

RayWhite[®]

RAY WHITE
NOW



The RayWhite logo is displayed in a bold, black, sans-serif font against a bright yellow rectangular background.

Dear Property Owner,

This week has seen the election results transpire into the market and it has made little to no change in the momentum and the confidence of the buyers in the market across New Zealand. The stability of outcome the election results achieved have allowed a continuance of supply of new property to the market while demand is still stronger in the majority of sectors.

News out this week has seen Reserve Bank Governor Adrian Orr warning that the Central Bank is “looking at” the prospect of re-introducing loan to value ratio (LVR) limits on bank mortgage lending. This comes off the back of the significant increase in the amount of high LVR lending, particularly to first home buyers and investors who have positively returned to the market on long-term low interest rates and the affordability around borrowing.

We have been showing the effect of the demand created from first home buyers and investors coming into the market and this has lessened the amount of inventory available across the real estate market which continues to put pressure on prices in the favour of the seller.

First home buyers and investors typically do not bring new property to market; they interweave themselves into the current market as purchasers on the demand side. So this is putting upward pressure on the supply and while the supply continues at high levels, it is nowhere near enough to service the amount of demand.

When we look at our Ray White results for the past week, the number of new listings during the past 28 days is 2,152 up 11.85 per cent on last year. While the number of sales continues to surge forward in comparison to this time last year being 1,678 up 32.65 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 coming 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 \$1.4 billion worth of property transactions per month 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', with a stylized flourish at the end.

Carey Smith
Ray White New Zealand Chief Executive

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SUPPLY CONTINUING WHILE DEMAND LIFTS TO NEW LEVELS

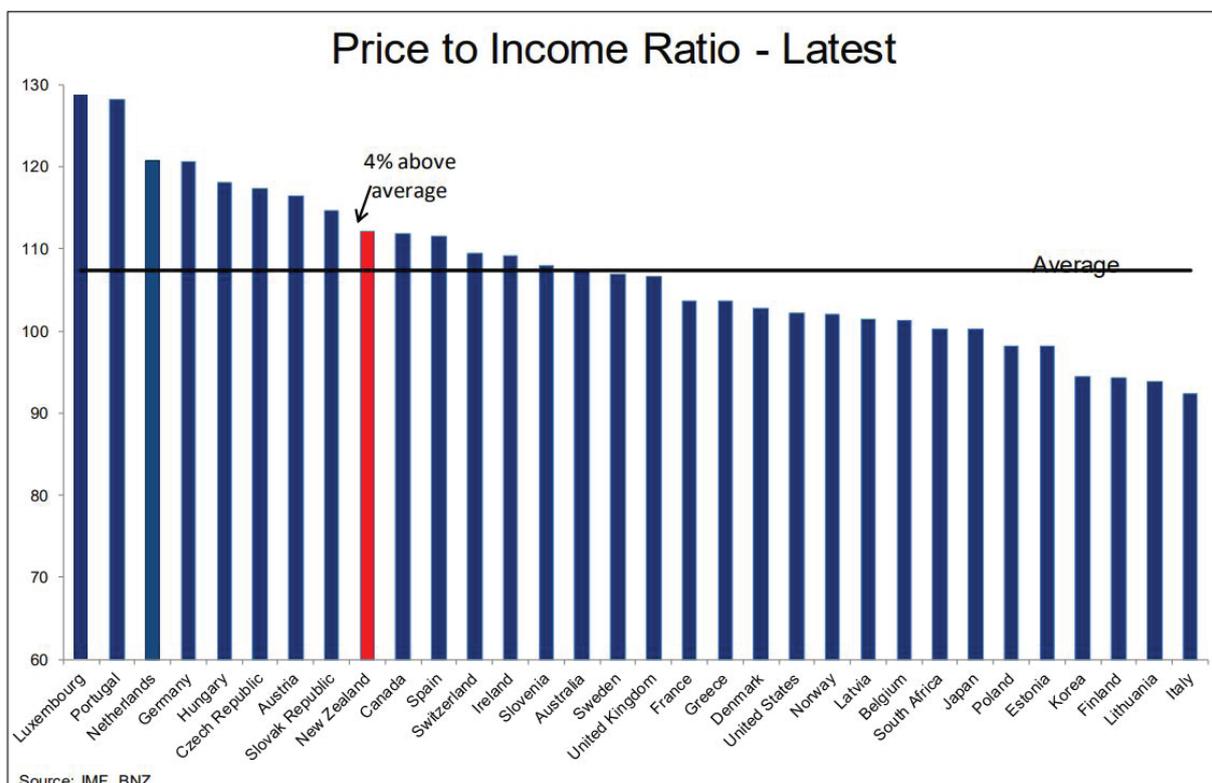
FURTHER INTEREST RATE DROPS SIGNALS HIGHER BUYER DEMAND

This week we see a report released by the research division of BNZ covering the area of house prices and how the current monetary policy is being transmitted through to having a wealth effect. Spending, particularly locally by Kiwis, is increasing and they raise the question of the potential that house prices may be overvalued already.

