

A large, circular graphic with a 3D isometric cube pattern in a light gray color, centered on the page. The pattern consists of interlocking cubes that create a sense of depth and perspective. The text is centered within this circular frame.

RAY WHITE **NOW**

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



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

Dear Property Owner,

We look upon the election as a time when real estate generally takes a backseat to the changing political or policy environment. With the outcome that we saw on Saturday night with a government now that will govern alone there is a clear policy mandate that will provide for fiscal responsibility while ensuring those who are ambitious will be given an opportunity to make progress within the property market.

It has been a week where data released by the Real Estate Institute shows there is a continued increase of property prices across all regions in New Zealand and there is also a depth of buyers who continue to provide momentum into the market, which is giving sellers premium prices.

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.

We are continuing to see supply not keeping pace with demand created from buyers, particularly those in the first home buyer category and increasingly investors coming into the market. If we look at our Ray White results for the past week, the number of new listings is ahead by 2,062 (8.7 per cent). While the number of sales continues to surge forward with the comparison to this time last year being 1,732 (38.04 per cent). The disparity between the number of new listings coming to the market and the depth of the buyer pool remains in favour of the seller. This is seeing premium prices across all markets where competition is created.

This week Ray White releases its national marketing statement for those who are considering selling their property and wish to take advantage of marketing upgrades. Our ability to create competition under the various concepts of marketing, particularly auction, has become so important to the outcome of successful sales on behalf of clients. Our national marketing statement is an opportunity to list your property with Ray White to ensure we are creating competition successfully for your most valued asset.

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. The signature is fluid and cursive.

Carey Smith
Ray White New Zealand Chief Executive

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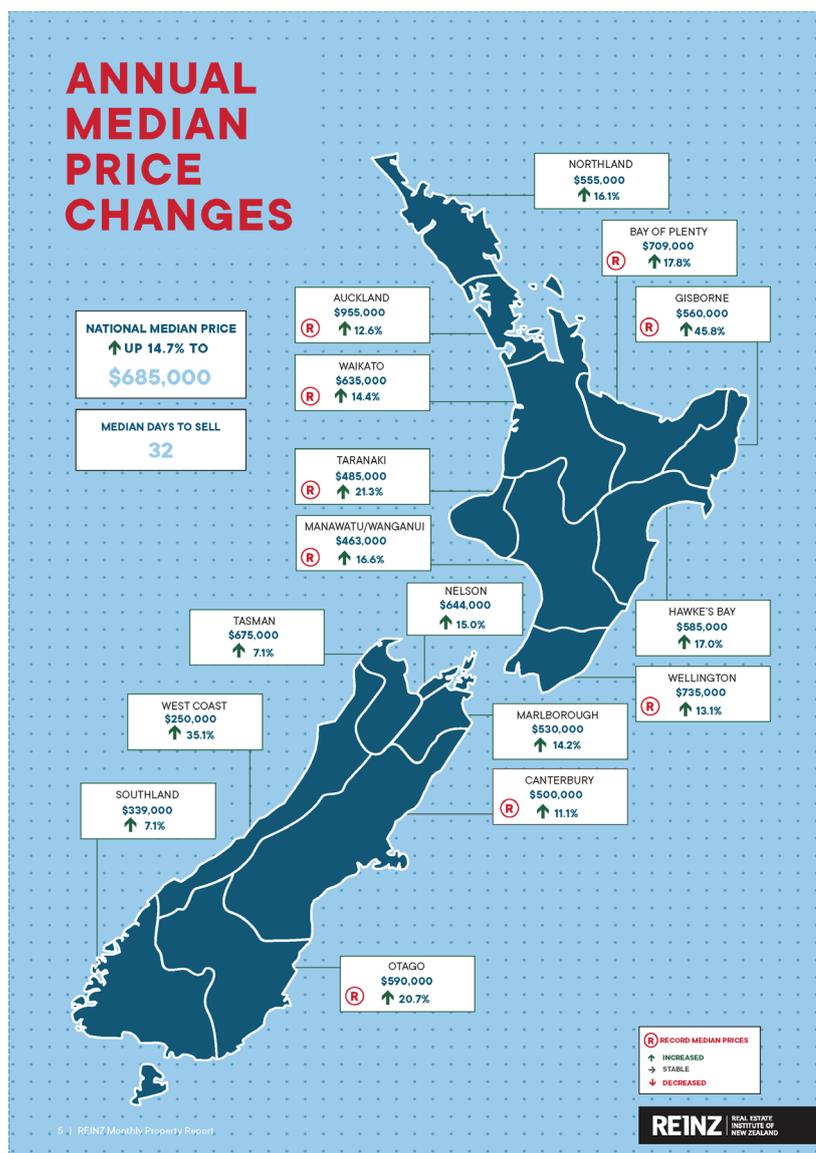
About Ray White

