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RAY WHITE **NOW**

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



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Dear Property Owner,

This week there is good news for both those considering selling their property and those considering purchasing. The latest report produced by realestate.co.nz shows that national listings were up 13.8 per cent, while Auckland has surged forward with new property listings being up 36.8 per cent in comparison to the same time last year.

Other regions where new listings were up strongly compared to October last year include Waikato +12.8 per cent, Taranaki +15.4 per cent, Gisborne +18.8 per cent, Marlborough +10.0 per cent, Canterbury +9.3 per cent, West Coast +22.4 per cent, Otago +18.9 per cent and Central Otago/Lakes +8.5 per cent.

However, new listings in several regions were down compared to a year ago including Wellington -9.6 per cent, Wairarapa -20.7 per cent and Manawatu/Whanganui -11.3 per cent.

This effectively means there is more choice for purchasers to consider while sellers are able to compare their property to other property. Although the market continues to be in the favour of the seller while premium prices are still very much evident across the majority of markets.

Ray White New Zealand this week completed a record sales month for October with \$1.644 billion worth of sales which was an increase of 83.6 per cent on the same time last year while the sales numbers surged to 2,031, up 50.6 per cent in October 2019.

In other news, the latest Reserve Bank monthly mortgage figures show over \$7.3 billion worth of advances for mortgages in September. Of interest, first home buyers hit a record high and high LVR lending to investors also increased. We look at these numbers more closely in our report.

Looking at Ray White results for the past month, the number of new listings during the past 28 days is 2,244, up 13.85 per cent on last year. While the number of sales continues to surge forward in comparison to this time last year, being 1,685 up 39.80 per cent. The disparity between the number of new listings coming to the market and the depth of the buyer pool remains in favour of the seller. This is seeing premium prices across all markets where competition is created.

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

Ray White Now is produced in conjunction with real-time data from our 182 offices across New Zealand. Ray White, on a monthly basis, completes over \$1.6 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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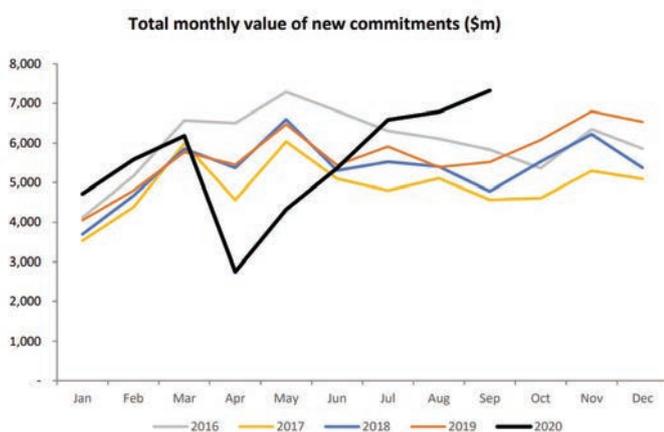
SUPPLY CONTINUING WHILE DEMAND LIFTS TO NEW LEVELS

OCTOBER RESULTS HIT A RECORD HIGH

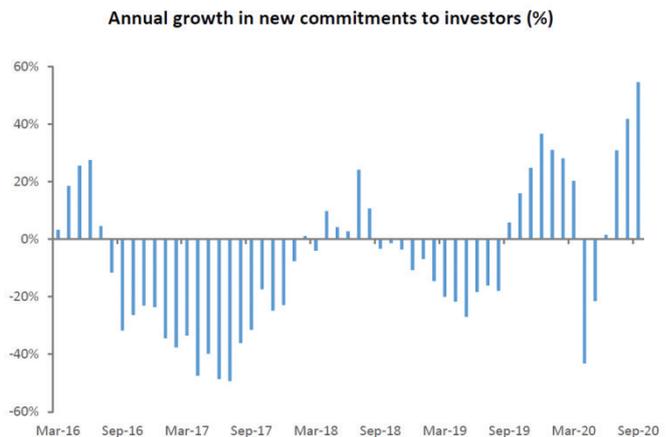
This week we consider the report by the Reserve Bank on the key points for September 2020 which shows total monthly new mortgage commitments were the highest month on record since the survey began; an increase of 7.9 per cent from August 2020 and a substantive 32.8 per cent increase in September 2019.

First home buyers accounted for 19.1 per cent of new mortgage commitments and the share of new commitments from investors rose to 22.7 per cent. With the year-on-year increase of 32.8 per cent in new mortgages, the commitments were largely driven by regions outside of Auckland, with it lifting to 37.2 per cent and Auckland showing a rise of 27 per cent.

There is a clear correlation between the new mortgage commitments and the higher loan to value ratio after the restrictions were removed in May 2020. The report shows that a high LVR commitment to investors increased to 24.3 per cent in September, up from 10.3 per cent in August.



