

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

RayWhite®

RAY WHITE **NOW**

Real-time residential market insights
16 November 2020 - New Zealand



LANDLORD ACADEMY SERIES

November 2020
Every Thursday at 7:00pm

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Ray White (Real Estate) Limited Licensed (REAA 2008)

Dear Property Owner,

As we enter the third week of November, it is clear there has never been a better time to take action in regard to the sale of individual property as the market demand from purchasers remains strong.

In many instances we look at supply and demand as a key reason behind the current activity. There is a noticeable increase in the supply of property coming to the market. It is the third week in a row where we have seen the supply of property lift and it is at its highest level for 2020 showing currently that we have 2,439 properties available for purchasers, which is 15.92 per cent higher than the same time last year.

Importantly though, this is still not enough to satisfy the demand levels which also continue to increase. While a less noticeable lift, we have completed 1,831 sales in the last 28 days and this is 27.56 per cent higher than the same time last year.

So, while the balance of supply and demand continues to take shape, there are areas that are clearly affecting those who are making decisions around their property sale or their property purchase. The recent announcement by the Reserve Bank Governor holding interest rates at the lowest levels on record continues to give buyers confidence however there could be the position of loan to value ratios brought back into place to stem any risk lending by investors or first home buyers that are currently very active in the market. Are some sellers seeing this as an opportunity to catch a market that is offering premium prices and a strong depth of buyer enquiry?

The Real Estate Institute of New Zealand this week released data which shows the average sale price across New Zealand has increased by 19.8 per cent since October 2019. It shows a new record median price of \$725,000 and this was a further increase from September 2020 of 5.2 per cent. We discuss this report further in our Ray White Now report.

The Landlord Academy evenings, which are being held each Thursday throughout November, bring together a series of webinars with specialists discussing aspects and changes around property management. You can register via landlordacademy.co.nz.

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 \$1.65 billion worth of property transactions and currently manages a portfolio of 19,228 properties through our property management division.

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

Regards

A handwritten signature in black ink, appearing to read "Carey Smith", is located below the "Regards" text.

Carey Smith
Ray White New Zealand Chief Executive

CONTENTS

6

More supply of property giving buyers confidence with choice.
November results continue strongly

8

Selling in the current environment

10

Why are we seeing strong sales results now?

14

If I am considering selling, why should I go to market now?

16

Why is there buyer confidence at the moment?

19

Why is Ray White considered in so many markets to be the leader?

20

With so many buyers in the market, should I still invest in a marketing campaign?

22

How do we create the most competition for your property?

26

For those seeking mortgage advice

27

About Ray White

MORE SUPPLY OF PROPERTY GIVING BUYERS CONFIDENCE WITH CHOICE

NOVEMBER RESULTS CONTINUE STRONGLY

This week we look in depth at The Real Estate Institute report for October 2020 as well as the Ray White sales results in November and look at the reasons why the numbers continue to gain momentum in the real estate market.

Looking at the published numbers by The Real Estate Institute, they show that the median house price across New Zealand has increased by 19.8 per cent from \$602,000 in October 2019 to a new record high median price of \$725,000 in October 2020. This is one of the highest increases that has been seen annually in a year where there was certainly little to no expectation that there would be price rises. There have been a number of factors which have driven these price rises, but it would be considered that supply and demand and low-interest rates are the key reasons for this high level of activity.

There were four areas with price rises over 20 per cent and these included Gisborne (34.1 per cent), Marlborough (26.8 per cent), Otago (22.7 per cent) and Wellington with a (20.8 per cent) rise.