SUPPLY CONTINUING WHILE DEMAND INCREASES.

FURTHER INTEREST RATE DROPS SIGNALS HIGHER BUYER DEMAND MONTHS

The latest property report issued by the Real Estate Institute of New Zealand for September showed that nine regions hit a record in median prices, as did the market across New Zealand and Auckland. This time last year the average median house price in New Zealand, excluding Auckland, was \$500,000 and in September this year it has increased by 17 per cent over the past 12 months to a new record high of \$585,000. In Auckland, while the numbers are not as high, the last 12 months has seen a rise of 12.6 per cent from \$848,000 in September 2019 to \$955,000 this year. A total of nine of the regions saw record median prices and these included a staggering 45.8 per cent increase in Gisborne and a 21.3 per cent rise in Taranaki. The Otago area in Southland rose by 20.7 per cent. The Bay of Plenty together with Manawatu/Wanganui and Waikato registered increases at approximately 15 per cent, while Wellington was 13.1 per cent and Canterbury 11.1 per cent.

Prices across the country have seen significant increases, with every region showing an annual uplift. This continues to provide confidence to buyers. With interest rates being at such low levels, not only are first home buyers active in the market, we are increasingly seeing investors also looking for better return and contributing to the depth of the buyer pool.



Source: REINZ Monthly Property Report. 13 October 2020, page 5.

The report also looked at supply and demand through the industry inventory levels, which is the amount of property available for sale across New Zealand. Overall, the total number of properties available for sale has decreased by 17 per cent in the last 12 months with the available properties being 17,576, which is a decrease of 3,598 properties available compared to this time 12 months ago. This is the lowest level of inventory since records began. Combined with this the average number of days a property now takes to sell is 32, which is a decrease of 15 per cent, and that is also putting continued pressure on the market with the high level of auctions being selected as the preferred method of marketing.

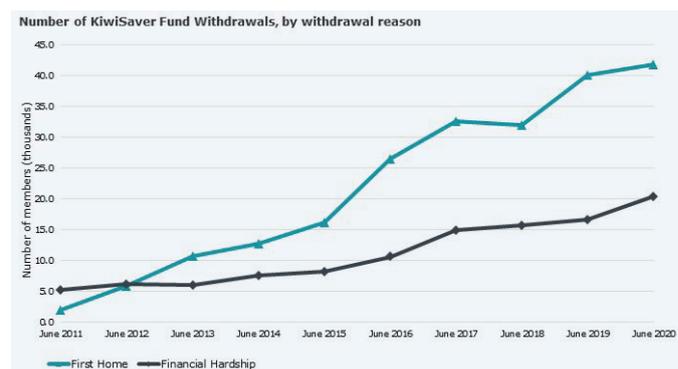
Our real-time data shows a position which has changed slightly over the past week with sales continuing to increase, being 38.04 per cent ahead in numbers at a level of 1,732 sales. There is a disparity in the supply of new listings coming to the market which are currently up 8.7 per cent with live listings showing at 2,062.

The strong demand from buyers is potentially only going to increase. With the government being confirmed over the weekend, this will quickly allow the financial markets to assess the position moving forward. In the last week 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.

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 LVRs and to apply for the low cost of borrowing and affordability.

In the majority of cases there is no doubt that bringing property to the market at the moment achieves a greater success. With the sales rates also being at their highest percentage and with record medium prices being achieved, sellers can come to the market with confidence when creating competition.

Number of KiwiSaver fund withdrawals by withdrawal reason each financial year



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

“

“Coming into the summer months we are seeing an increase of enquiry from first home buyers across our market. The prices we are achieving for sellers in our auction room have been outstanding and this is a process of creating competition for each and every property we market.”