As central banks continue to cut interest rates the lower cost of funds increases economic activity and business investment. The number of potential projects that are put into action during low-interest rate times lifts and delivers positive returns. In addition to this lower interest rates often keep the currency lower and this can encourage more locally made products.

What we are also seeing is that the low-interest rates are a potential part of the reason why housing prices continue to rise as more people are able to purchase given the affordability of the interest rates.

The report also looked at a number of different graphs and one of those is the price to income ratio across the world which shows New Zealand to be 4% higher on the average of house prices to income ratio.



Source: interest.co.nz House Prices Driven Inexorably Higher - 15 October 2020 Report

While there has been a lot reported on the investor and the first home buyer coming into the market, a recent report by the Real Estate Institute of New Zealand focused on the lifestyle and rural markets. The data showed that there have been 131 more farm sales in the past three months which is up 48.5% on 2019. 11 of the 14 regions recorded an increased number of farm sales; the most notable being Canterbury and the Manawatu/Wanganui areas. This is the [full report by the REINZ](#) summarising how rural New Zealand continues to remain resilient in the property market.

Our real-time data shows a position which has changed slightly over the past week with sales continuing to increase, being 32.65 per cent ahead in numbers at a level of 1,678 sales. There is a disparity in the supply of new listings coming to the market which are currently up 11.85 per cent with live listings showing at 2,152.

The strong demand from buyers is potentially only going to increase. With the government being confirmed last week, 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.



REINZ Rural Statistics Report for 3 months ending September 2020

Rural New Zealand Remains Resilient

		Median price per hectare	
		3 months ending September 2019	3 months ending September 2020
DAIRY FARMS		\$38,102 (10 properties)	+13.3% ↑ \$43,176 (14 properties)
FINISHING FARMS		\$33,643 (74 properties)	-4.6% ↓ \$32,085 (124 properties)
GRAZING FARMS		\$11,090 (94 properties)	+2.3% ↑ \$11,347 (120 properties)
HORTICULTURE FARMS		\$212,985 (45 properties)	+33.3% ↑ \$283,951 (55 properties)

Source: reinz.co.nz Rural Statistic Report for 3 months ending September 2020

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 greater success. With the sales rates also being at their highest percentage and with record median prices being achieved, sellers can come to the market with confidence when creating competition.



“This is a time of the year where traditionally we have a surge in new listings coming to the market. Is an ideal time for property sellers who are seeking a premium price to come to market now. There is no doubt the depth of buyer interest in property has never been greater than it is today.”

Glenn Carpenter, Business Owner on behalf of Carpenter Realty with Ray White offices in Glenfield, Beach Haven and Verrans Corner.



SELLING IN THE CURRENT ENVIRONMENT



“Right now, we are seeing active competition from multiple buyers on most property that is offered for sale by auction. What this means, is that both buyers and sellers can take real confidence in the sale price that is achieved. It is very much a case of more buyers than houses in most areas.”

Daniel Coulson, COO, Ray White New Zealand.



The commentary in the media around the property market has changed significantly over recent weeks, from predictions of potential price declines, to attention grabbing headlines declaring that the market is now ‘booming’. You would be forgiven for being unsure which media reports you should believe. You may have even be left wondering is now the best time to go to market, or should I wait for it to get even better? Over the past 23 weeks, Ray White has produced this document to cut through the market speculation, providing you with a comprehensive understanding of what is actually happening.

It’s fair to suggest that 2020 has been the year of adaptation. While circumstances required us to do business differently earlier in the year, the wider real estate market has shown it’s resilience among kiwis and has responded with stronger results than were seen at the beginning of the year. Whilst a number of things have changed this year, it’s fair to say that the fundamentals remain the same. That is the traditional supply and demand dynamic. Right now, demand is outstripping supply and by quite a margin.

There are a number of factors that are affecting both supply and demand and we will discuss these below. In addition to this, we are now in the final quarter of the 2020 calendar year, a period which historically sees residential property transactions increasing as the finer weather sets in.