Source: rbnz.govt.nz - Loan to valuation ratio - new commitments summary September 2020



Source: interest.co.nz - Latest Reserve Bank monthly mortgage figures show over 73 bln advanced mortgages

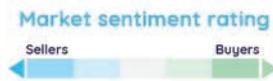
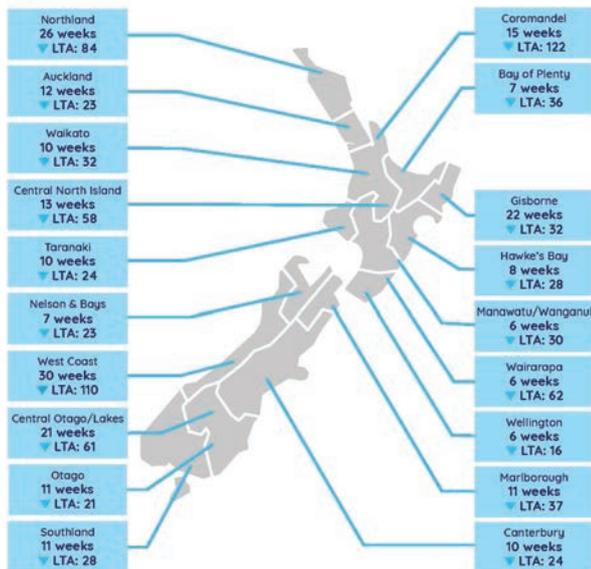
The report released this week by the industry website realestate.co.nz showed the balance between the number of sales that are occurring in comparison to the number of listings that are currently being brought to the market in line with the inventory levels. Looking at these graphs more closely you will see that while there is an increase in the number of listings coming to the market in comparison to this time last year, the inventory levels continue to drive the potential property prices to new highs based on the limited choice available to purchasers.

Across New Zealand the inventory levels are now at 11 weeks. The markets that are showing the lowest level of the inventory includes Wellington, Wairarapa, Nelson and Bays, and the Bay of Plenty. While inventory levels in Northland, Central Otago and the West Coast of the South Island are at higher levels which gives purchasers more opportunity to buy property.

Inventory of listings

realestate.co.nz

NZ inventory of listings for October 2020
11 weeks
 Compared to Long Term Average (LTA)
28 weeks



Inventory means if no new listings were to come onto the market, all the existing properties in each region would be sold within the number of weeks stated, based on historical trends.

The inventory levels reflect the projected number of weeks to clear existing inventory of unlisted homes on the market matched to the Long Term Average (LTA) for the region based on 10 years of seasonally adjusted data.

Our real-time data shows a position which has changed slightly over the past week with sales continuing to increase, being 39.80 per cent ahead in numbers at a level of 1,685 sales. There is a disparity in the supply of new listings coming to the market which are currently up 13.85 per cent with live listings showing at 2,244.

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.

In previous weeks' we've also emphasised The Reserve Bank indicating the level of withdrawals from KiwiSaver funds continuing 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 medium prices being achieved, sellers can come to the market with confidence when creating competition.

While the first home buyer has been an increasing part of the transaction process, there is no doubt that the investor profile is entering the market in increasing numbers. Given the current environment for return we see that the investor is seeking yield on the basis of rental return and expected capital gain. Beyond this we also have the developer investor who is seeking value across a broad range of opportunity, particularly based on the unitary plan and the expectation that highest and best use is possible to bring increase in value to a particular piece of real estate. Below we see the investor profile of the increasing borrowing undertaken to purchase property.

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“The Ray White New Zealand results for October lifted to a record level. While there is increasing awareness of the opportunity to purchase there is no doubt that the first home buyer and the investor are adding to the momentum of the market right across all of our markets in New Zealand including the city and regional areas.”

Trenna Drinnan, Ray White New Zealand Chief Agency Officer.

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SELLING IN THE CURRENT ENVIRONMENT

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“Low interest rates, low supply and high demand are all contributing to a marketplace that currently favours sellers. We are witnessing multiple parties competing to secure quality property on a very regular basis. It is this competition that continues to drive down the days it takes to sell a home in our area.”

Brendan Shefford, Business Owner/Licensee agent, Ray White Rolleston.

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As the positivity around the real estate market in New Zealand continues in the wider media, it is very apparent that the market conditions being experienced right now are significantly different from most of the predictions earlier in the year. Despite the regular positive reportage, you may have even been left wondering is now the best time to go to market, or should I wait for it to get even better? Over the past 24 weeks, Ray White has produced this document to cut through the market speculation, providing you with a comprehensive understanding of what is actually happening right now.

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, the wider real estate market has shown its resilience and has responded with very strong performance. 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 13.85 per cent 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 sales are currently 39.8 per cent 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, compared to 12 months ago when the average in the market was 3.56 percent. While this is 1.57 per cent lower, in real terms it is about 45 per cent 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



Ray White Parnell Salesperson Amanda Page with a very happy vendor after the successful auction of 46 Sidney Wallingford Way, Hobsonville.

demand dynamics at work. Although supply is increasing, it is not increasing at the same level of the demand. It is not generally typical for both of these drivers to increase at the same time and the result of this is the increasing transaction numbers that are currently being seen.

