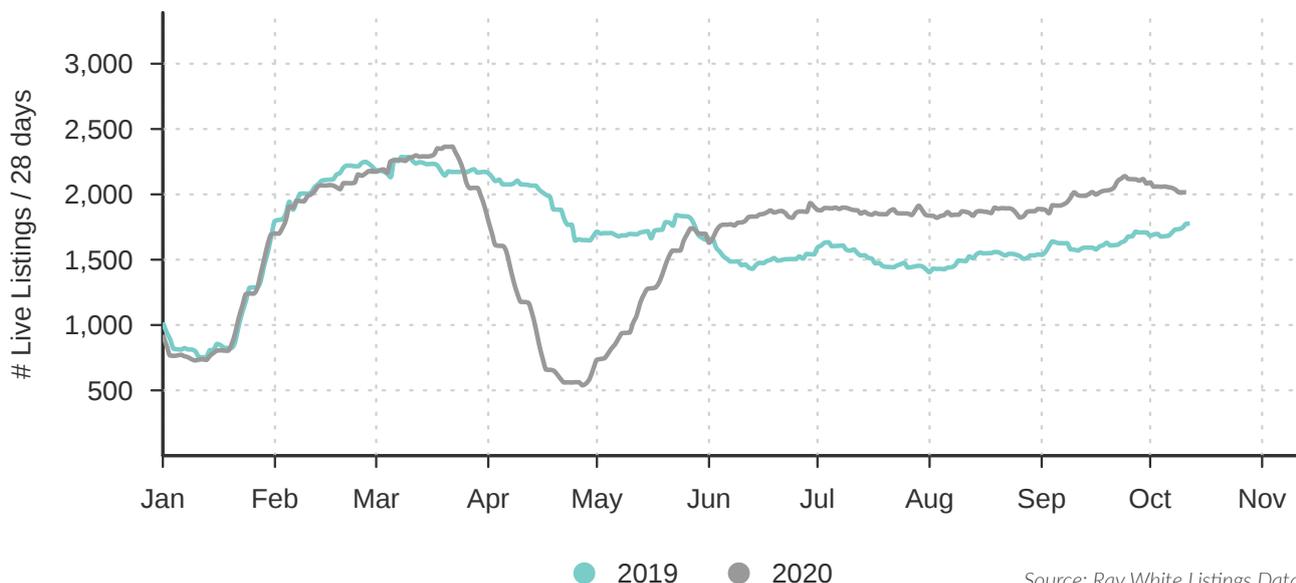
Demand continues to outweigh supply. When looking at the number of potential buyers in the market there are

several considerations that we take into account. The number of buyers looking online for property, the number of buyers who enquire on properties for sale, the bidding activity we see each week across our auctions and also the number of people actively gaining pre-approval for finance to purchase a property.

Summary

When looking at the reasons as to why we are seeing such strong results in our current marketplace, we need to look at what those key contributing factors are 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 and the recent increase in new listings coming to the market, we are still not seeing enough stock coming to the market to meet consumer demand as we continue to outsell our inventory. 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, as does the sale method. 11,700 Kiwi expats returned to New Zealand as of July 2020.

Live listings This chart illustrates the number of live listings that are currently on the market up to 12 October 2020.



