

RayWhite

RAY WHITE **NOW**

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



The RayWhite logo is displayed in a yellow rectangular box in the top right corner of the page. The text "RayWhite" is written in a bold, black, sans-serif font.

Dear Property Owner,

As we enter the first week of October the supply and demand for property continues its momentum from the highs of September. The Ray White Group in New Zealand completed a record result with property sales of \$1.338 billion. This was the third month in a row that previous records have been broken based on value.

When we look at the numbers; sales increased by 83 per cent in value and this is attributed to both the increase in sales prices and the number of sales. In the area of supply, our listings continue to gather momentum with 2,020 properties offered by Ray White members which was 22 per cent up on 2019.

Our real-time data shows a similar position over the past week with sales continuing to increase, being 48.7 per cent ahead in numbers at a level of 1,737 live listings. There is a disparity in the supply of new listings coming to the market which are currently up 21.5 per cent with live listings showing at 2,056.

This means that there is a continual supply of property coming to the market, but the demand continues to increase, and this is placing pressure on prices.

There was information provided by realestate.co.nz this week that shows there has been an increase in property listings of 12.9 per cent compared to September 2019. Auckland together with the Waikato, Taranaki, Wairarapa and South Island all showed good increases. While supply was down in Northland, Nelson, Hawke's Bay, and Canterbury. In regard to asking prices, they fell back marginally in comparison to last month which showed that most markets were relatively flat or decreased slightly. Of note was that the average Auckland asking price has hit a new record of over \$1 million.

We can also take from the recent graphs of the Reserve Bank that there is an increased level of activity from first home buyers and investors who are entering the market on the back of affordable interest rates and better yields.

Ray White is proud to introduce the Landlord Academy Series which commences in the first week of November. Information can be found at landlordacademy.co.nz. In the area of sales, we are releasing our marketing upgrades for clients listing with Ray White during the month of October and into November.

We produce Ray White Now based on accurate analysis of our data for our clients to make decisions based on what is happening now. Supply and demand, pre-approved buyers and auction results are just part of the information we can provide during these changing times.

Ray White has 182 offices across New Zealand, and we welcome your enquiry to assist with your property transaction.

Regards

A handwritten signature in black ink, appearing to read "Carey Smith", is positioned above the printed name.

Carey Smith

Ray White New Zealand Chief Executive

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CONFIDENCE IN SUPPLY AND DEMAND SEPTEMBER RESULTS BOUNCE INTO OCTOBER

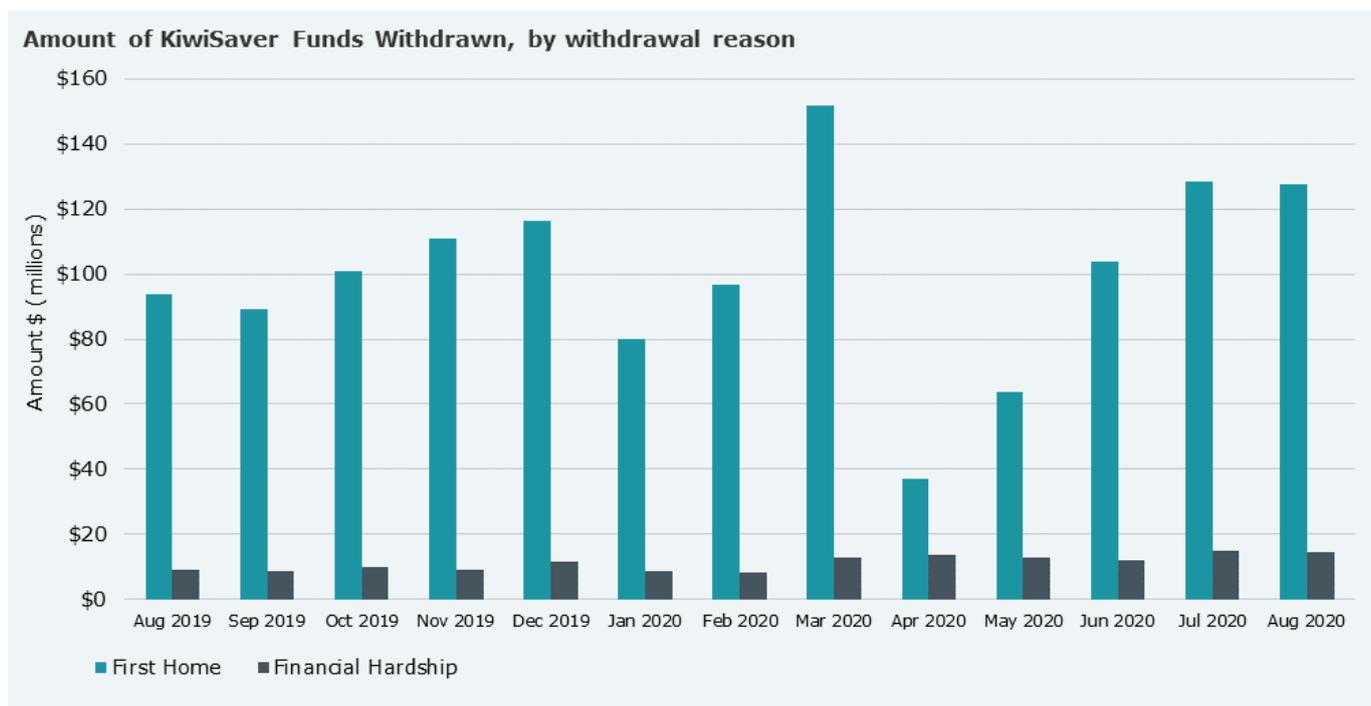
Our September results were a record for our company built on the continuing supply of listings together with increasing demand in the area of sales. The first few days of October have been no different although there continues to be a slight disparity between the number of properties that we are listing and the demand from purchasers.