What does that mean for people considering selling now? All indicators suggest that there will be a continuation of the elevated listing levels coming to the market as we progress through spring and into summer which will capture the attention of additional buying interest on the back of the depth of pre-approved buyers. This coupled with the increased affordability through record low interest rates, favourable returns compared to other investment opportunities, and general confidence in the housing market are all underpinning the record sales 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 24 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, conditions are favourable for our 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 first 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 13.85 per cent, this is not enough to service the demand level that is evident on a continuing basis, with the sales volume lifting by 39.8 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.

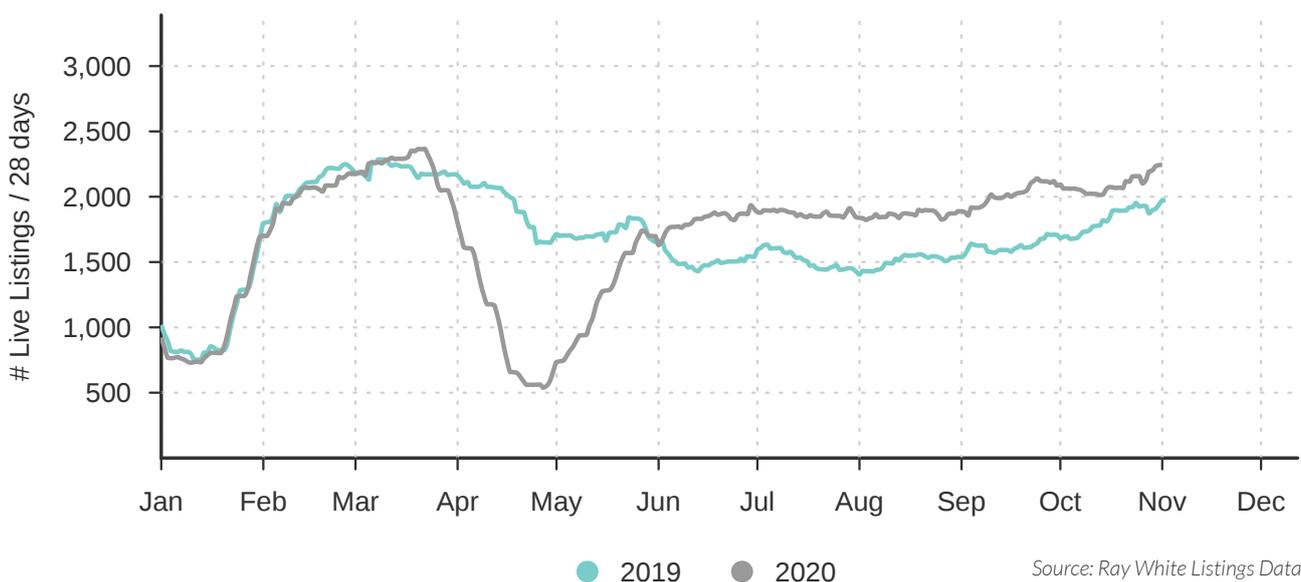
So what factors are continuing to create confidence in the market?

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 2 November 2020.



Source: Ray White Listings Data

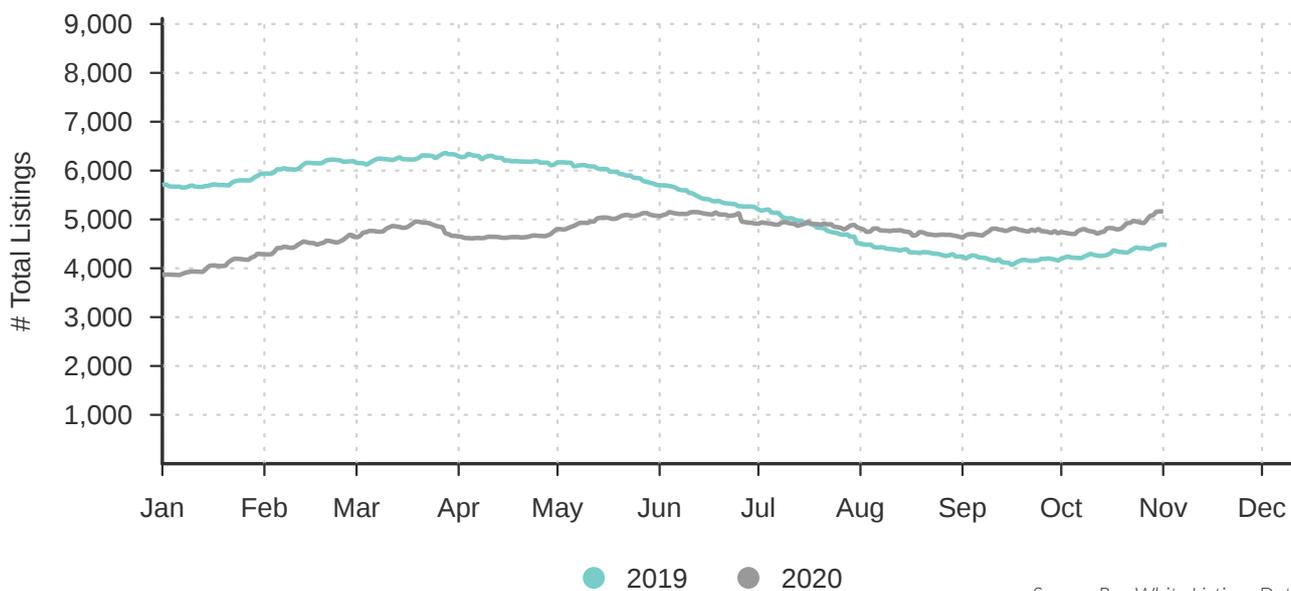
Coupled with high levels of confidence, the removal of LVRs back in March, investors looking for better returns and fears that prices may keep rising all contribute to the high level of activity we are seeing in the market now.