Tom Rawson, Lead Manager on behalf of AT Realty with Ray White offices in Manurewa, Manukau, Mangere Bridge and Mangere.

”

SELLING IN THE CURRENT ENVIRONMENT



“Each week, we are met with renewed levels of engagement and urgency from the active buyers in the market. Pre-auction offers are a regular occurrence and in most instances, we have multiple bidders on property taken to auction. For those considering selling, I would struggle to think of a better time to do so than right now.”

Martin Honey, Director and Licensee Agent Ray White Royal Oak.



Political stability typically leads to wider economic stability and both of these factors are beneficial to the residential housing market. In contrast to previous cycles however, the general election featured very little in buyers and sellers' decision making over the past few weeks so is unlikely to have any further wide-reaching impacts in the short-term. Conditions continue to be favourable for those looking to sell right now and we will discuss some of the contributing factors below.

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 properties are on the market for less time and 80.2 percent 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.

New listings have continued to enter the market at increased levels, 8.7% higher when compared to 2019. However, we have seen an even greater increase in sales, which are 38.04 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.

Having acknowledged 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 and into summer which will capture the attention of additional buying interest on the back of the depth of 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 long 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.



Top photo: Sellers of 8 Pollen Crescent, Melville, Hamilton proudly marketed by Ray White Hamilton salesperson Mark Keesom
Bottom photo: Very happy purchasers of 8 Pollen Crescent, Melville, Hamilton who purchased by Deadline Sale.

Over the past 21 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.

Despite these factors having a positive influence on the market in the short term, those considering selling should remain aware of the potential risks to the economy 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 October and the election is behind us. We would expect to see an increase in the number of new listings and certainty in 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 8.7 per cent, this is not enough to service the demand level that is evident on a continued basis, with the sales volume lifting by 38 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 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.

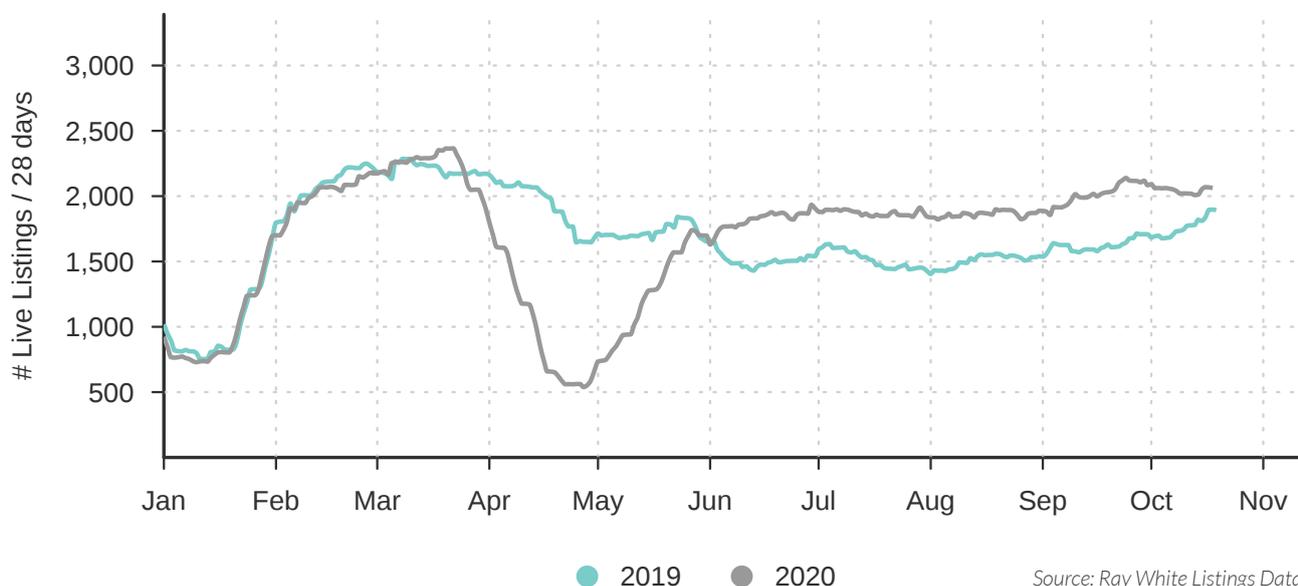
So what factors are continuing to create confidence in the market?