There is still continuing talk around the supply and demand. Realestate.co.nz released their monthly figures which showed that listings have increased on their website by 12.6 per cent in comparison to the same time last year. When measured against the listings Ray White secured in September which were 22 per cent up, it does show a very strong supply of new listings coming to the market which is providing buyers with choice.

Our real-time data shows a similar position over the past week with sales continuing to increase being 48.7 per cent ahead in numbers at a level of 1,737 live listings. There is a disparity in the supply of new listings coming to the market which are currently up 21.5 per cent with live listings showing at 2,056.

Information out this week from the Reserve Bank focuses on first-time buyers showing that there is an increasing withdrawal rate from Kiwi Saver funds which have hit their highest level since their inception for first home buyers. This mirrors the new residential mortgage lending by borrower type which reflects a 26 per cent increase overall from lenders. This was further emphasised by the national year-on-year growth in the value of mortgages to the first home buyers which was 45.6 per cent up. In addition to this, there has been an increase from investors which have lifted their lending rate by 41.9 per cent.

AMOUNT OF KIWISAVER FUND WITHDRAWALS BY WITHDRAWAL REASON EACH MONTH

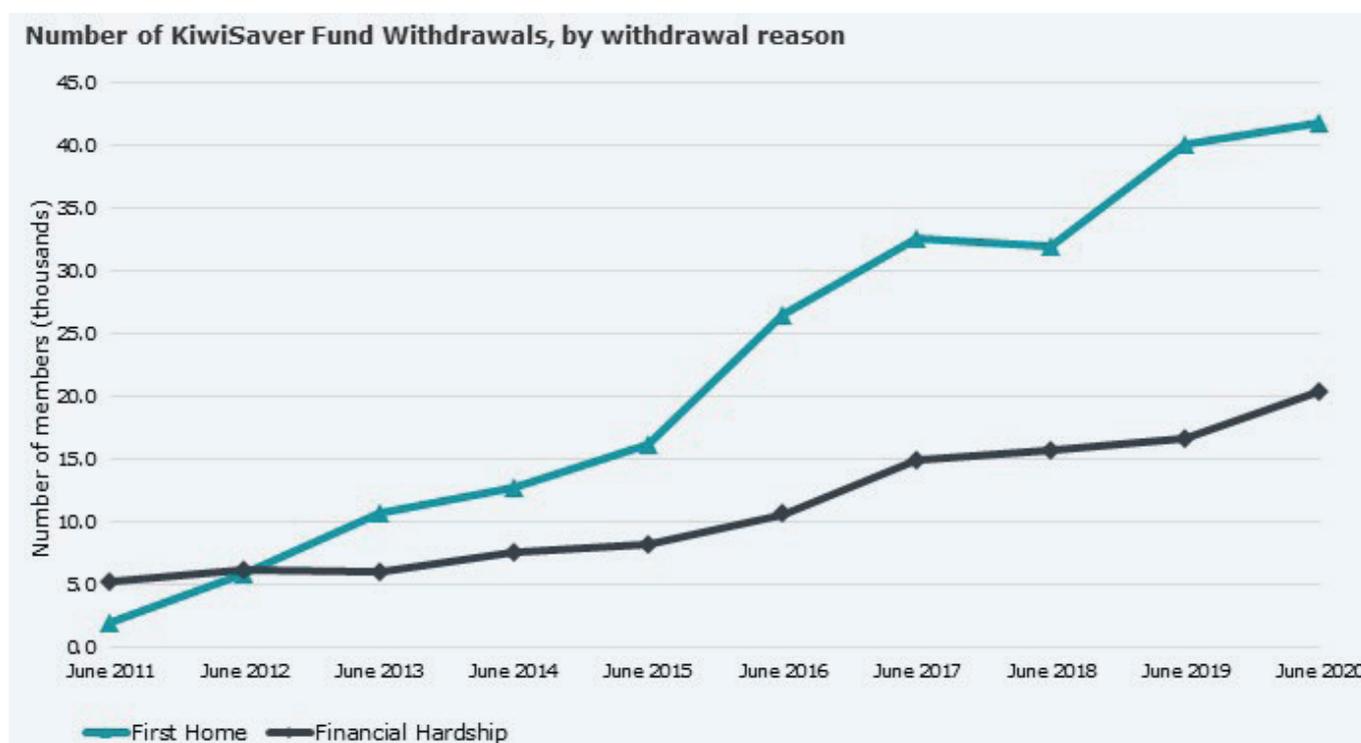


Source: ird.govt.nz/about-us/tax-statistics/kiwisaver/withdrawals/amount

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.

NUMBER OF KIWISAVER FUND WITHDRAWALS BY WITHDRAWAL REASON EACH FINANCIAL YEAR



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

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“It is a very dynamic market. For every property we list we are getting multiple buyer enquiries and this is lifting competition particularly in our auction room which is creating success for both those selling and also those purchasing.”

Chris Hannam, Director Ray White Whangarei.

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SELLING IN THE CURRENT ENVIRONMENT

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“There is a significant level of determination from buyers in the market at present. They have been pre-approved for finance, are doing due-diligence quickly and taking action on property that they wish to purchase with real confidence.”

Jen Singleton, Business Owner Ray White Millwater.

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Now in our first week of October, the spring market is in full swing and continues to defy almost all predictions in terms of performance and those owners that have been in the market to sell over recent weeks have benefited from strong buyer engagement. What has been evident from the recent sales results is that buyers currently in the market are decisive and motivated to purchase. With multiple buyers per property on average at present, the owners benefit from the comfort of knowing the true market value of their property. Knowing what one buyer is prepared to pay allows an owner to make a decision, whilst knowing what multiple buyers will pay allows an owner to make a more informed decision.