In the last seven days, Ray White offered 160 properties for auction, up 122.2 per cent on last year, with an auction

day clearance rate of 75.9 per cent. In addition to this, on average the properties offered for sale by auction attracted 4.3 registered bidders per property.

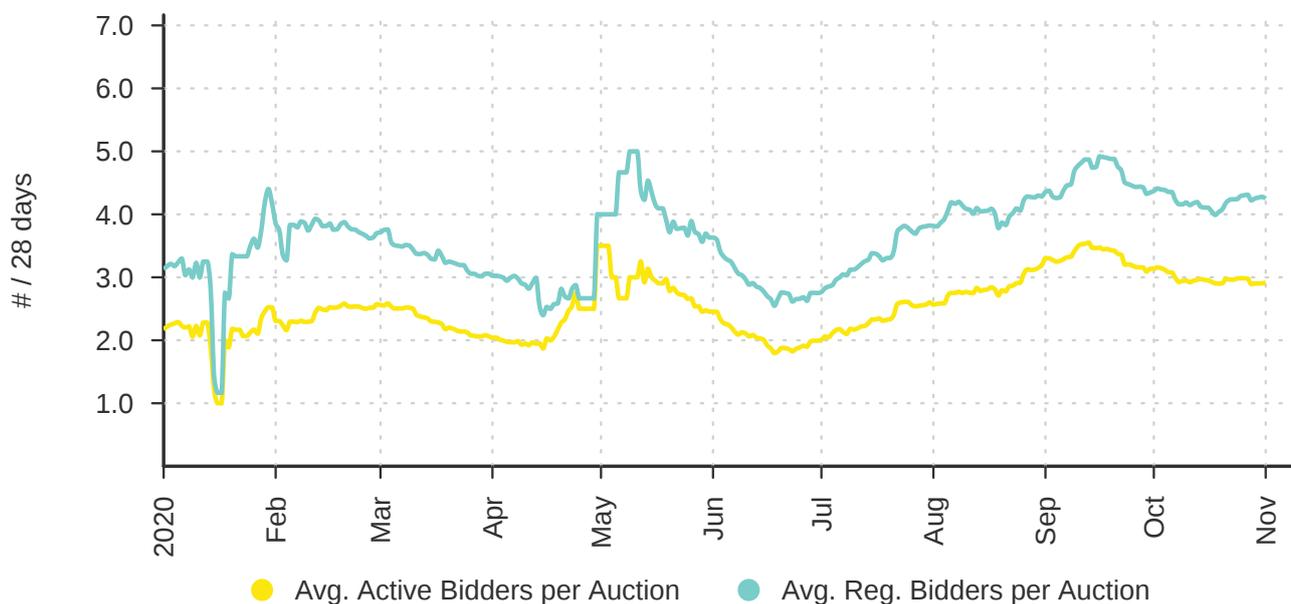
There are several considerations we observe when looking at the number of buyers active in the market.

Total available listings This chart illustrates how the number of new listings to the market has recovered as of 2 November 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 2 November 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 4.3 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.

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.