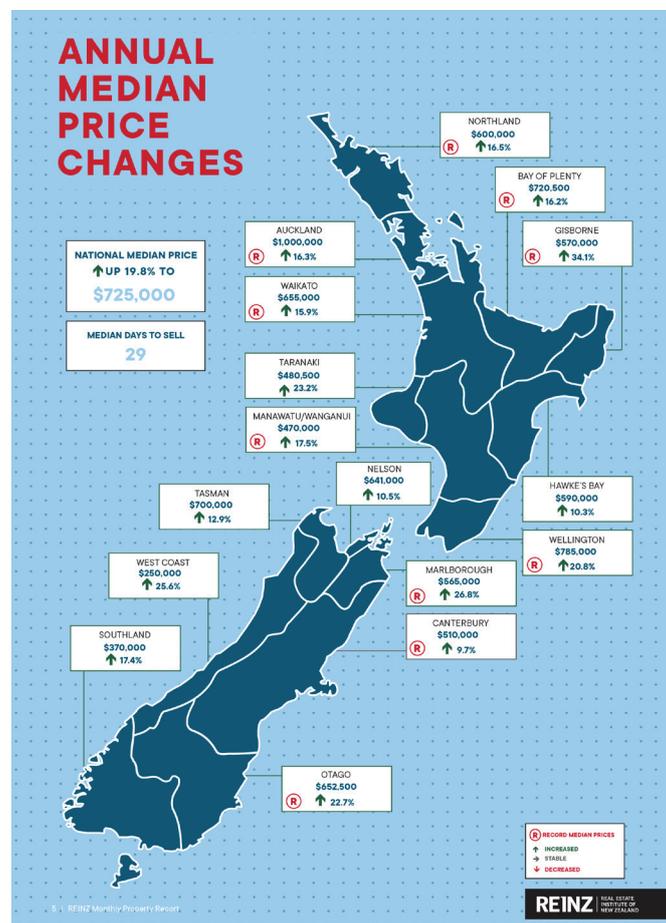
While New Zealand has a new record high median price this is also the case with 10 other regions and this included Auckland which has a new median house price above \$1 million for the first time. Wellington is the

second highest priced market in New Zealand with an average median price of \$785,000. And this is closely followed by property in the Bay of Plenty which has an average sale price of \$720,500.

Several other factors came from the report which showed that the number of days to sell property in the month of October was the lowest that it's been for 17 years. Nationally across the residential property sector it takes an average of 29 days to sell a property. The fastest market in regard to sale of property is Taranaki which on average is 21 days and the second lowest median days to sell a property is the region of

Manawatu/Wanganui, being 24 days.

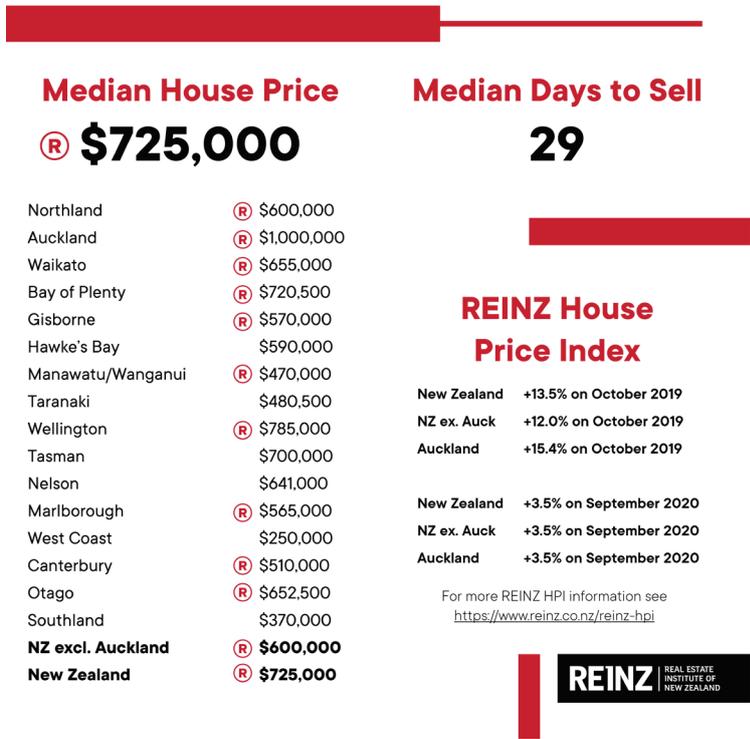
For the first time the total number of properties available for sale nationally increased very slightly during the month of October. While it is still down 18.7 per cent



Source: REINZ Monthly Property Report - 12 November 2020

to 18,141 on the same time last year, there are signs that the inventory level may start to increase slightly during November. When looking at the markets with the largest percentage decrease in the number of properties available, Taranaki showed a reduction of 47.3 per cent while Marlborough reduced available property by 40.5 per cent and Northland by 35.8 per cent.

In our reports we've often spoken about the value of auction marketing. Across the industry 23.4 per cent of all properties put to market were sold by auction during October. That is up 15 per cent on the same time last year and was the highest percentage of properties put to the market by auction for the last four years. Gisborne had the highest percentage of auctions at 74.6 per cent. Auckland had the second highest percentage of auctions in New Zealand with 1,276 properties sold under the hammer which represented 40.6 per cent of sales.