The increase in listing levels has continued in recent weeks and these remain elevated at 21.5 per cent higher than the same period last year. Whilst stock has continued to enter the market at increased levels, keeping the listing inventory more subdued has seen an even greater increase in sales, which are 48.7 per cent higher than last year. Whilst 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 seven days, Ray White offered 117 properties for auction, up 112.7 per cent on last year and had an auction day selling rate of 82.7 per cent.

In addition to this, on average the properties offered attracted 4.6 registered and 3.3 active bidders per property, both categories of buyer increasing from 2.4 and 1.5 respectively. The picture that this data paints is the high level of engagement on both sides of the transaction - that is buyers and sellers 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 strong 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 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.



Ray White Auctioneer, Craig Prier selling under the hammer 2/61 Landsdown Terrace, Cashmere in front of a big crowd in Christchurch.

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 at less than 2.5 per cent, which in real terms is having a significant influence in the affordability of property for prospective purchasers as well as the resurgence of cash flow positive rental opportunities for investment purchasers 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?

With a collective desire for sellers to be selling through auction and for buyers to be buying through auction, any potential seller thinking of coming to the market should be looking at auction results and using these as a barometer for the strength of the market. What are you waiting for?

When looking at the reasons as to why we are seeing such strong results in our current marketplace, we need to look at what 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.

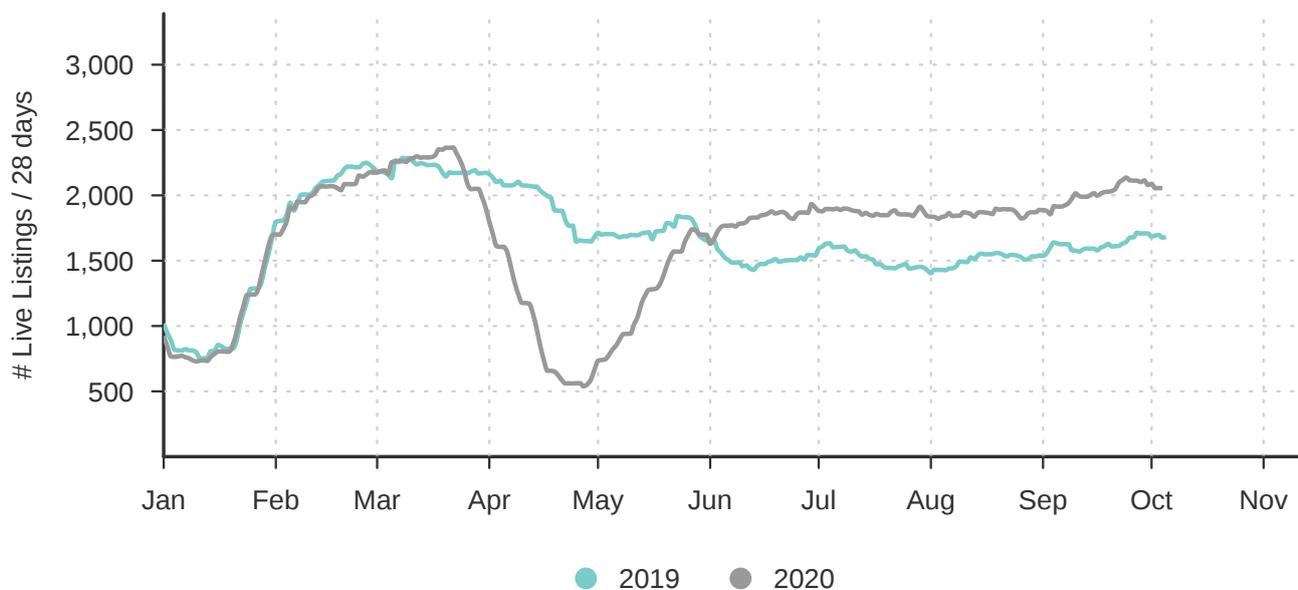
This plays a significant part in building competition across properties along with giving buyers the confidence to purchase, as does the sale method.

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 took 117 properties to auction and sold 82.7 per cent.

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

Live listings

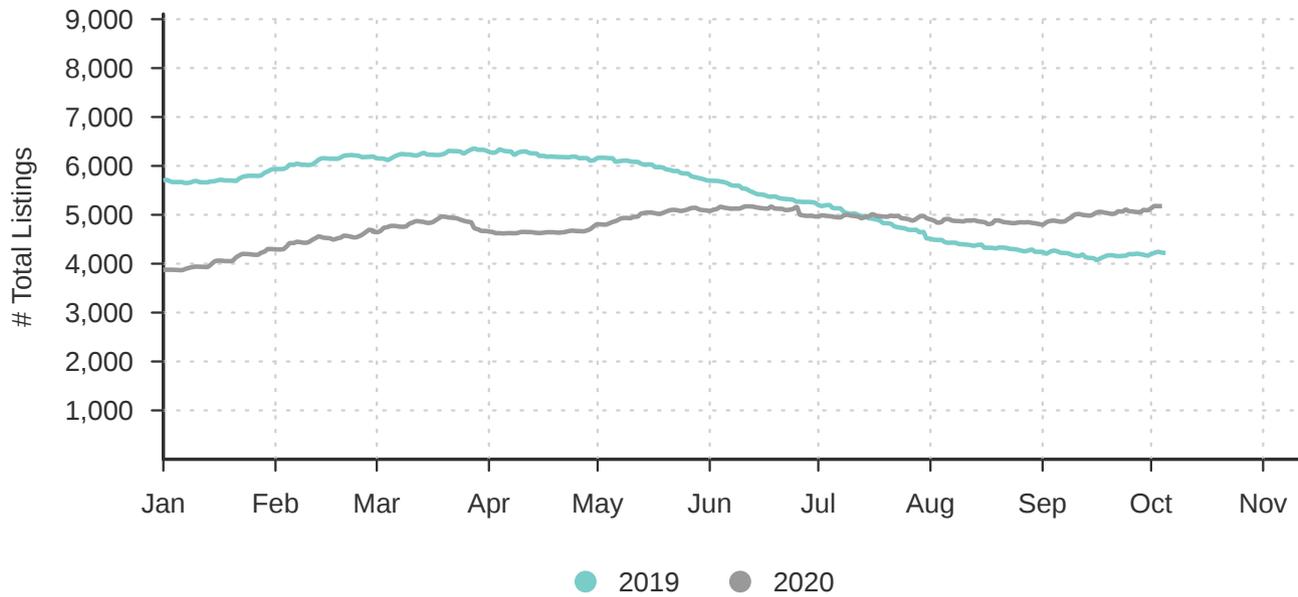
This chart illustrates the number of live listings that are currently on the market up to 5 October 2020.