The long-term forecast of low interest rates and affordability around the purchasing of property.

The number of first home buyers coming into the market is increasing significantly as they take their opportunity to purchase at interest rates that are the lowest on record starting from 1.99 per cent.

Consumers with additional cash due to the lack of international travel and some uplift from returning expats are also giving momentum to the market.

Live listings This chart illustrates the number of live listings that are currently on the market up to 19 October 2020.



Source: Ray White Listings Data

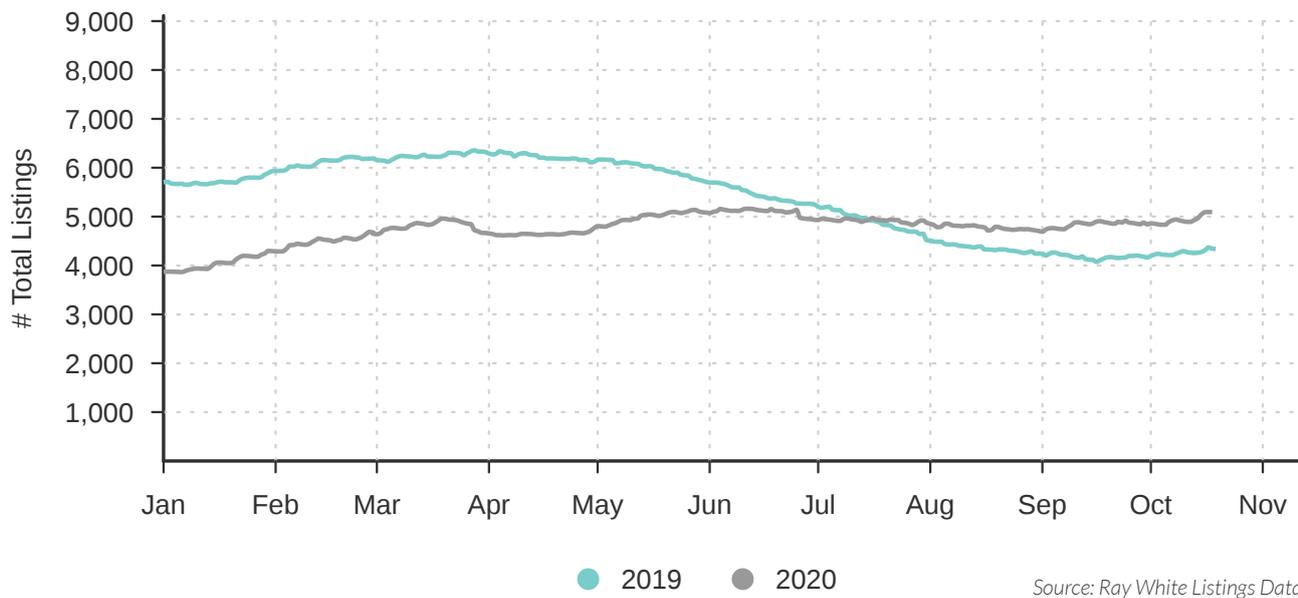
Coupled with high levels of confidence, the removal of LVRs back in March, investors looking for better returns and fears that prices may keep rising all contribute to the high level of activity we are seeing in the market now.

In the last seven days, Ray White offered 116 properties for auction, up 78.5 per cent on last year, with an auction