When we look at the supply side of the ledger, our live listings are currently sitting at a level 11.85 percent above the same time last year. This is due to a number of reasons. Firstly, more owners are taking advantage of the favourable conditions when it comes to selling. We also have some owners whose circumstances have changed and require that they sell their home. Others are looking at the medium-term outlook for travel and redirecting their funds, to upgrading their home and selling their own in the process.

Also increasing, although at a much higher rate, is demand. This has been increasing at unprecedented levels for several weeks now and is currently 32.65 percent ahead of last year. Demand is underpinned by several key influences; one being the affordability of mortgage borrowing in the current environment. There has been consistent downward pressure on mortgage rates as the Official Cash Rate remains subdued and banks compete for market share. Heartland Bank is currently offering lending at a fixed rate of 1.99 percent for 12 months, which compared to 12 months ago, the average in the market was 3.56 percent. While this is 1.57 percent lower, in real terms it is about 45 percent less.

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.



Ray White Sandringham Salesperson Pim Pimpinid with vendor - far left - and new purchasers of 54 Awaroa Road, Sunnyvale which over the weekend sold under the hammer for \$760,000.

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 volumes.

Method of sale is also a significant consideration in the current market. There are many forms of offering your property for sale, whether it be through a tender process, by negotiation, and asking price or an auction. Ultimately

these methods can be simplified into two categories, 'price' and 'no-price'. In the current market there is a real risk that you could under-price your property without testing what the market might pay. In many cases creating a competitive and transparent environment in which buyers can compete for a property can yield the strongest sales result. Auctions at present are achieving exceptionally high clearance rates, multiple registered and multiple active bidders. We will detail this data for you in the following pages.

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. Over the past 23 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.

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 11.85 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.

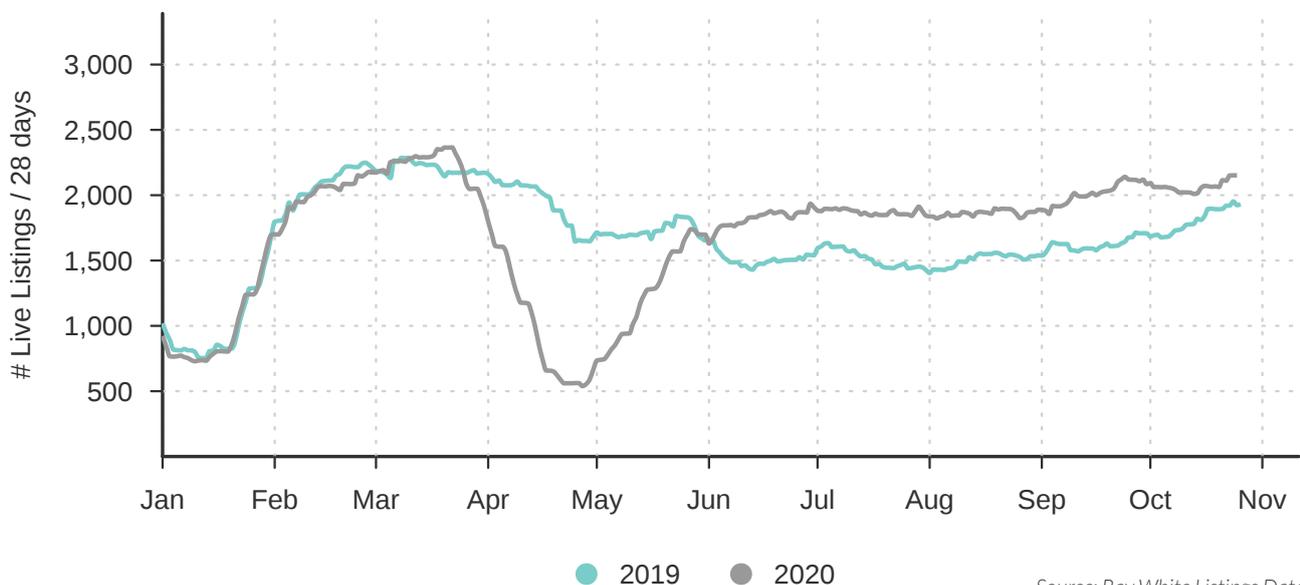
So what factors are continuing to create confidence in the market?

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 also giving momentum to the market.

Live listings This chart illustrates the number of live listings that are currently on the market up to 26 October 2020.