Source: Ray White Listings Data

Total available listings

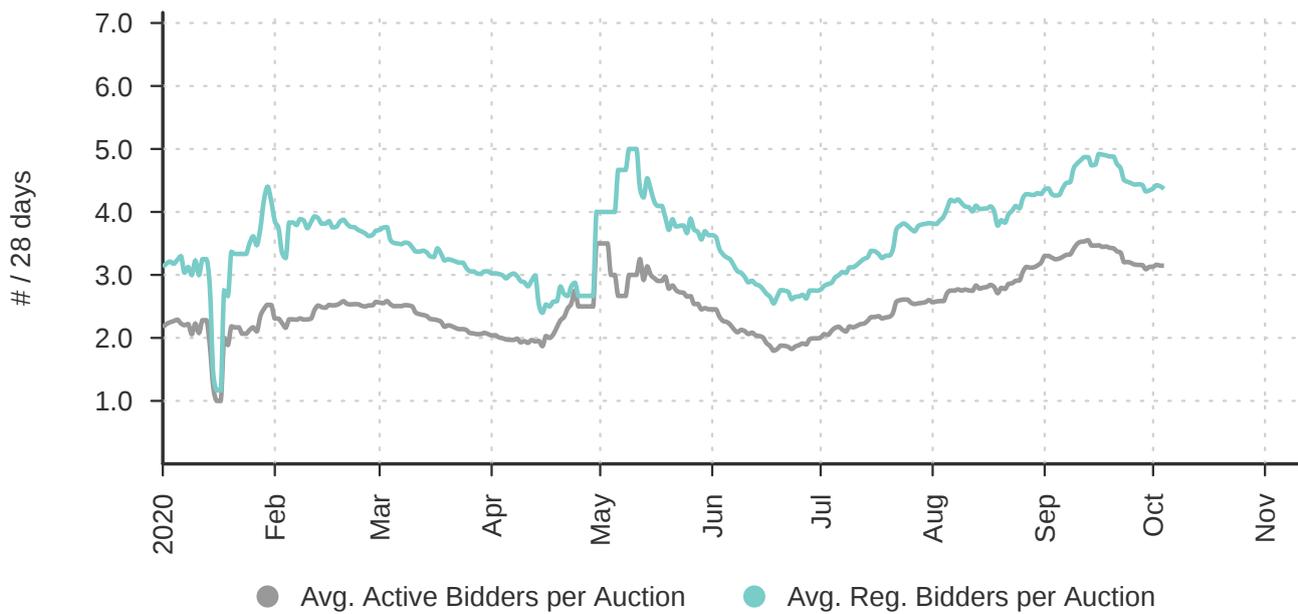
This chart illustrates how the number of new listings to the market has recovered as of 5 October 2020 to be slightly above last year.



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 5 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 offers 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 4.6 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 2.49 per cent fixed for one year with the OCR remaining at 0.25 per cent since March 16, 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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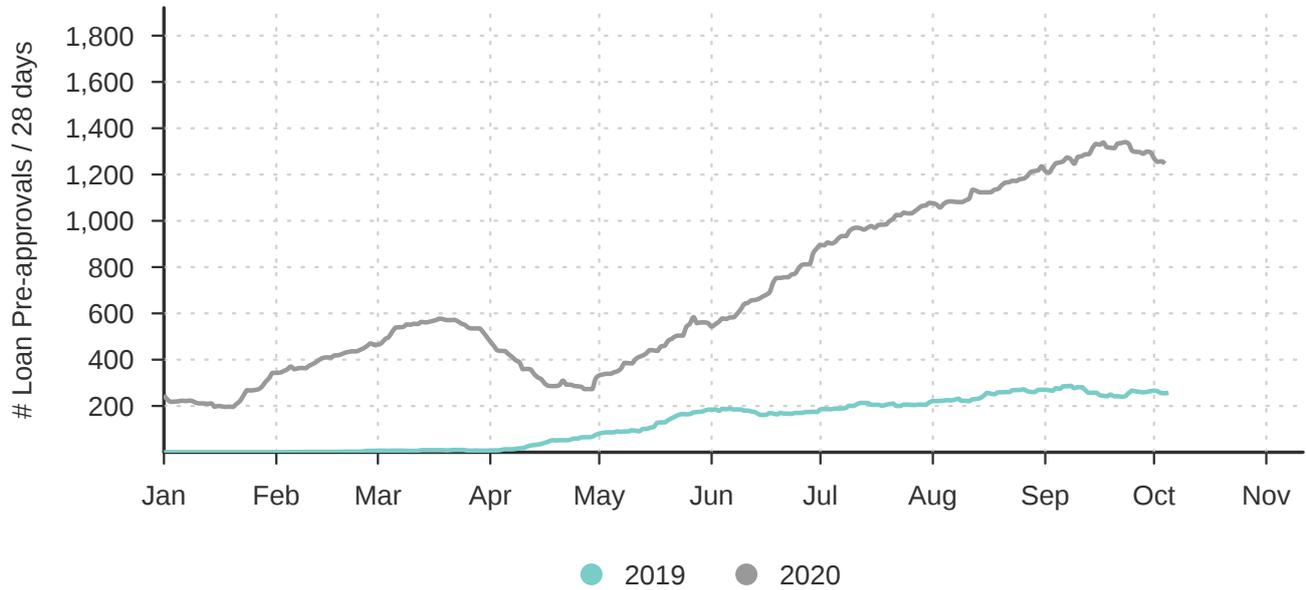
“We are currently working with sellers that continue to be surprised by the current level of buyer engagement. With pre-auction offers being regularly presented to sellers, there's clear motivation among the prospective buyers.”