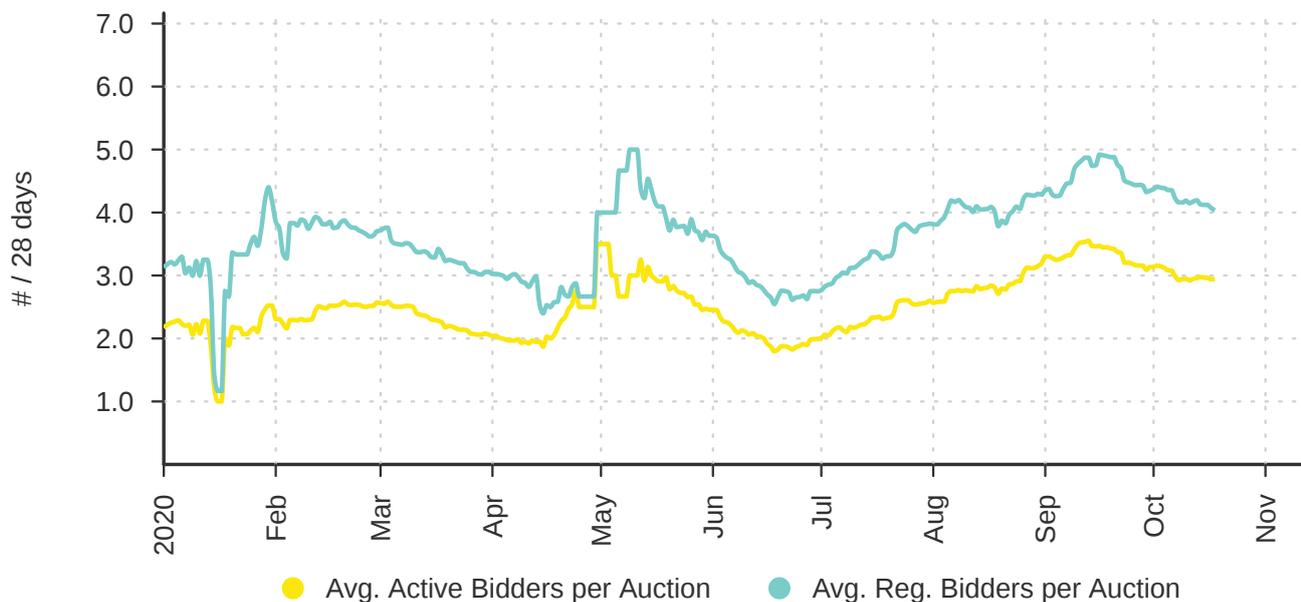
day clearance rate of 80.2 per cent. In addition to this, on average the properties offered for sale by auction attracted 4.3 registered bidders per property.

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 19 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 19 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 look at our auctions held over the past week, we attracted on average 4.3 registered bidders 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. In September, the median number of days to sell a property nationally decreased 4 days from 36 to 32 when compared to last year and the lowest days to sell since March at 30 days. This is evidenced by the strength of the market, favourable lending rates coupled with supply and demand which is placing downward pressure on the average days it takes to sell a property and upward pressure on prices.

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 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.

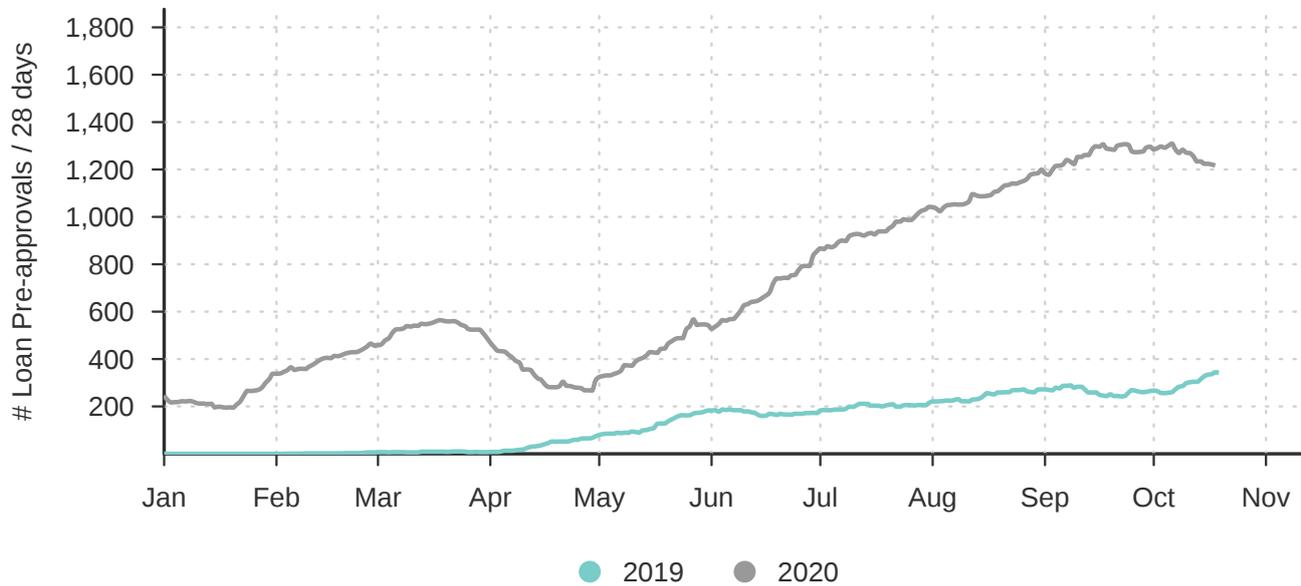
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“Sellers in the market right now are benefiting from more active and motivated buyers, unconditional offers and competition for property at auction. This is not only providing them with absolute clarity around value, in many cases it is resulting in significant premiums in terms of the prices being achieved.”