Source: REINZ Residential Statistics Report for October 2020

The investor sector of the residential market has been very active looking for capital gain together with yield return. According to the interest.co.nz residential rental yield indicator 56 locations across New Zealand have seen a high level of rental activity and this continues to attract investors into the market. It is suggested in their report that current rental yields are likely to continue to attract investors despite rising housing prices due to the long-term low interest rates.

Our Ray White data this week continues to show the strength of the market, with our sales numbers rising for the third week running in November to be 27.56 per cent ahead of the same time last year which has continued to outstrip the supply which has shown a rise of 15.92 per cent. Our inventory of property for sale has risen slightly which will provide buyers with more choice and shows that we are now 10.12 per cent ahead of the same time last year.

“

“In the South Waikato our results continue to be very strong. We see continued demand from buyers both within our local region and from Auckland looking for value in both purchasing property and looking for rental return. It is a great time to be selling property.”

Gregg Tickelpenny, Business Owner, Ray White Te Awamutu, Ray White Otorohanga, Ray White Te Kuiti, Ray White Taumarunui.

”

SELLING IN THE CURRENT ENVIRONMENT



“We have five full weeks left until Christmas which naturally creates a deadline for people to take action. There are buyers in the market at present that are very keen to secure their move before the end of the year. Ultimately, not all of them will though and we expect an early return to trading in January.”

Reece Prewett, Business Owner, Ray White Papakura, Ray White Pukekohe,
Ray White Tuakau, Ray White Waiuku, Ray White Patumahoe.



From predictions earlier in the year of a market downturn, the media commentary has changed significantly of late. With daily coverage regarding the current status of the residential market across New Zealand, you may be asking, is the market really as buoyant as the media are suggesting? Do I even need to market my home while the conditions are so strong?

Over the past 26 weeks, Ray White Now has been able to cut through the media speculation to provide an understanding of what is actually happening in the market right now, enabling sellers to obtain a comprehensive understanding of the market before they make the decision to sell as well as offering them the tools to do so.

This year is unlike anything we have seen before, both in the property market and wider economy, and 2020 has certainly been the year of adaptation. While circumstances required us to do business differently earlier in the year, it is fair to say the actual process of transacting real estate has returned to relative normality. That is, auction rooms are once again filled with hopeful buyers and sellers and open home traffic continues to be very strong. This, coupled with the embracing of online methods of viewing and transacting property, has ensured that capacity can be sustained.

There are a number of factors influencing the market at present but ultimately, they can be simplified into two categories - supply and demand. On the supply side

of the equation, the traditional spring surge of listings continues to bring more property to market. However, listing numbers overall are 15.92 per cent higher than the same period in 2019. So why are listings increasing? Some owners are taking advantage of the favourable selling conditions; some are taking the opportunity to have a change of lifestyle; and for others a change in circumstances has governed their need to sell.

Then there is demand, which is also increasing, although at a much higher rate, which is fundamentally why we are seeing the strong sales results currently being experienced. The strong demand for residential property has been apparent since early June, around the same time the country moved to alert level 1 for the first time. This took many by surprise as the early predictions had been for a downturn in demand as well as values, which subsequently have also increased, and according to the latest ANZ Property Report are now 4.5 per cent higher than pre-Covid levels.

It seems contradictory to many that demand would be so high during a period of what otherwise has been relative uncertainty for the wider economy, and with sales numbers now 27.56 per cent higher than this time last year, many may be asking the simple question - why?

Underpinning demand at the moment are historically low mortgage lending rates, some being advertised at 1.99 per cent fixed for 12 months. This has a tangible impact



Ray White Eden Terrace Salespeople Kane Taylor with purchasers - left - and sellers with Salesperson Louise De Martin of 42 Thornlow Street, Glendene, Waitakere City which sold under the hammer for \$990,000 with 37 bids and 9 registered bidders.

on purchasing power and this coupled with the fact that banks are now testing serviceability at lower levels means that buyers can stretch further for the perfect property.

Recently, Ben Kelleher, ANZ Bank New Zealand Managing Director, said in October, 31 per cent of its home loan commitments were to property investors while 19 per cent was to first home buyers. So, what does it mean when there is this level of activity from these two groups of buyers? Well, traditionally, neither of these categories add significantly to inventory levels - they are not buying and selling, they are simply buying. This will continue to put pressure on the demand side of the equation without offering relief to supply.