Source: Ray White Listings Data

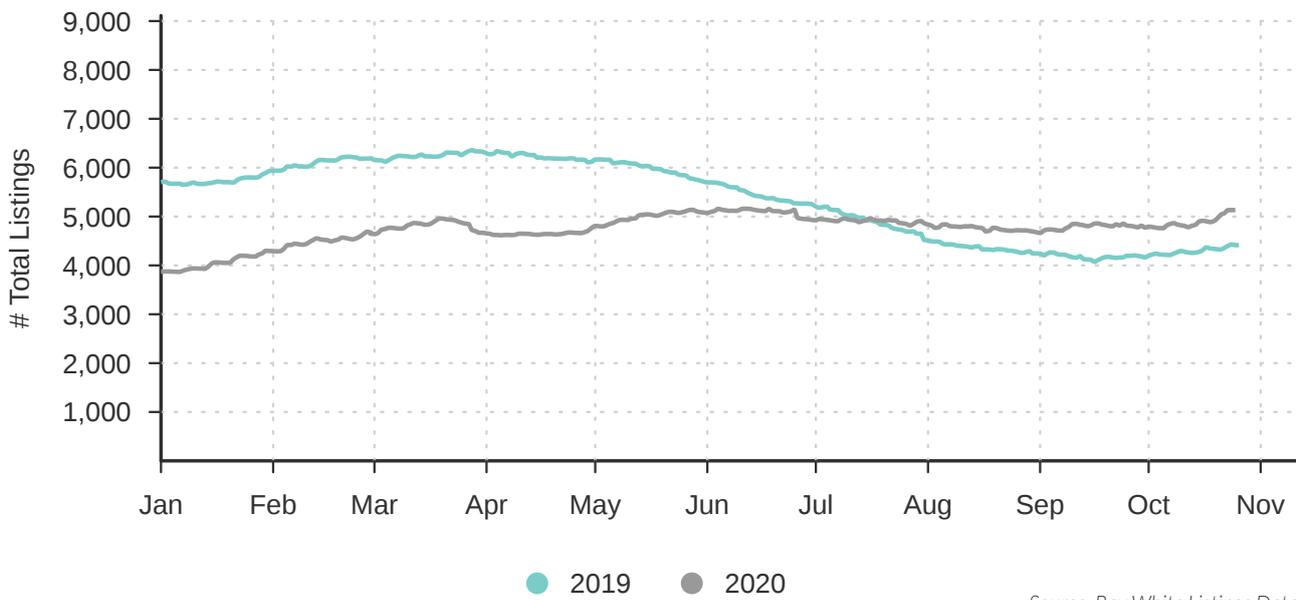
Coupled with high levels of confidence, the removal of LVRs back in March, investors looking for better returns and fears that prices may keep rising all contribute to the high level of activity we are seeing in the market now.

In the last seven days, Ray White offered 177 properties for auction, up 96.7 per cent on last year, with an auction

day clearance rate of 78.2 per cent. In addition to this, on average the properties offered for sale by auction attracted 4.5 registered bidders per property.

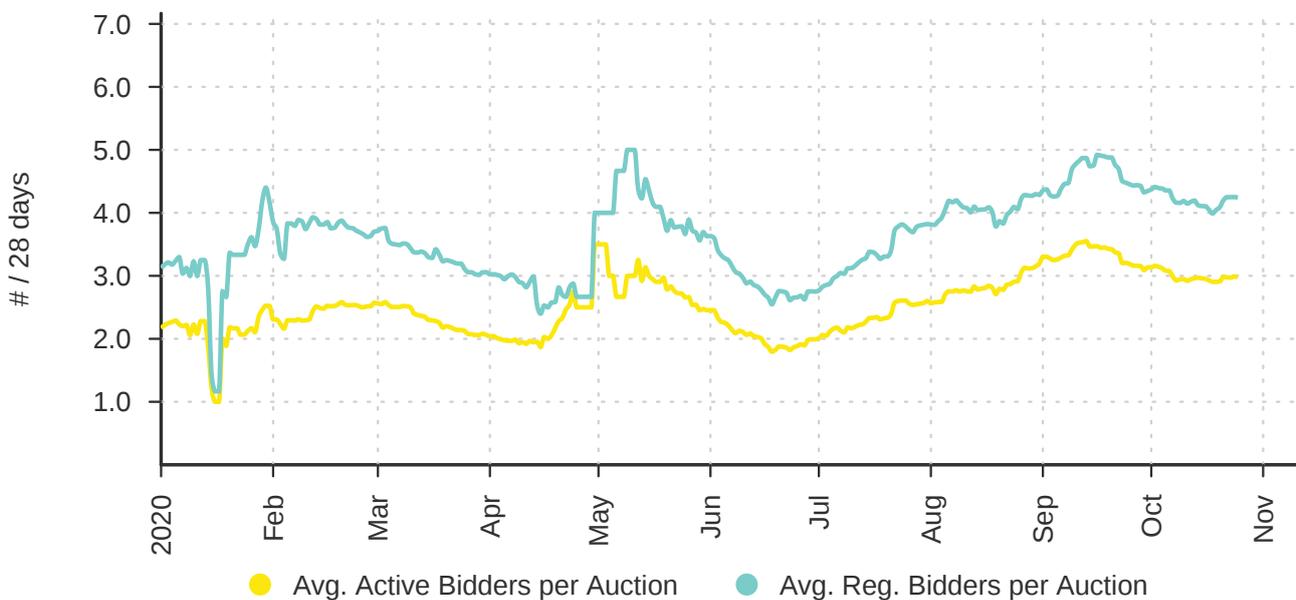
There are several considerations we observe when looking at the number of buyers active in the market.