Reece Prewett, Business Owner and Principal Ray White Papakura.

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Loan preapprovals

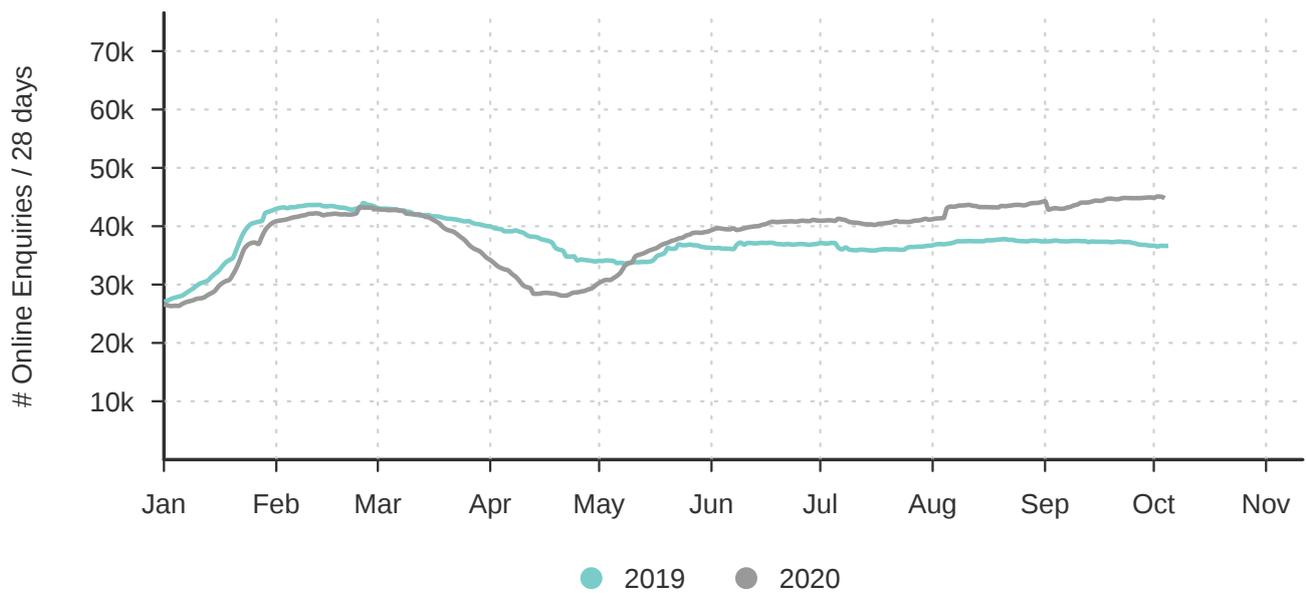
This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 18-19, and 19-20 financial years. It shows higher levels of pre-approvals now compared to 12 months ago.



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 some time 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 investments available.

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

In addition to this, we have just 11 days until we go to the polls in this year's election which has traditionally led to a short-term decline in market activity, particularly when the outcome has been harder to predict.

Whilst the current selling conditions are strong, it remains extremely hard and uncertain to predict what may happen in the real estate market over the next 6 months, 12 months and certainly the next few years. Those wishing to mitigate the risk of the potential unknown can enter the

market 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 somewhat pessimistic 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 now been extended to 31 March 2021. Economists think that when these support measures come to an end, we will start to see larger volumes of new properties coming onto the market, causing a large supply of properties available.



Source: REINZ, Roy-Morgan, ANZ Research



Ray White Blockhouse Bay salespeople Donna Bailey and Angela Scarfe had a very busy auction on Saturday for 115a Halsey Drive, Lynfield which sold for \$2,000,000 under the hammer.

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
- No trans-tasman bubble
- 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.

New Zealand Treasury has now reforecast unemployment to peak at 6.8 per cent this year. Consumers' perceptions of their current financial situation fell 2 points and a net 31 per cent of consumers expect to be better off financially this time next year. Perceptions regarding next year's economic outlook lifted 4 points but remain very low at -33 per cent.

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?

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A surge of new listings onto the residential property market suggests an early and vigorous start to the summer selling season.

However, real-time data from realestate.co.nz shows that despite a year on year increase in new listings over the past four months, low total stock numbers around the country are still driving high asking prices.

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Realestate.co.nz received 10,050 new residential listings in September, up 12.9 per cent compared to September last year, and almost back up to the levels seen in the peak summer months of February and March this year.

The rush of new listings was particularly strong in Auckland, where 4,058 residential properties were newly listed for sale with Realestate.co.nz in September, up 34.4 per cent compared to September last year.