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 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 means that while there may be more buyers in the market than this time last year, there are also more sellers. This underlines the importance of choosing an agent that is capable of exposing a property through targeted marketing, managing the higher levels of enquiry effectively and then at sale time, employing the correct method to extract the maximum price the market will pay.

Method of sale is a significant consideration that sellers will be faced with. There are many forms of offering your property for sale, whether it be through a tender process, by negotiation, an 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 - data which we will detail 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, conditions are favourable for sellers. Conversely, when supply is high and demand is low, conditions are favourable for buyers.

So what are we seeing now?

Supply

As we enter the third week of November, we would expect to see a continued increase in the number of new listings coming to the market prior to Christmas. 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 15.92 per cent, this is not enough to service the demand level that is evident on a continuing basis, with the sales volume lifting by 27.56 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 is also giving momentum to the market.

Live listings This chart illustrates the number of live listings that are currently on the market up to 16 November 2020.



Source: Ray White Listings Data

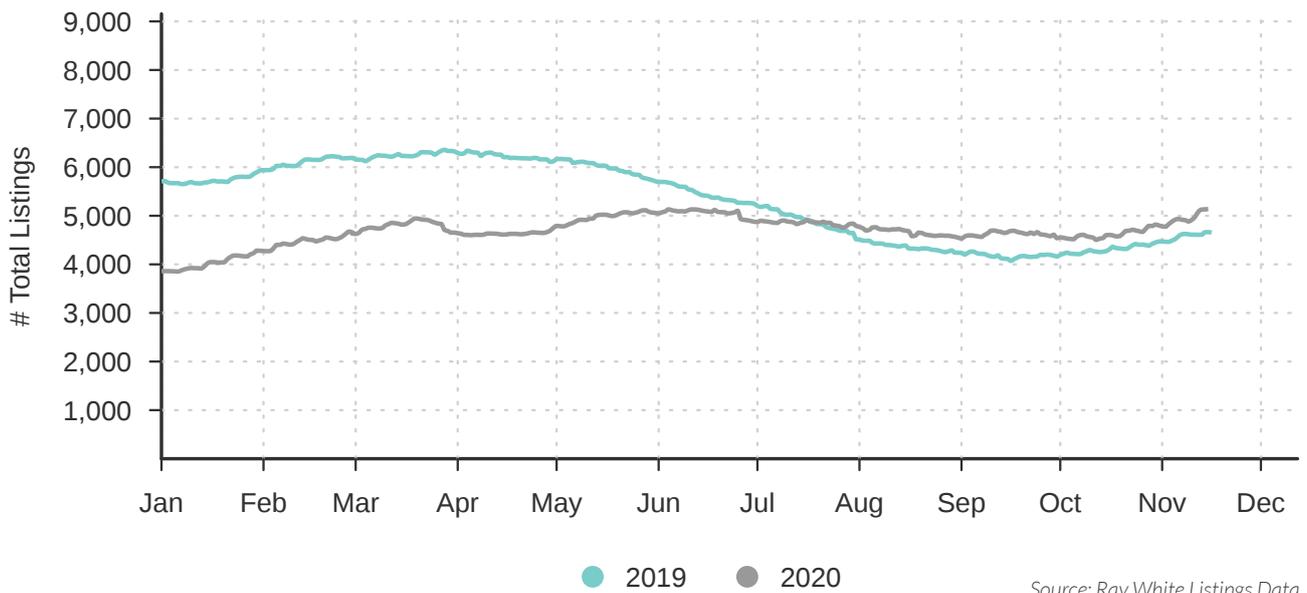
Coupled with high levels of confidence and the removal of LVRs back in March, investors looking for better returns and fears that prices may keep rising all contribute to the high level of activity we are seeing in the market now.

155 properties for auction, up 101.3 per cent on last year, with an auction day clearance rate of 75.5 per cent.