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

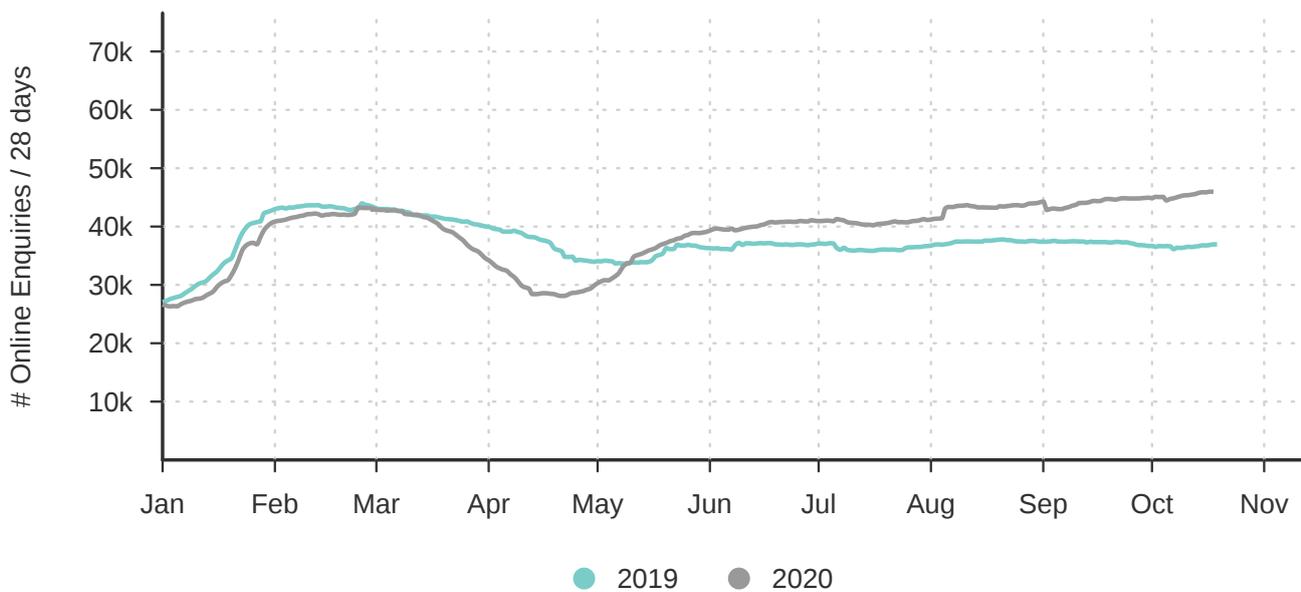
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Loan pre-approvals This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 18-19, and 19-20 financial years. It shows higher levels of pre-approvals now compared to 12 months ago.



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?

For most, picking the market 'peak' is easier said than done. In fact, more often than not, we only establish when the market peaked, as it either flattens or starts to decline. For those considering selling at present, getting that timing right, could be very important. Right now, there are several factors that are helping fuel the activity on the buying side of the transaction which is presented in the data throughout this document.

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 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.



Source: REINZ, Roy-Morgan, ANZ Research



Left photo: Happy sellers of 23 Wills Road, Bell Block, New Plymouth who sold under the hammer for \$670,000.
Right photo: Ray White New Zealand Auctioneer Ben East calling the auction for Ray White New Plymouth salesperson Jane Simonson.