There was also a strong increase in new listings in the Waikato where they were up 21.2 per cent compared to September last year, and in Taranaki +11.0 per cent, Gisborne +18.5 per cent, Wairarapa +12.1 per cent, Wellington +6.2 per cent, Marlborough +34.6 per cent, West Coast +11.7 per cent, and Southland +20.7 per cent, (see the chart on page 17 for the full regional breakdown).

Those figures suggest that potential vendors have been watching the strong sales results being achieved in the market over the last few months and have decided the time is right to sell.

While vendors may be optimistic about their sale prospects, their price expectations are more mixed.

The average (non-seasonally adjusted) asking price of properties advertised on the realestate.co.nz website in

September was \$769,769, down 4.9 per cent compared to August and down 12.0 per cent compared to the record high of \$874,886 set in April.

But in Auckland the trend was reversed, with the average asking price hitting a new record of \$1,010,727, up 5.6 per cent compared to August and the first time it has risen above \$1 million.

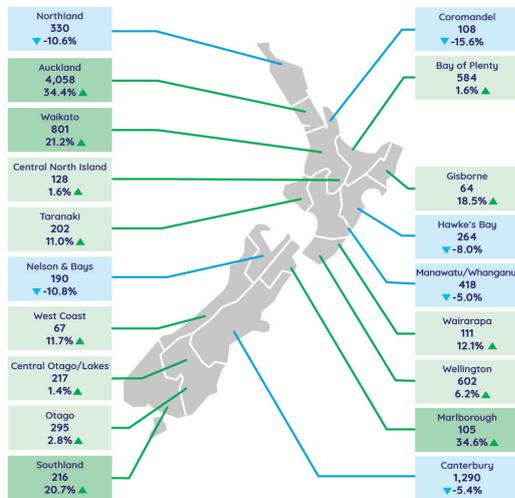
The price growth in Auckland has been all the more impressive because it occurred over winter when the market is normally more subdued, and against a backdrop of considerable economic uncertainty.

The combination of low interest rates, the removal of LVRs, supply versus demand, people's aspiration to have more space/a bigger backyard, catch up post lockdown, investors and first time buyers' desire to get onto the market, have all contributed to the uplift in prices we've seen over the last few months.

The housing market was stronger than expected in recent months due to the overall economy being more resilient than anticipated and lower interest rates having a bigger impact on prices which poses upside risks to our forecasts. Economists have done an about face on house prices and some now expect them to keep rising this year and next year. Similarly, forecasts for peak unemployment have dropped.

Property new listings

New property listings for September 2020
10,050
 Compared to September 2019
12.9%



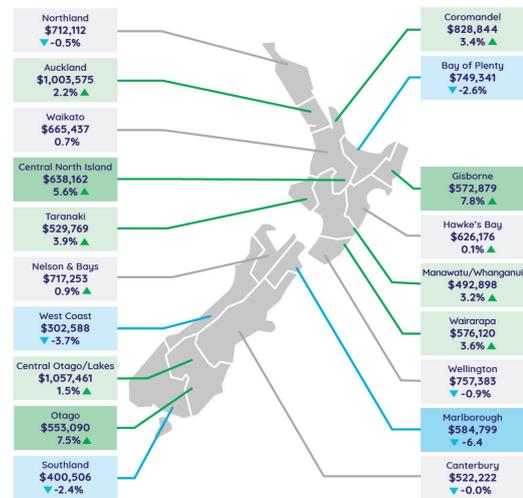
Listing change



New listings are properties that have been added to realestate.co.nz during the month. This is compared to the number of new listings in the same month in the previous year.
 Actual data of new listings.

Property asking price

Property asking price for September 2020
\$764,864
 Compared to August 2020
-7.3%



Price change



The average asking price is calculated by taking every residential listing's indicated asking price and dividing it by the total number of properties.
 Asking prices for new listing calculated as seasonally adjusted prices using X13 ARIMA methodology.

Source: [Realestate.co.nz/blog/news/nz-property-report-sept-2020](https://www.realestate.co.nz/blog/news/nz-property-report-sept-2020)

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.

Fortunately, we continue to see confidence in buyers with job security working in industries not materially impacted by the current economic environment.

With interest rates at all-time lows and with banks being supportive of residential home buyers able to service debt levels, we are seeing many purchasers 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.