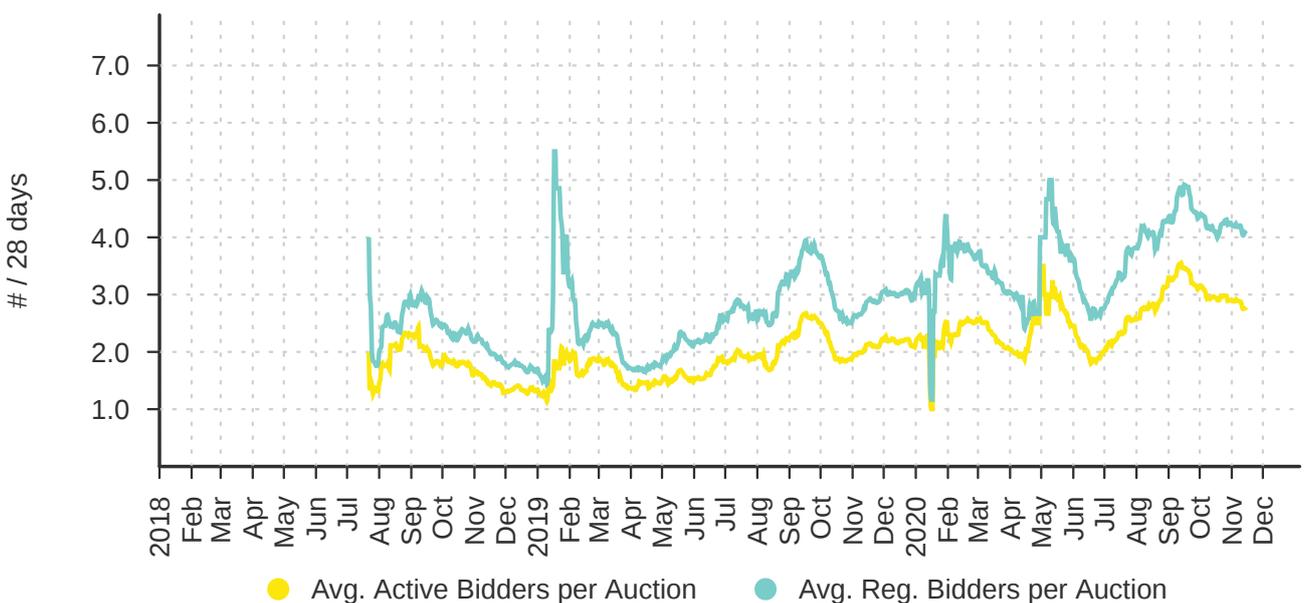
There are several considerations we observe when looking at the number of buyers active in the market.

In the last seven days, Ray White New Zealand offered

Total available listings This chart illustrates how the number of new listings to the market has recovered as of 16 November 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 16 November 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 3.9 registered buyers across auction properties.

When we observe different aspects of the market, one point that remains positive is our active days on market. This is the average number of days a property takes to sell in current market conditions. In October, the median number of days to sell a property nationally decreased five days from 34 to 29 when compared to last year. This is the lowest it has been for the month of October in 17 years. 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.

The strength of the market was underscored by strong sales volumes, with 8,830 residential properties sold in October. That was the highest number of properties sold in any month of the year since May 2016 and the highest in the month of October since 2006.

Whilst the long-term decline in stock continued in October, with only 18,141 homes available for sale in New Zealand – an 18.7 per cent decrease on the same month last year.

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?

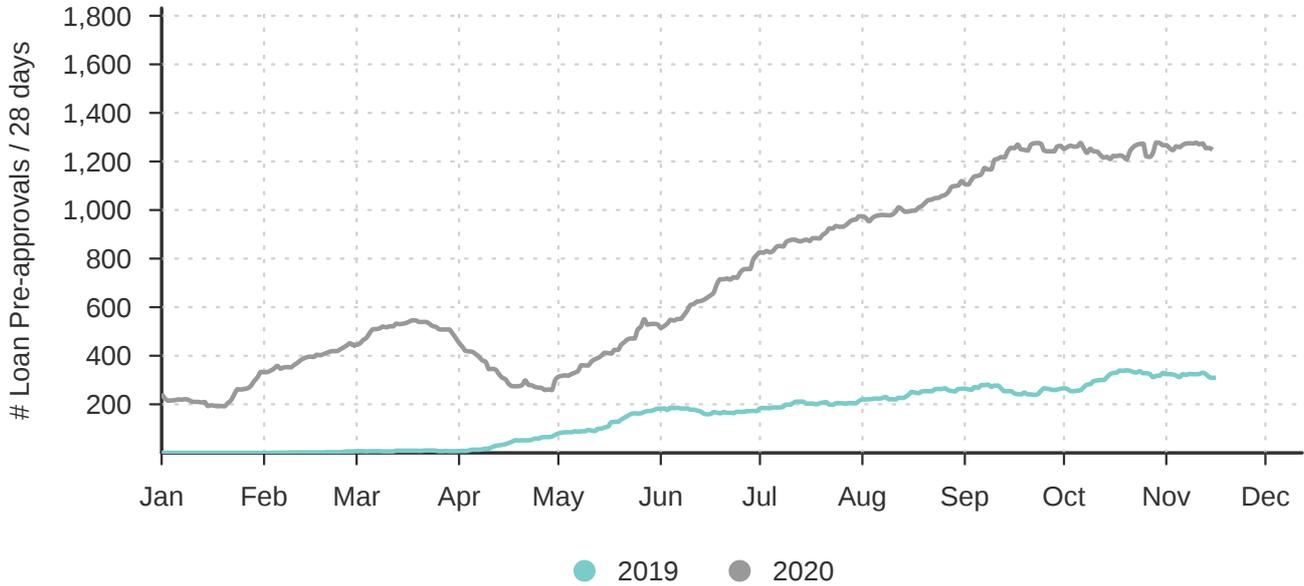
Interest rates continue to underpin purchasers buying power and today interest rates are at record low levels, advertised from 1.99 per cent fixed for one year with the OCR remaining at 0.25 per cent since 16 March 2020.