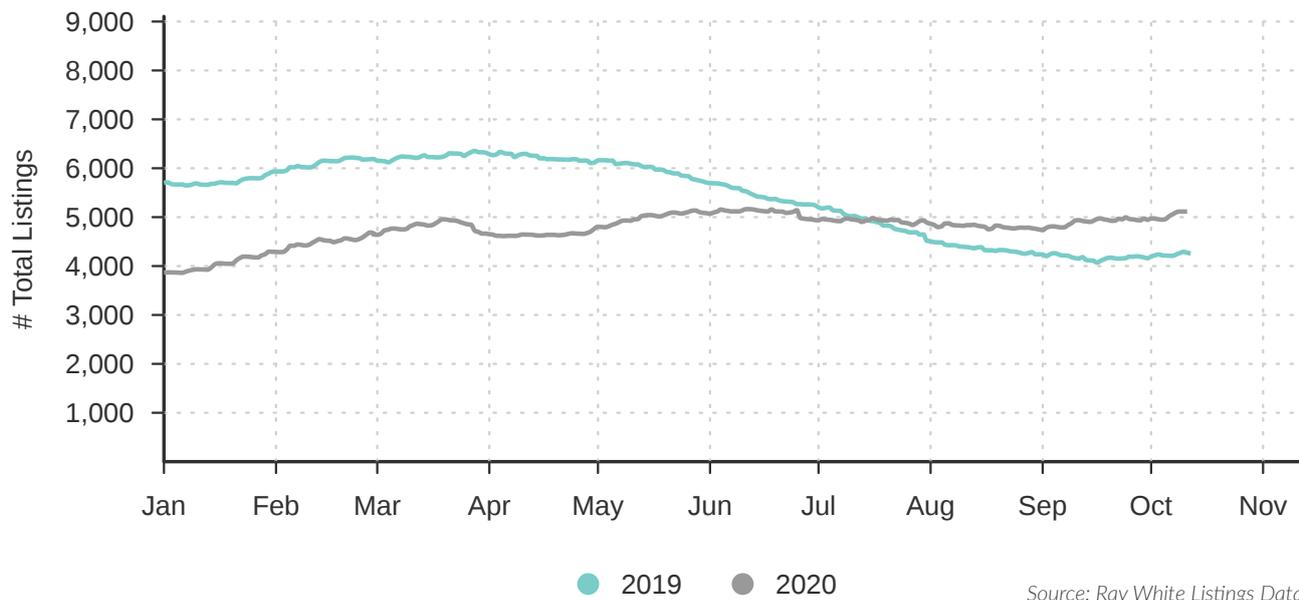
Source: Ray White Listings Data

Vendors who have chosen to come to the market in recent weeks have been able to capitalise on the reported results due to two fundamental factors; being stock levels and the depth of the buyer pool. As mentioned, we have seen an increase in new listings coming to the market in the last week however the depth of buyers in the market continues to put pressure on house prices and

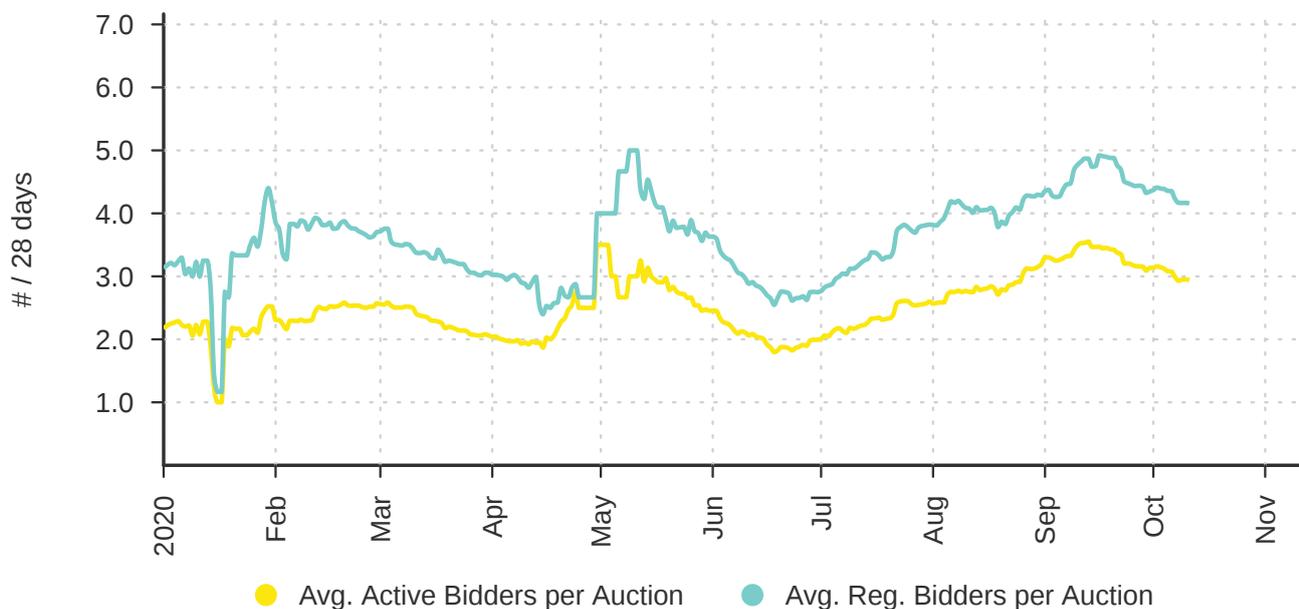
affordability. In the last 7 days across New Zealand, Ray White had 191 properties scheduled to go to auction, leading to an auction day clearance rate of 78.7 per cent.