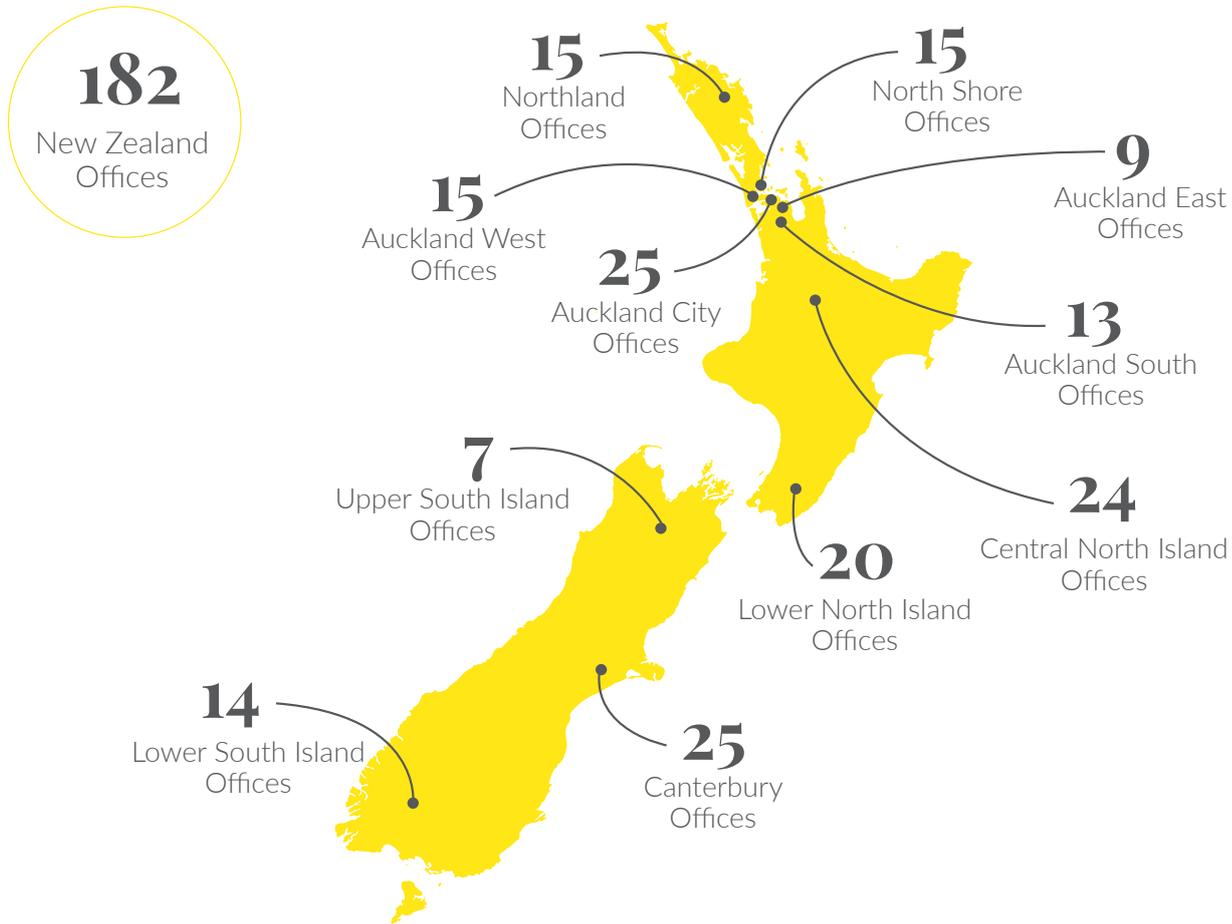
In most market environments there remains a significant number of buyers who are looking at buying and selling within the same market. When you consider this, market conditions generally don't weigh in as much on the decision for those looking to upsize, downsize or relocate.

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

For most people, it is only apparent that a market has hit the bottom when it starts going back up again. Buyers trying to 'game the system' and wait to pick the bottom, could find themselves in a situation where a new set of market conditions apply. As a market starts to increase in value, listings become scarcer, buyer competition increases, interest rates have traditionally increased and purchasers run the very real risk of not securing their family home.

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

WHY IS RAY WHITE CONSIDERED IN SO MANY MARKETS TO BE THE LEADER?



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 Glenfield salesperson Ali Hellesoe (above) with the very happy buyers of 28 Raymond Terrace, Northcote which sold in 14 days, prior to 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 listed 1,763 properties in the last 28 days, a slight decrease of 0.23 per cent on last year, with the number of sales during that period up a whopping 50 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 and in August and September 2020 Ray White achieved record sales volumes in market turnover and record sales volumes in market numbers.

Last week, Ray White New Zealand had 117 properties scheduled to go to auction, leading to a strong auction day clearance rate of 82.7 per cent, a massive increase of 112.7 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.