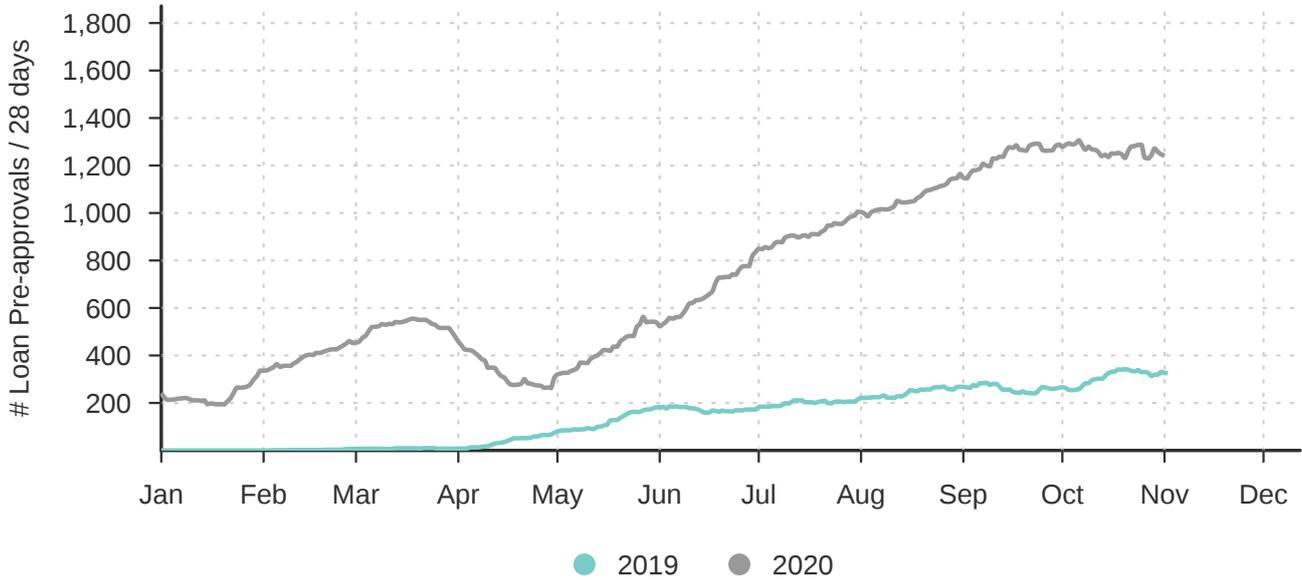
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“We are currently experiencing demand from buyers that continues to surprise not only us, but our sellers as well. It's hard to predict just how long this level of sustained activity will continue for, but what we can say is that right now, for sellers, the market is exceptional.”

Billy Kerrisk Licensee Agent/Business Owner, Ray White Golden Bay.

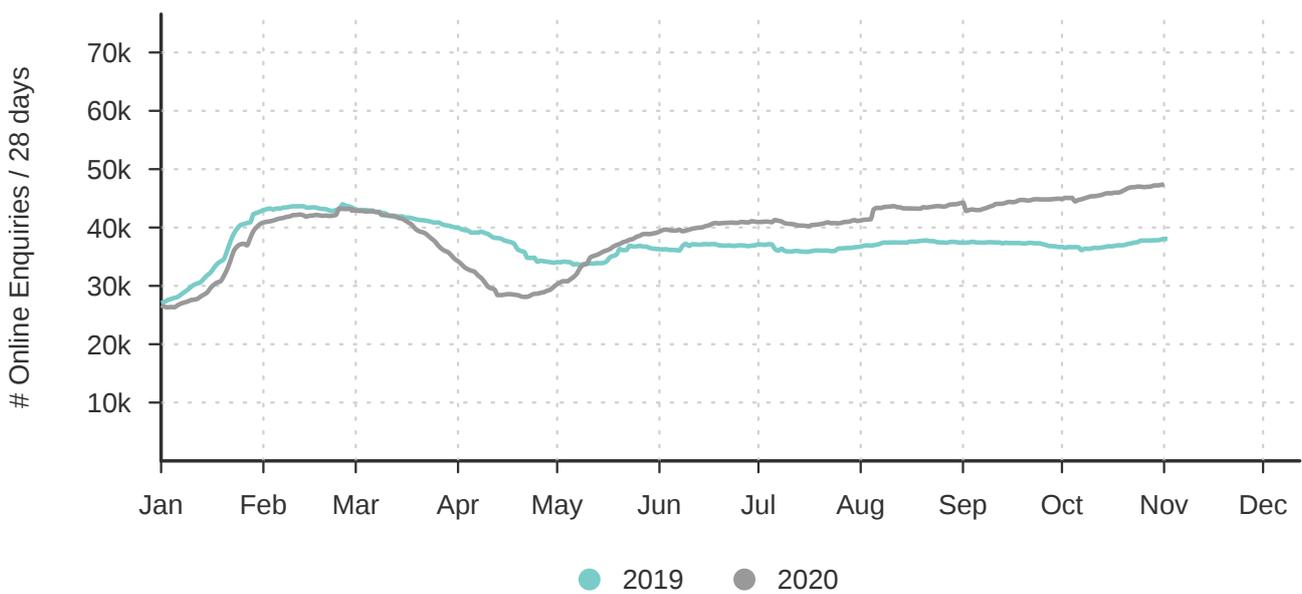
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Loan pre-approvals This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 18-19, and 19-20 financial years. It shows higher levels of pre-approvals now compared to 12 months ago.



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 perfect time to come to the market is very challenging. Due to the nature of reportage of sales results, 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, 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.