There are several considerations we observe when looking at the number of buyers active in the market.

Total available listings This chart illustrates how the number of new listings to the market has recovered as of 12 October 2020 to be slightly above last year.



Bidding by month This chart illustrates that the average number of bidders per auction has remained consistent through 2020 as of 12 October 2020, which is up on last year. This is certainly an area that is underpinning prices continuing at strong levels.



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

The next organic move in a buyer's journey is to view the property, proceeding to offer or bidding at auction. We can evidently report on this through our transparent auction data. When we take a look at our auctions held over the past week, we attracted on average 3.9 registered buyers across auction properties.

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 5 days across the country from 39 to 34 compared to last year. This is evidenced by the strength of the market with favourable lending rates coupled with supply and demand placing downward pressure on the average days it takes to sell a property.

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 1.99 per cent fixed for one year with the OCR remaining at 0.25 per cent since 16 March, 2020.

- 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 13 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.

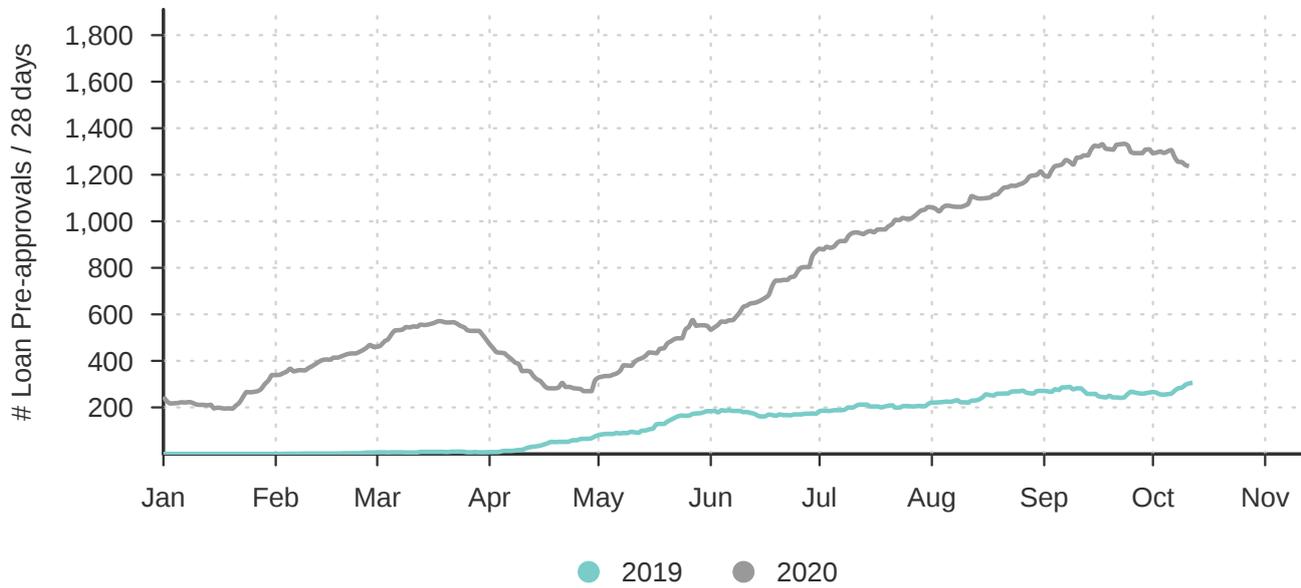
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“The majority of sellers that are currently in the market are receiving high levels of quality enquiry, strong attendance at open homes and increased participation rates at auction. Those that are questioning whether or not now is a good time to sell can be reassured that the conditions are very favourable.”