- 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.

“We are expecting conditions to remain strong between now and the end of the year. Typically, how the year finishes is a reflection on how the following year will start. Some may consider coming to market early in January to capitalise on the momentum that we will finish this year with.”

Jared Cooksley, Business Owner, Ray White Mt Eden.

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 perfect time to come to the market can be challenging. In most cases the market 'peak' or 'trough' can only be established after the fact. It is for this reason that it is important to look at the data as it presents itself in real-time and make an informed decision about whether the current market conditions are suitable for you to sell.

What we can look at is the overarching factors that contribute to shifts in 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.

Earlier this year The Reserve Bank of New Zealand suspended Loan to Value restrictions - this is the tool

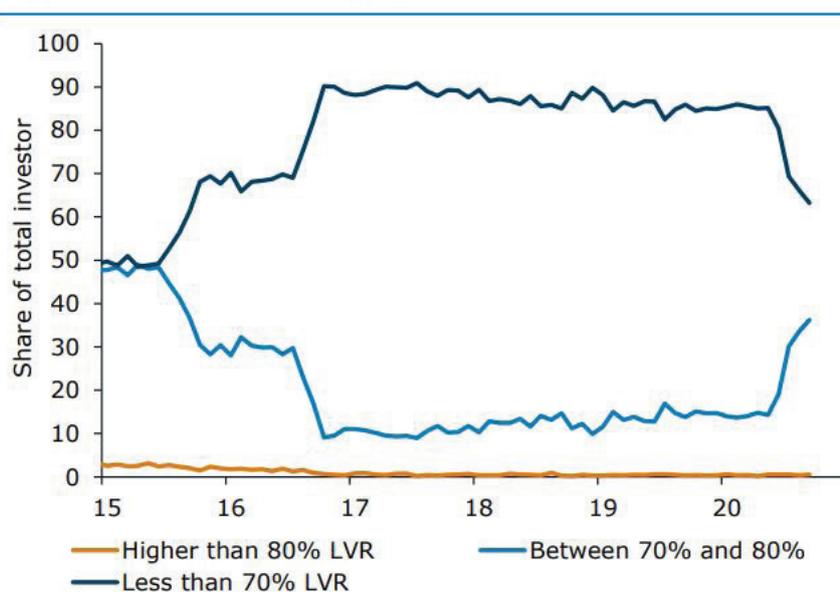
used to limit lending to purchasers with lower deposits. Having been taken by surprise with the level of activity in the residential sector, The Reserve Bank indicated that it would look to re-implement these in May next year. Two of the main banks have now moved to reinstate these restrictions early. Those wishing to take advantage of the fact that investors that may have more buying power now than in early 2021 may look to bring forward their plans to market and sell their home.

Interestingly, even with the suspension of LVR restrictions, the latest ANZ Bank Property Focus comments that "Overall low-deposit mortgage lending has not increased, even as house prices have risen further." The graph below shows that the main shift has been between investors with more than 30 per cent deposit, to those between 20-30 per cent deposit. Lending to those buyers with less than 20 per cent deposit remains small.

The report also comments that "banks are checking incomes more carefully, but on the other hand, they are

now applying lower interest rates to test serviceability, which represents a freeing up of credit, all else equal". What this means for sellers is that prospective purchasers are likely to have access to more funding due to the serviceability calculations being applied.