In the past week the ANZ Research Economic Outlook stated that

"Although the New Zealand economy has been relatively resilient through the COVID-19 crisis so far, the outlook remains highly uncertain. The downturn is still getting underway, and there is noise in the data and much still to be learned about the true state of the economy."

What the report looks at, among other factors, is the potential for a rise in unemployment as the wage subsidy impact dissipates and the delayed influence of the recessionary factors follow. This will likely contribute to wider economic sentiment and in the past this has had repercussions in relation to demand for property.

What we do know is that right now conditions remain very strong and there is more demand than supply generally across the market. Sellers will likely fall into one of two categories.

Those that have reasons to transact now and will take advantage of the current conditions. While those that are more risk averse may wait for circumstances to return to some level of normalcy, though it should be noted that this is likely a few years away.

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

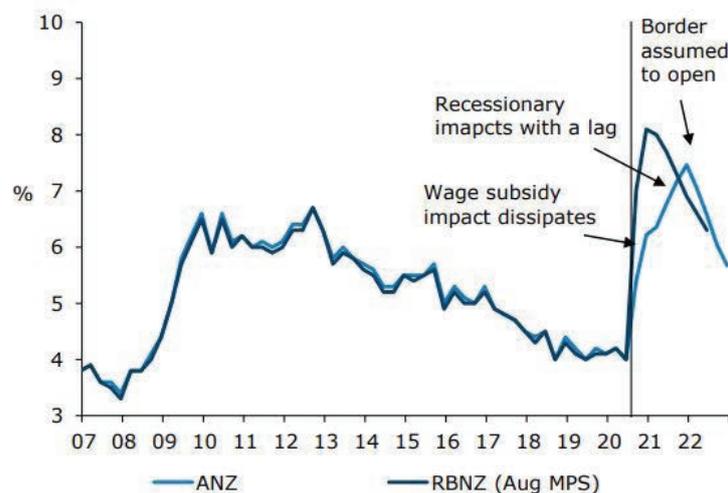
set to review these restrictions in May 2021, but has signalled that this could happen sooner due to the current levels of activity in the residential lending sector.

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. ANZ unemployment forecast



Source: Stats NZ, RBNZ, ANZ Research.



Ray White Whangamata has celebrated an exceptional set of results as the office played host to six auctions in one event – the most they have ever had in a single day – with four properties selling under the hammer for a combined value of \$4,490,000, with a fifth selling straight after.

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 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.

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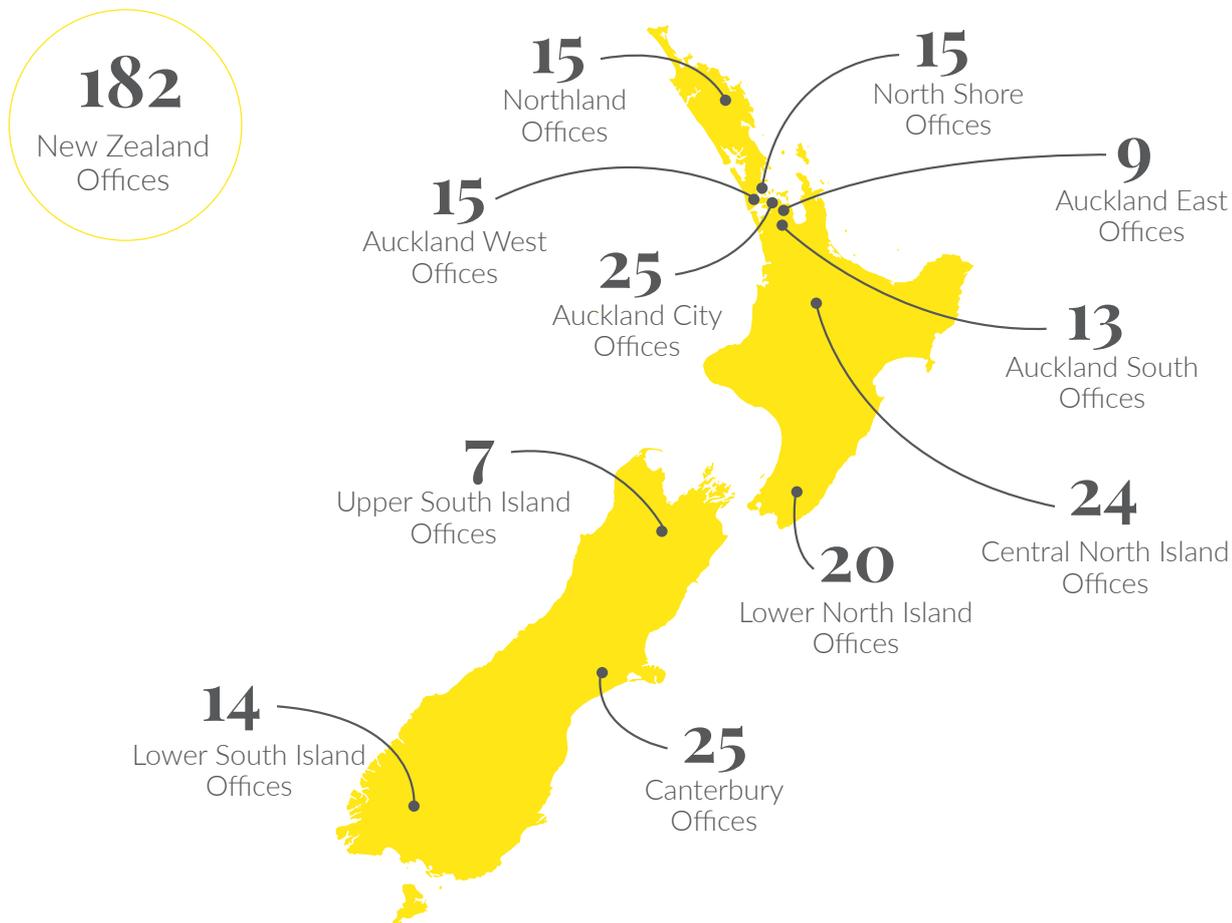
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WHY IS RAY WHITE CONSIDERED IN SO MANY MARKETS TO BE THE LEADER?