Peter Belcher, Director and Licensee Agent Ray White Takanini.

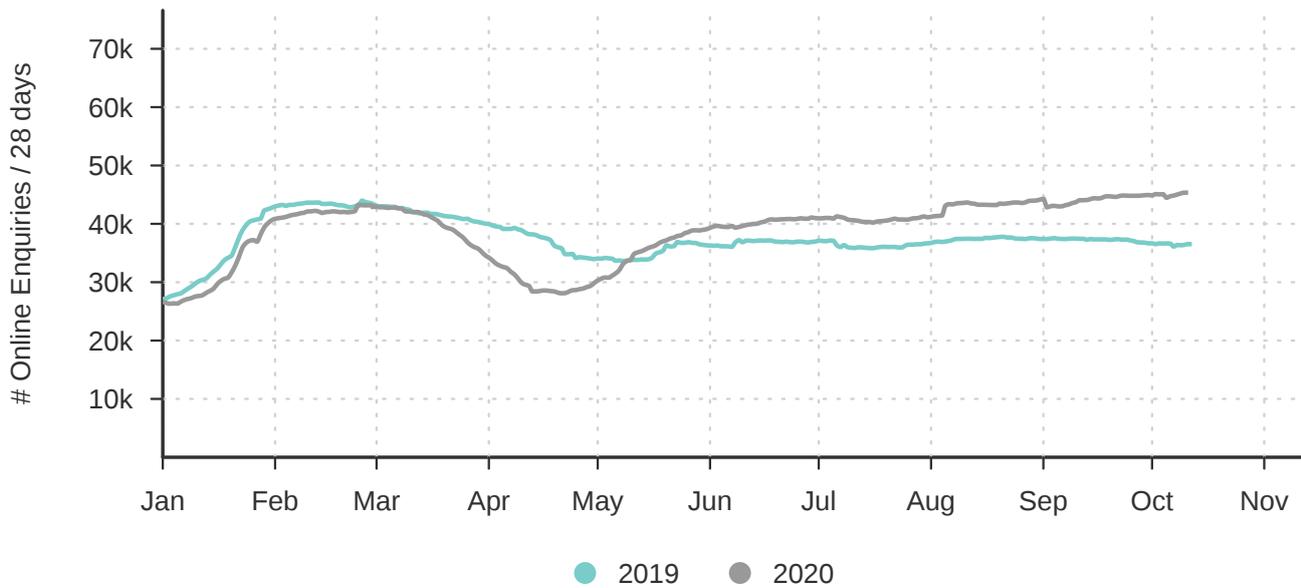
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Loan preapprovals This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 18-19, and 19-20 financial years. It shows higher levels of pre-approvals now compared to 12 months ago.



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?

People often ask how to achieve perfect timing when it comes to selling real estate. The reality is that, typically, you will only know that the market cycle has peaked sometime after it has done so. If you are waiting for the perfect timing, you may risk missing out on strong selling conditions when the environment changes. Our real-time data doesn't attempt to predict what the market may do in the future, but it does present a clear picture on the conditions right now.

So, let's have a look at what factors can have an impact on market conditions. It is well known that interest rates, supply, and demand can influence the market; however there are also other factors such as weather conditions/seasons, loan to value restrictions or other legislative changes, general economic confidence and the performance of other investment categories.