Figure 2. Investor lending by loan-to-value ratio



Source: RBNZ, ANZ Research

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.



Buyers were very much at the races as Ray White offices across Christchurch saw the sort of competition you would expect to see at Race Week for the New Zealand Cup with a whopping 10 properties selling under the hammer for a combined value of \$7,057,000.

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.



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 may 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.

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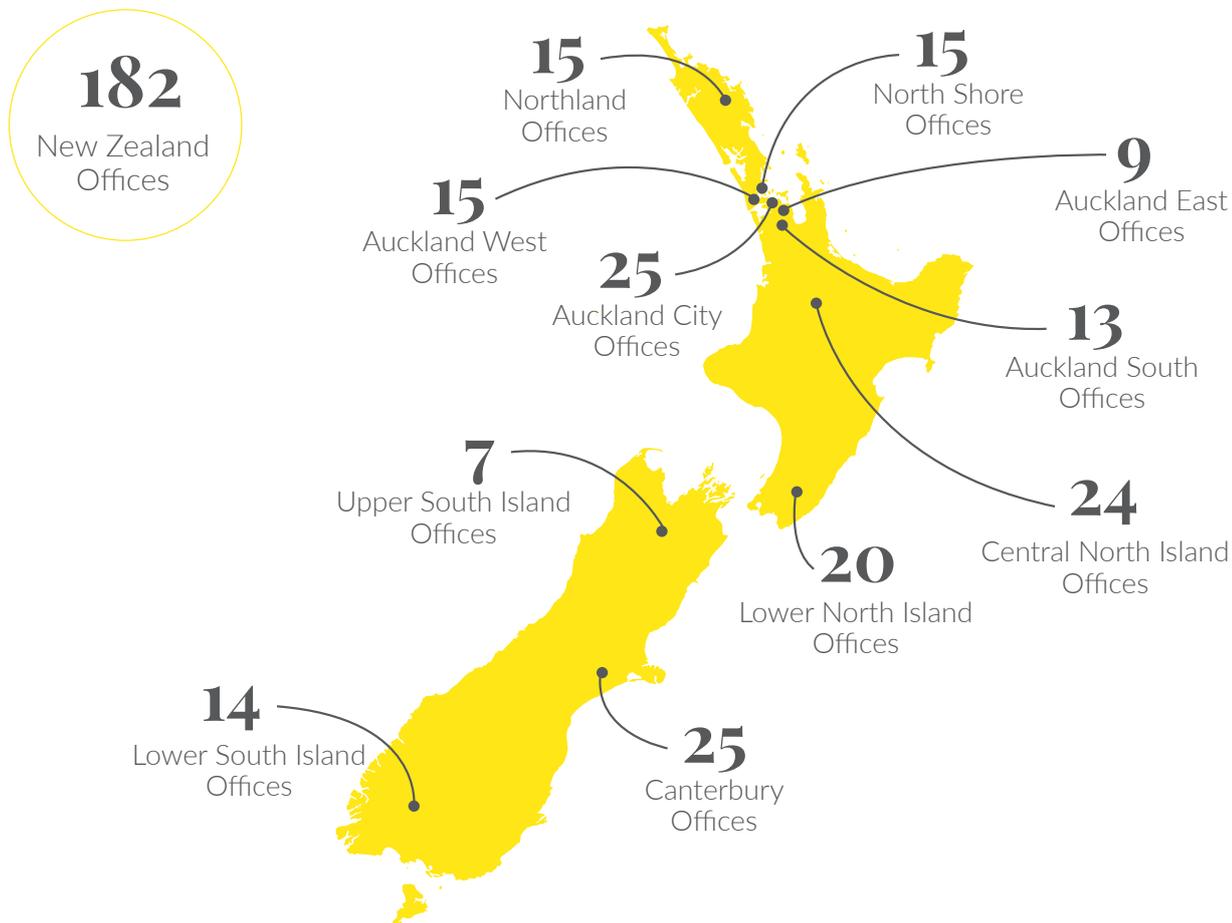
Swanson Road

Ray White.



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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 Forrest Hill Salesperson Winnie Leung with Ray White Auctioneer Ben East at the onsite auction of 7 Tudward Glade, Hillcrest which sold under the hammer for \$1,660,000.