Economists are saying that the next 12 months may hold:

- Rising unemployment
- The end of the mortgage deferment scheme
- The revision and potential reimplement 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 ever 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.

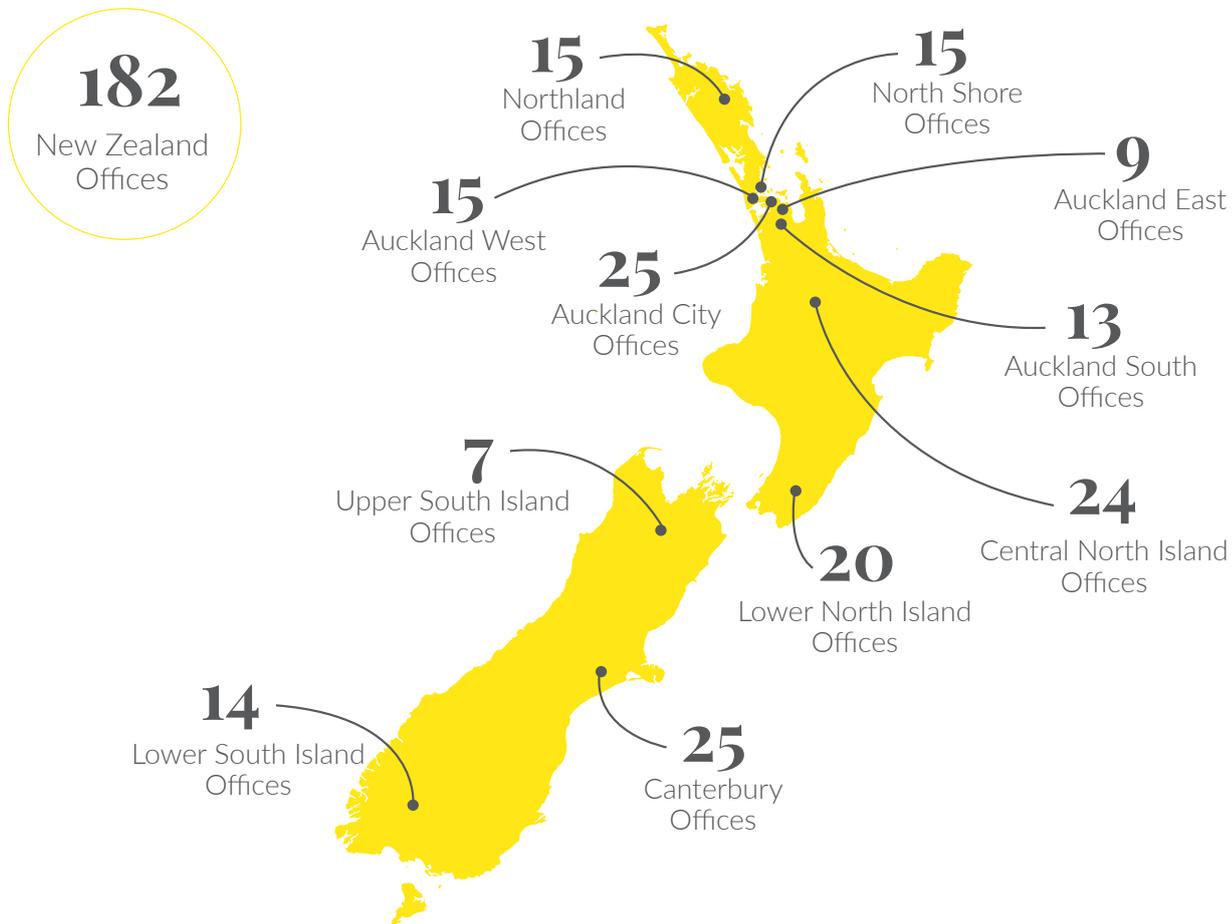


If there are future risks in the market, why should buyers enter the market now?

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.

 **RayWhite**



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 offices across Christchurch have celebrated yet another stellar week of under the hammer sales (pictured above) as the auction property market remained red-hot for sellers. Six properties under the hammer and one selling prior – for a combined total value of \$3,522,000.

- 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 2,062 live listings, up 8.7 per cent on last year, with the number of sales during that period up a whopping 38.04 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.