Just as a rapidly improving market can catch buyers, sellers, and commentators off-guard, as we have recently experienced; it can also change course again without a great deal of warning. There are several factors in the wider economy that are supporting confidence at present, but it is also important to be aware of potential impacts on the market later in the year and into 2021.

The most recent ANZ Property Focus stated " Mortgage rates are set to go even lower, especially once the OCR goes lower next year, though it may not be enough to offset wobbles that could emerge as the economy enters more challenging months ahead. We may see the current winter heat replaced by a summer chill."

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 with certainty around what has been seen over recent weeks.

Even though a number of economists and market commentators had previously predicted significant price



Source: REINZ, Roy-Morgan, ANZ Research

declines in the wake of the Covid-19 pandemic, the majority have now revised those pricing predictions, at least for the short-term, but remain cautious about the future prospects for the residential real estate market.

For this reason, we will have a closer look at why some

economists are still predicting a price decline in the next 12 months. Firstly, government stimulus continues to cushion the economy. Applications for the Small Business Cashflow Loan Scheme have been extended until 31 December 2020. Banks have offered many homeowner's mortgage deferment support which has 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.



Very excited vendors with their family and friends outside 1/53 Main Highway, Ellerslie, Auckland which sold under the hammer. Proudly marketed by Ray White Eden Terrace salespeople Kane Taylor and Louise De Martin.

Economists are saying that the next 12 months may hold:

- Rising unemployment
- The end of the mortgage deferment scheme
- The revision and potential reimplemention of LVR restrictions in May 2021
- The end of the wage subsidy schemes
- The potential of low mortgage rates rising
- A possible recession
- More expats returning home
- Borders remaining closed
- Weak global economy
- Weakness in particular sectors of the housing market
- Potential re-emergence of Covid-19 in the community

As touched on above, the expiration 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.

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 data consists of real-time market results from 182 offices New Zealand wide, providing a diverse overview of current market conditions. Predicting exactly where the market will be in 12 months does remain difficult and those that are more risk-averse may wish to delay making decisions for a few years until market conditions become more predictable. However, those that are considering selling now should take courage from the fact that at present the conditions are very favourable.



WHY IS THERE BUYER CONFIDENCE AT THE MOMENT?

There are many reasons for the current buyer demand. The most significant of these reasons relate to finance. Interest rates are playing an even more powerful role in determining house prices than previously anticipated. When interest rates eventually do rise, the forces that have driven New Zealand house prices even higher over the past decade will go into reverse, however this is not anticipated any time soon.

With interest rates at all time lows and with banks being supportive of purchasers, we are seeing many buyers wanting to take advantage of these factors. Obtaining secure credit on excellent terms while it is 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.