- 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 2,439 live listings, up 15.92 per cent on last year, with the number of sales up a whopping 27.56 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 October 2020, the Ray White Group achieved record sales volumes in market turnover and record sales volumes in market numbers.

Last week, Ray White New Zealand had 230 properties scheduled to go to auction, leading to a strong auction day clearance rate of 75.5 per cent, a big increase of 8.09 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 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 October, the Ray White Group as a whole achieved more

than \$57.77 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.

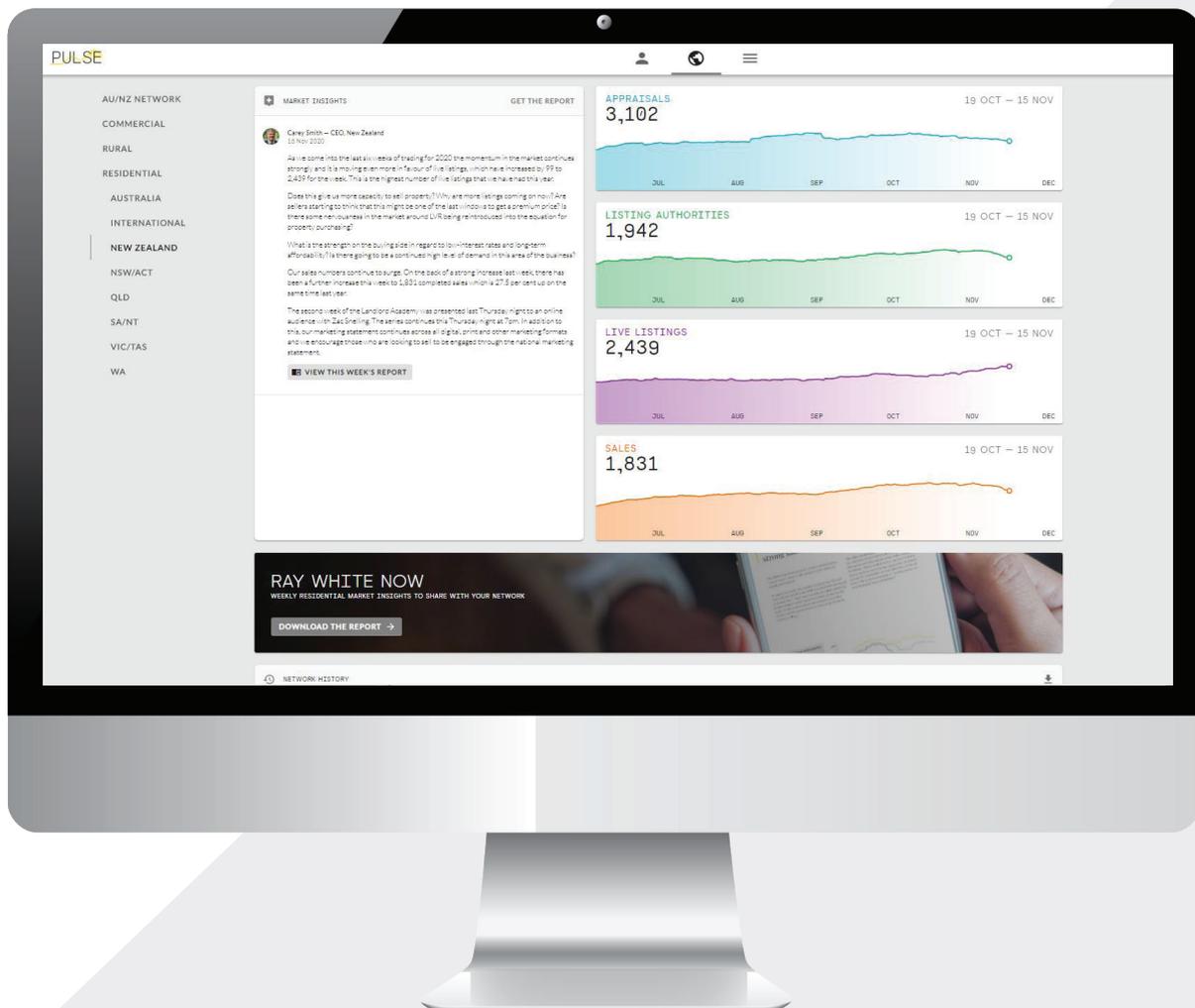


Front page article in The New Zealand Herald on Thursday, 12 November: SUMMER SIZZLE

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.



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