In the last seven days, Ray White New Zealand offered 116 properties for auction, up 78.5 per cent on last year with a strong auction day clearance rate of 80.2 per cent.



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 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.

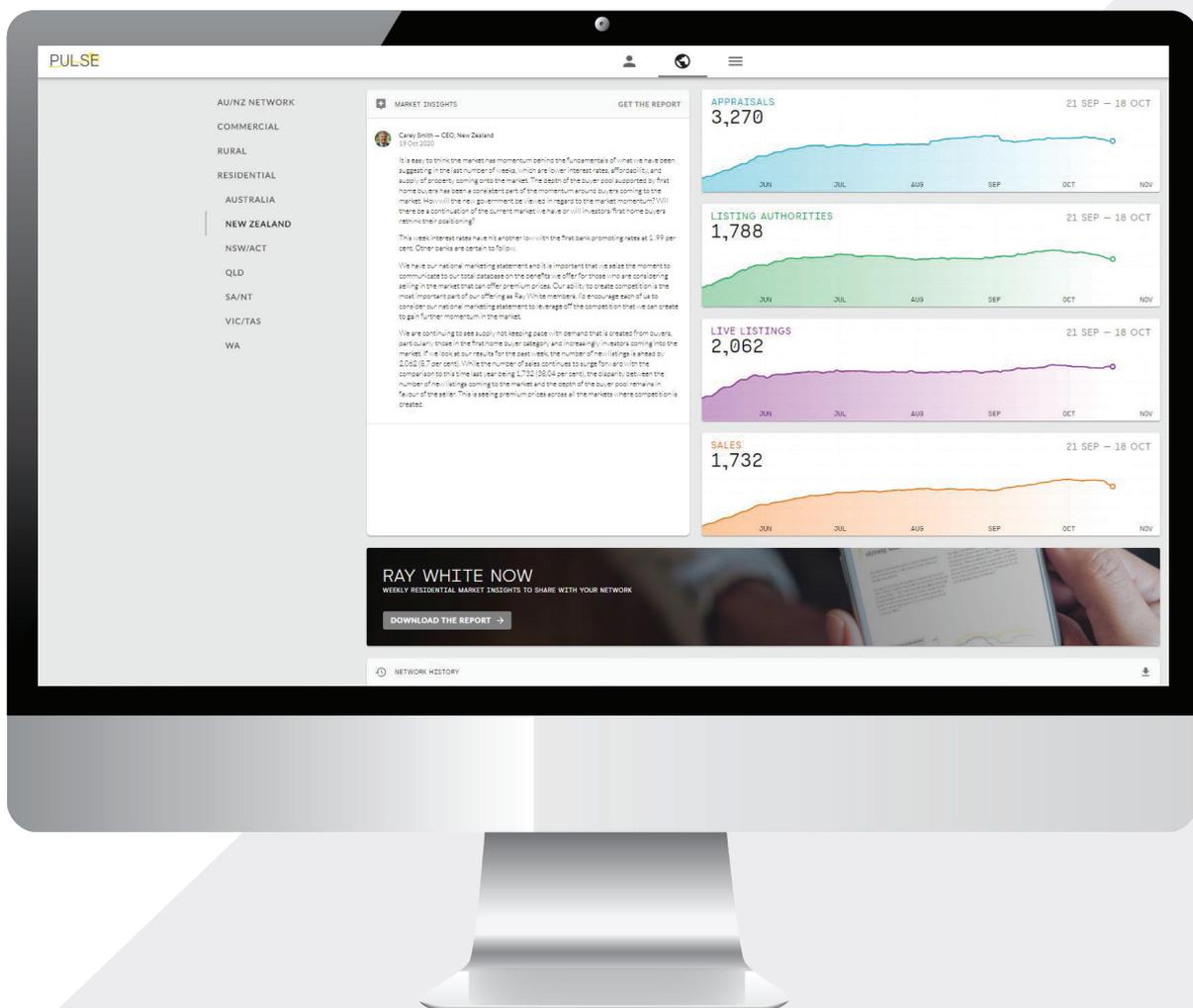


Sunday - HOT PROPERTY featuring Ray White Manurewa salesperson, Charlie Brothers.

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.co.nz



loanmarket.co.nz