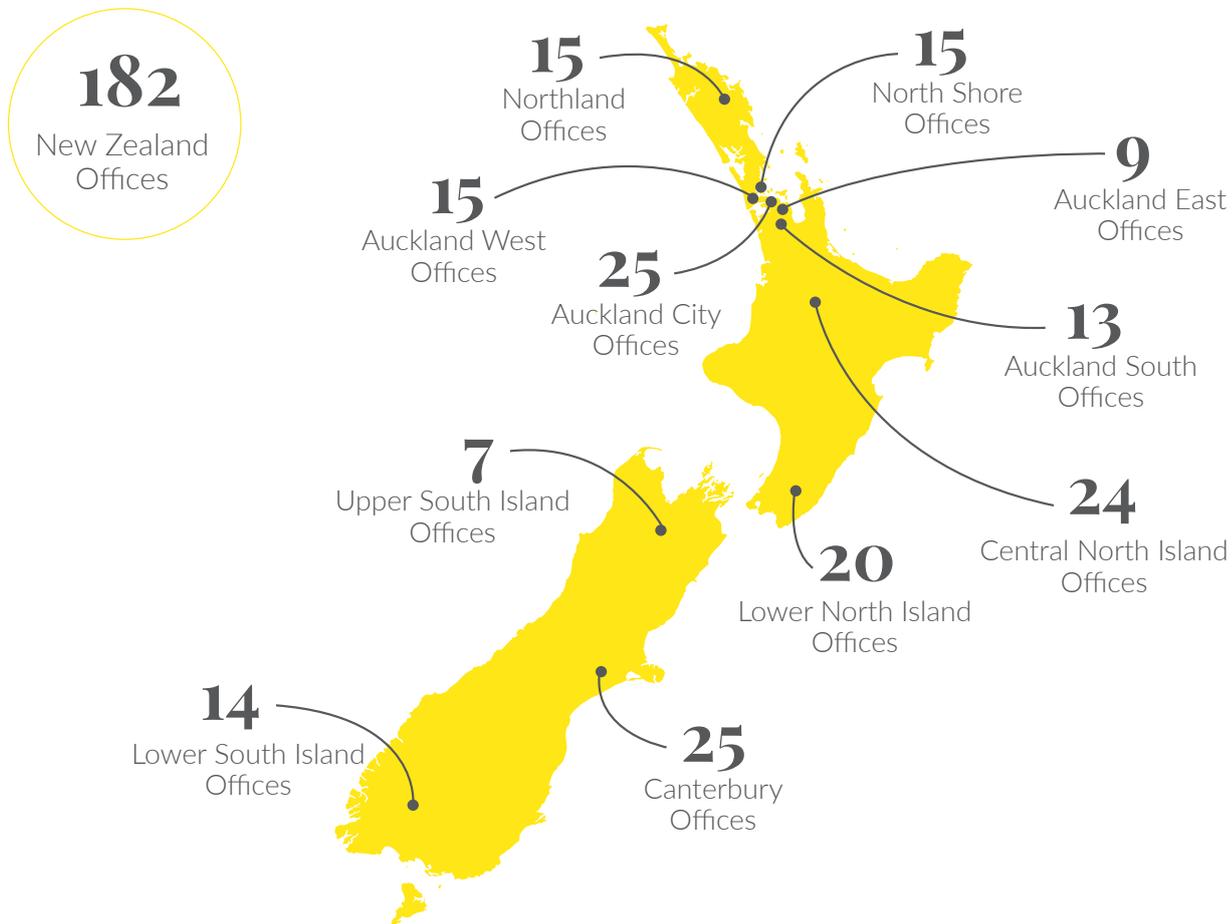
If there are future risks in the market, why should buyers enter the market now?



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.



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 oneroof.co.nz, 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 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 in a complete marketing campaign can have a huge return on investment with the eventual sale price of your property.

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

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

we can quickly to secure you a sale at the best possible price. Creating 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.

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 Bill Myers (above) with the very happy buyers of 12 August Place, Greenlane, Auckland which sold under the hammer on Saturday for \$1,690,000.

- 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 - oneroof.co.nz, 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 New Zealand currently has 2,015 live listings, up 13.59 per cent on last year, with the number of sales during that period up a whopping 49.46 per cent year-on-year.

In April, May and July 2020, Ray White was the highest listing months of property across New Zealand. In June 2020, Ray White passed through 20 per cent market share in New Zealand residential sales.

In September 2020, the Ray White Group achieved record sales volumes in market turnover and record sales volumes in market numbers.

Last week, Ray White New Zealand had 136 properties go to auction, leading to a strong auction day clearance rate of 78.7 per cent, a massive increase of 119.4% 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 oneroof.co.nz, realestate.co.nz and trademe.co.nz/property - is also huge.