Total available listings This chart illustrates how the number of new listings to the market has recovered as of 26 October 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 26 October 2020, which is up on last year. This is certainly an area that is underpinning prices continuing at strong levels.



Source: Ray White EARS Auction Reporting System

Buyers 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 4.5 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. In September, the median number of days to sell a property nationally decreased four 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.

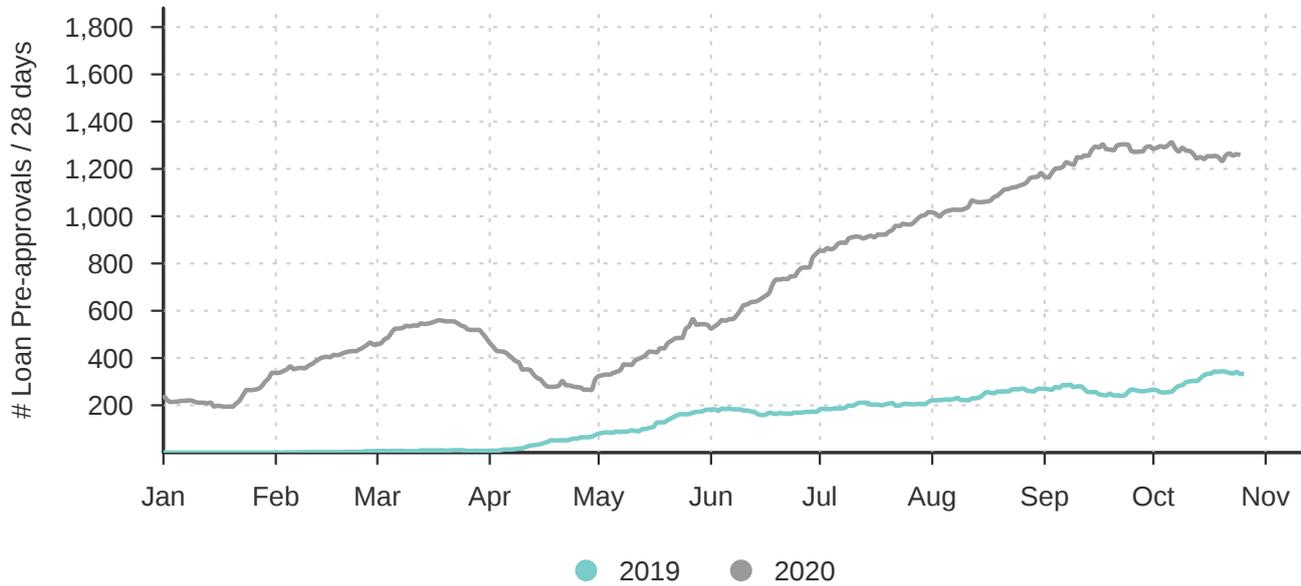
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“With almost every auction I am calling at the moment, we are experiencing multiple bidders and very strategic bidding. This, coupled with the fact that pre-auction offers are being made on a daily basis is further evidence of the demand on the buying side of the transaction.”

Ben East, Auctioneer, Ray White New Zealand.