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 Sandringham Auction Manager Cameron Brain and Salesperson Emily Hu - left - with the new purchaser of 17 Celeste Place, Totara Vale, North Shore which sold under the hammer for \$1,100,000.

- 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 2,244 live listings, up 13.85 per cent on last year, with the number of sales during that period up a whopping 39.8 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 offered 160 properties for auction, leading to a strong auction day clearance rate of 75.9 per cent, a big increase of 7.89 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.

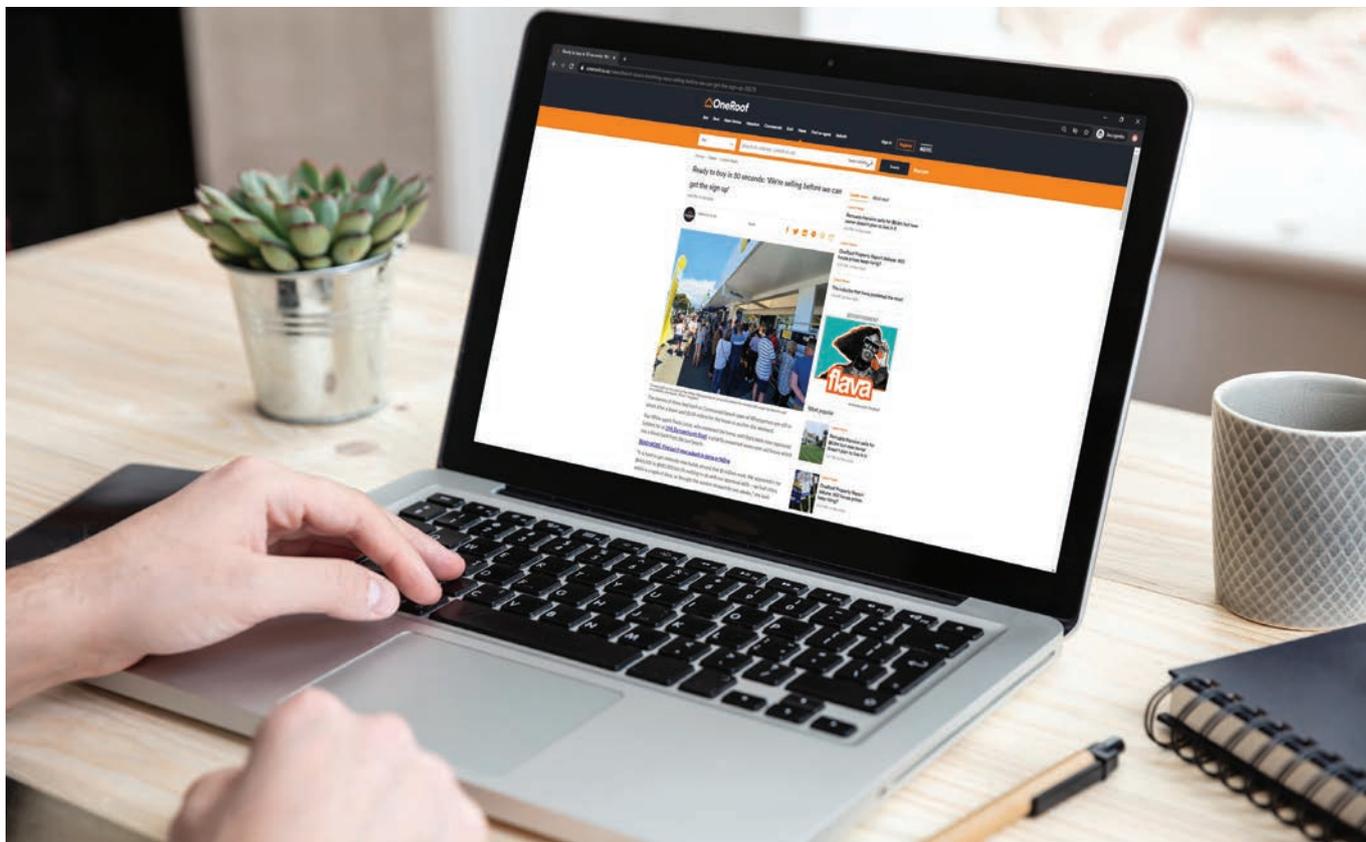
Our media exposure dominates all other brands in terms of publicity - which is the sweet spot. Our profile in newspaper advertising and editorials along with a large number of listings on oneroof.co.nz, realestate.co.nz and trademe.co.nz/property - is also huge.