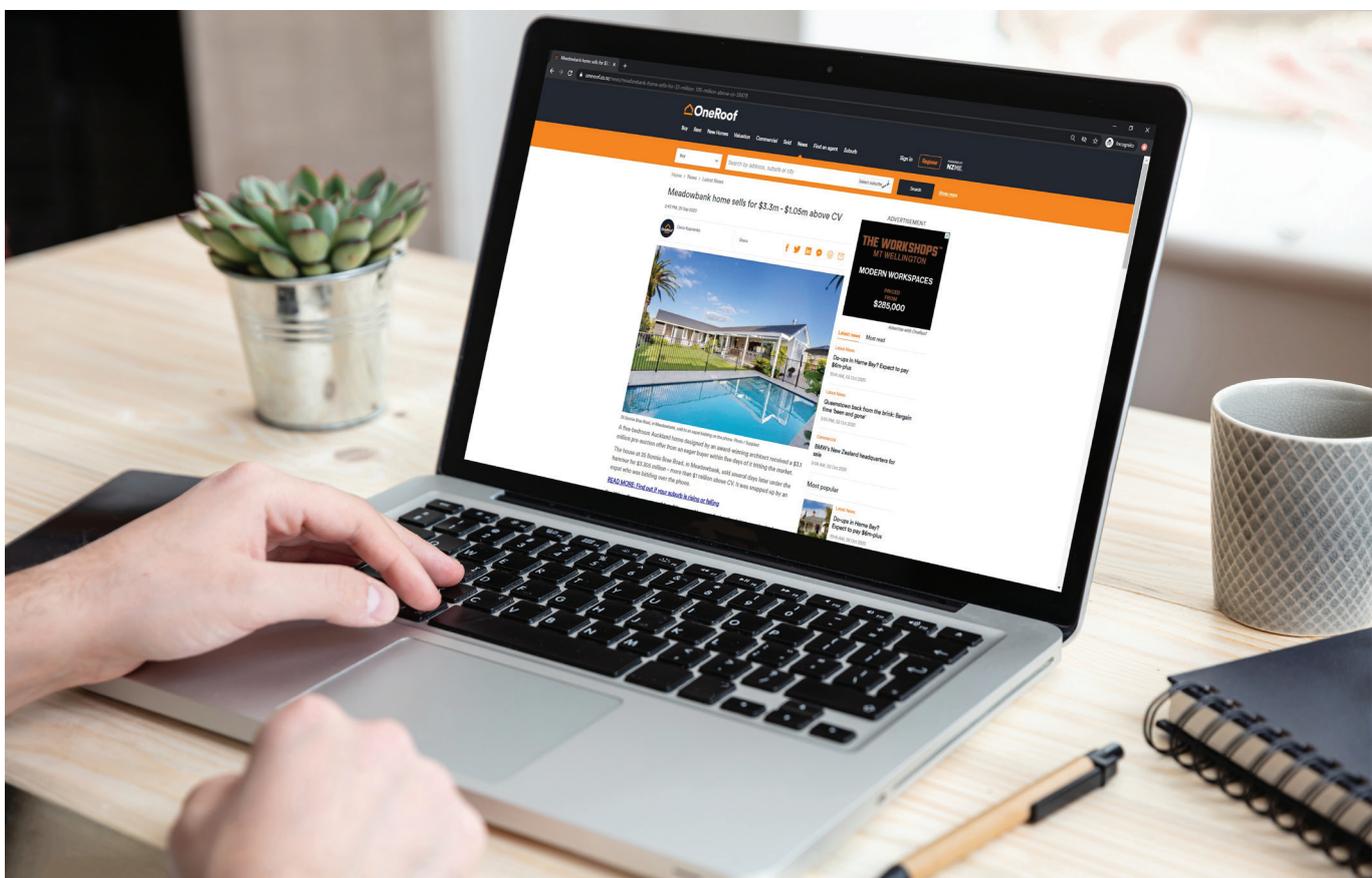
3. UNRIVALLED BRAND PRESENCE AND MEDIA PROFILE

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 as a whole achieved more than \$10.5 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.

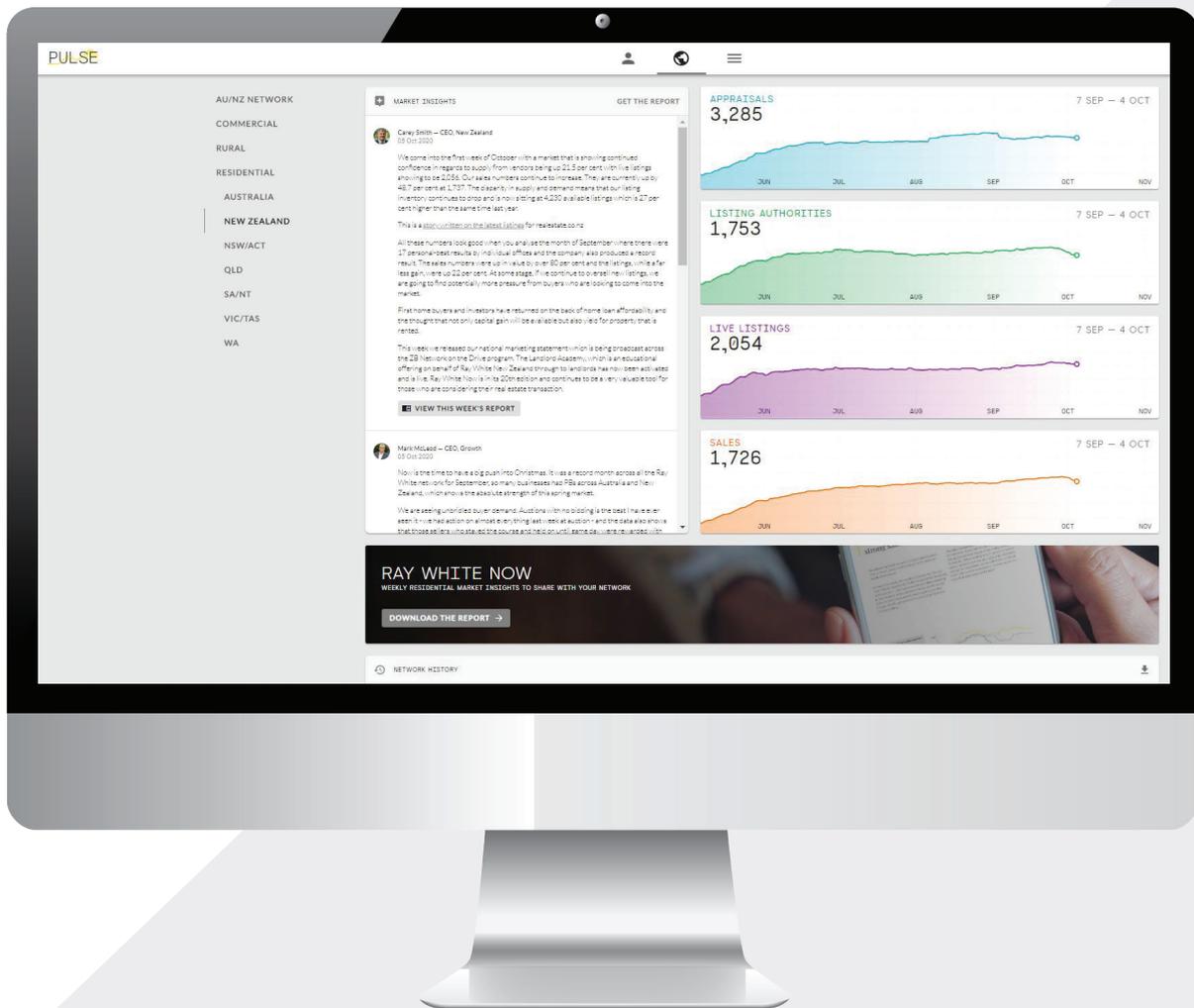


Oneroof.co.nz online article - Meadowbank home sells for \$3.3m - \$1.05m above CV.

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