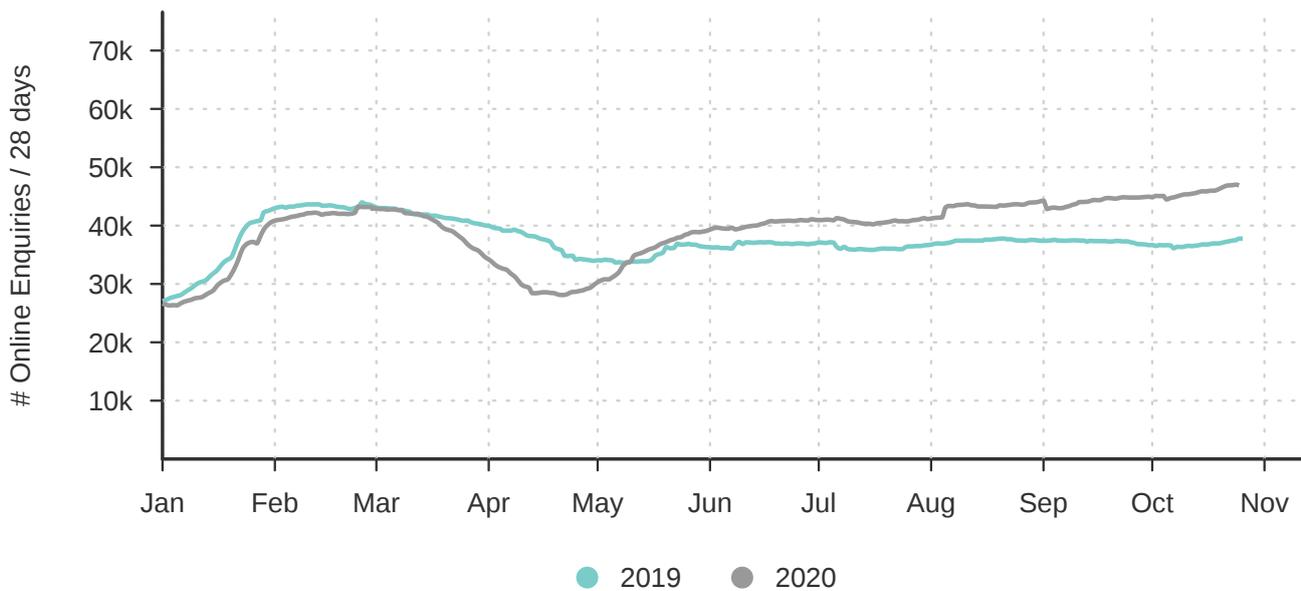
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Loan pre-approvals This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 18-19, and 19-20 financial years. It shows higher levels of pre-approvals now compared to 12 months ago.



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?

Picking the correct window of time to sell a property can be very important, but it can also be rather challenging. There are considerations to be made such as weather, public and school holidays and such as we have seen recently, events like the general election. In typical cycles, we have seen the annual calendar affecting market activity throughout the year. This year though, as we have already established, is not typical and the overarching market conditions have transcended almost all typical peaks and troughs in activity as both buyers and sellers have remained focused on transacting, despite distractions.

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

The latest ANZ Research New Zealand Weekly Data Wrap discussed the current levels of lending to investors with different deposit levels. Whilst it shows that lending to investors with deposits of less than 20 percent remains low, it is clear that there has been an increase in lending to those between the 70 and 80 percent. The report also states that "The RBNZ have said they are watching trends in this space closely. If financial stability risks appear to be increasing, renewed LVR restrictions or other macro-prudential policies could follow."

Whilst investors are active at the moment, it should be noted that if the Reserve Bank of New Zealand were to reintroduce restrictions around LVR amounts, this could have a cooling effect on the wider market. The RBNZ is set to review these restrictions in May 2021.

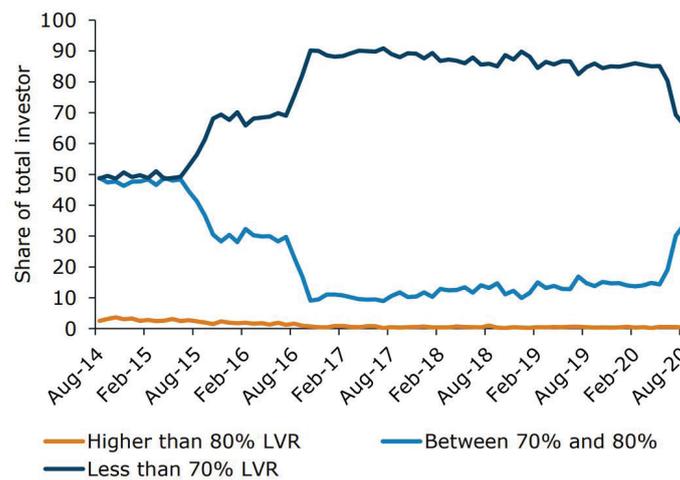
Just as a rapidly improving market can catch buyers, sellers, and commentators off-guard, as we have recently experienced; it can also change course again without a great deal of warning. There are several factors in the

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.