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.

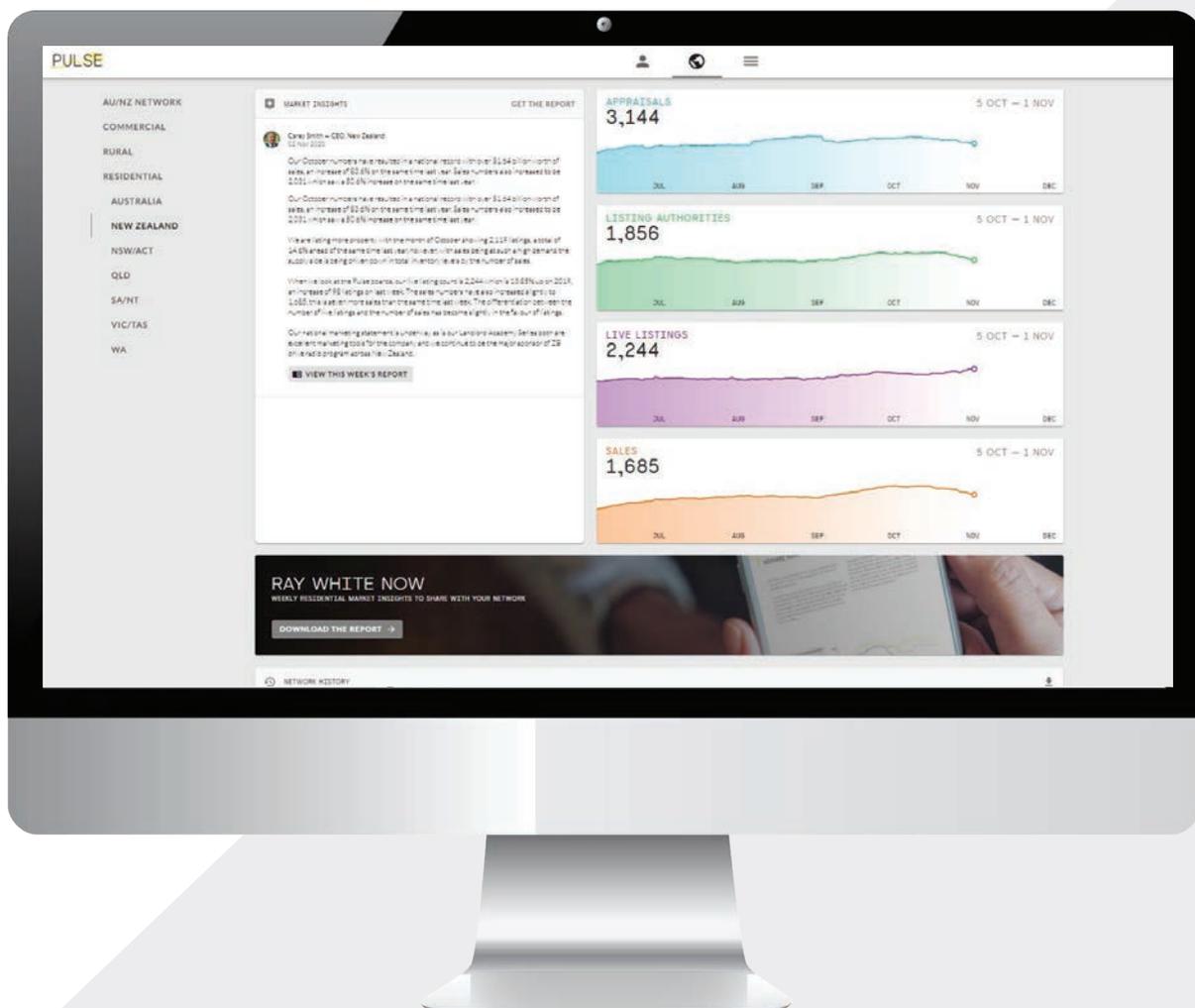


Oneroof.co.nz online article: Ray White Whangamata - Ready to buy in 50 seconds: 'We're selling before we can get the sign up'

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

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