To put a price on the power of our media coverage, in September, the Ray White Group in September as a whole achieved more than \$11.57 million 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

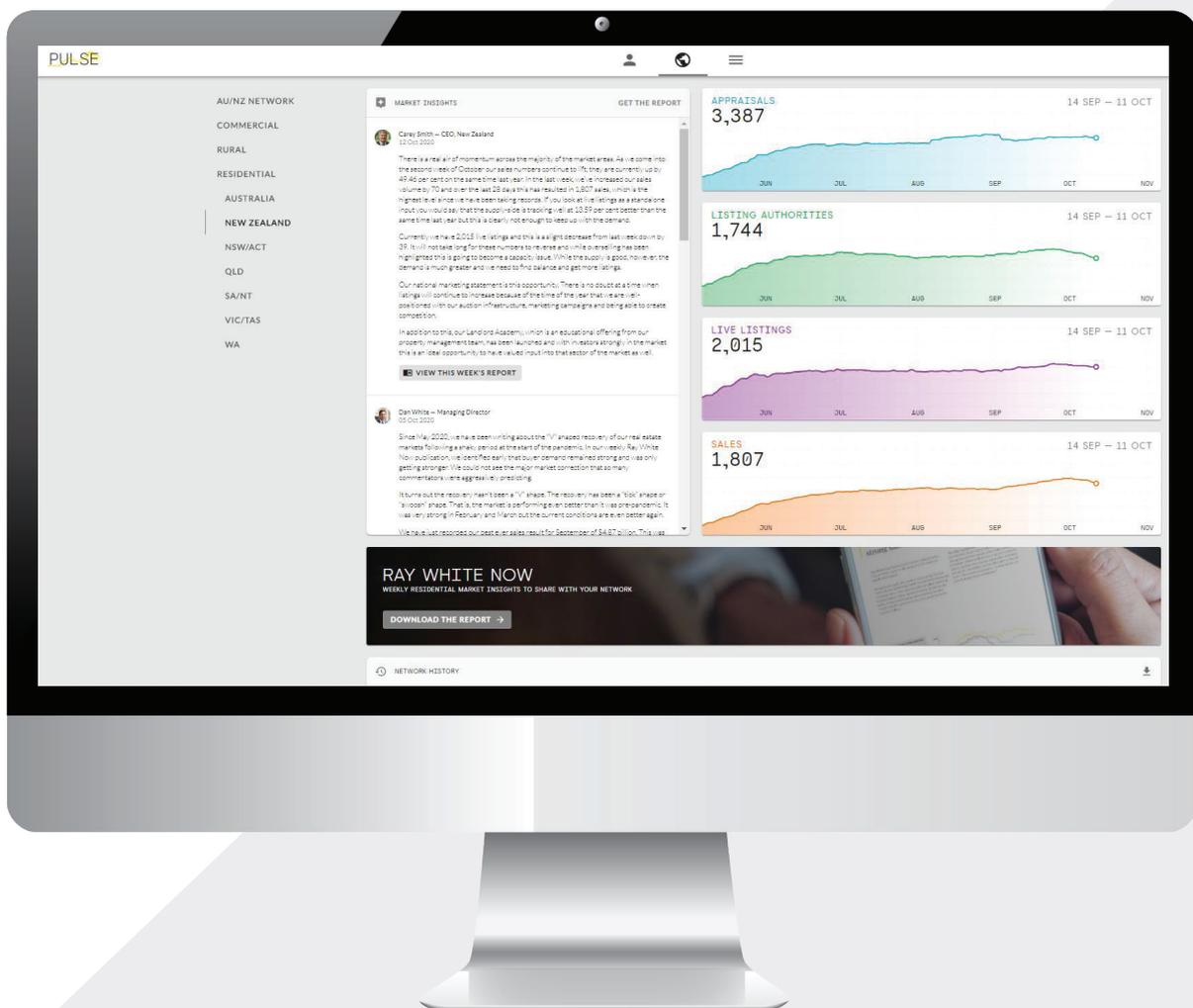


The New Zealand Herald front page article on 8 October, 2020 - Up, up & away. Craze for apartments and townhouses also be fuelling Auckland's record sale prices.

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.



**Loan
Market**

FOR THOSE SEEKING MORTGAGE ADVICE

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 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

RayWhite

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 Crow's 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. Every day, 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', Crow's Nest, Queensland.



raywhite.co.nz



loanmarket.co.nz