Let's take 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.

Figure 2. Share of new lending to investors by LVR



Source: RBNZ. ANZ Research



Ray White Epsom Salesperson Ken Choong - far left with vendors - and Ray White Epsom Salesperson Peter Burgham - far right with buyers of 10 Stonemason Avenue, Stonefields which sold under the hammer for \$2,055,000.

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.

 **RayWhite.**

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 **RayWhite**
Open

 **RayWhite**
Open

 **RayWhite**
We're Open

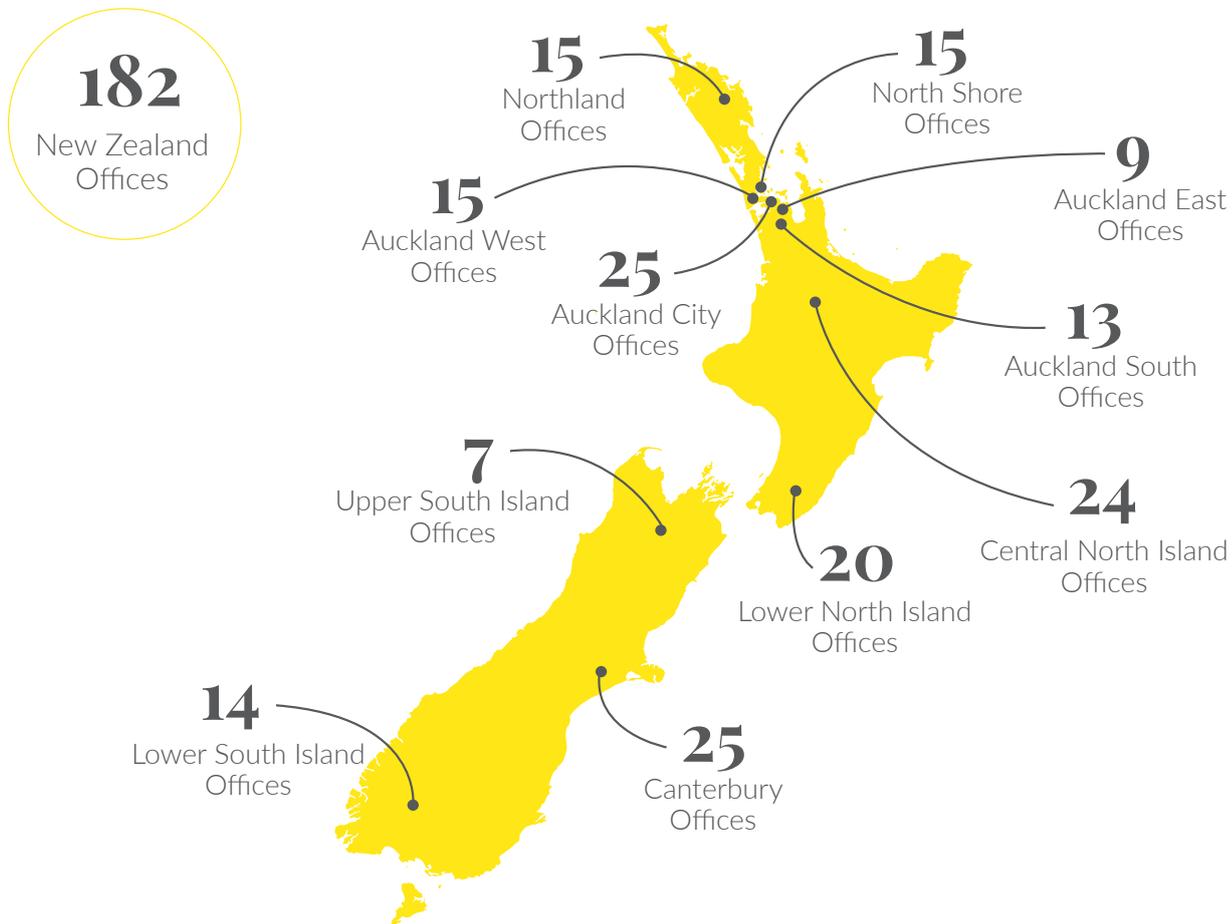
Window display featuring a grid of real estate listings with photos and text.

Glass entrance doors with a yellow mat in front.

Small sign posted on the wall to the right of the entrance.

Red trash bin located to the right of the entrance.

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 Mt Eden Salespeople Rick Mozessohn and Chanelle Yu with the happy sellers of 464 Mount Albert Road, Mount Roskill, Auckland City. This property had 11,000 views online, 57 inspections selling under the hammer at auction.

- 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 2,152 live listings, up 11.85 per cent on last year, with the number of sales during that period up a whopping 32.65 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. While in September 2020, the Ray White Group achieved record sales volumes in market turnover and record sales volumes in market numbers.

Ray White offered 177 properties for auction, up 96.7 per cent on last year, with an auction day clearance rate of 78.2 per cent. In addition to this, on average the properties offered for sale by auction attracted 4.5 registered bidders per property.



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.

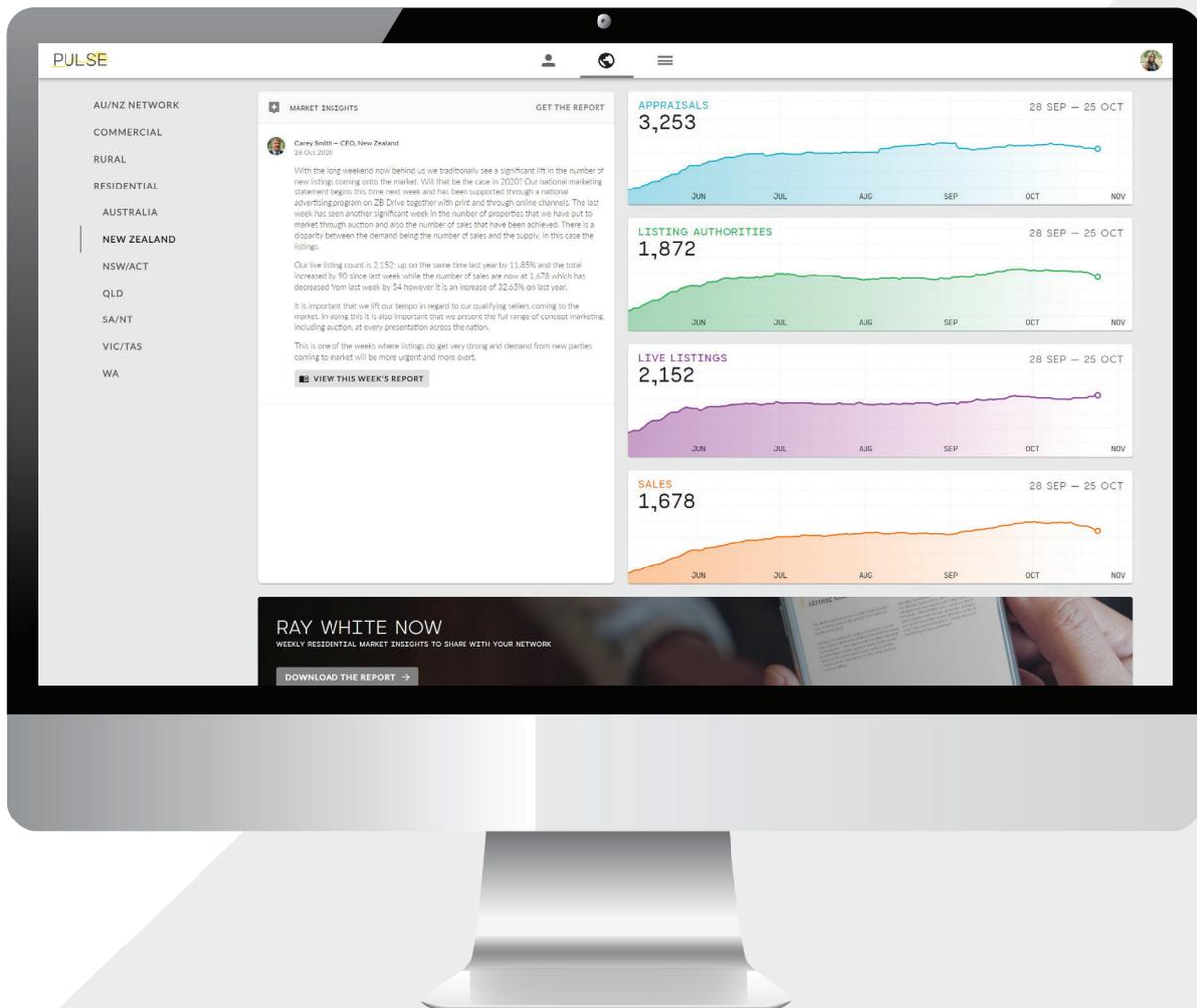


Front page article in The Press on Saturday, 24 October 2020 - Christchurch market becomes battleground.

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