

RayWhite

RAY WHITE **NOW**

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



LANDLORD ACADEMY SERIES

Part Four
Thursday, 26 November at 7:00pm

Helping you prepare for the biggest
rental reforms we've ever seen.

New Zealand landlords are about to experience the most significant changes ever seen to the Residential Tenancies Act - are you ready?

Our Landlord Academy Series is designed to help you easily understand what's required so you can prepare for what's to come.

Join us this Thursday at 7:00pm for the final instalment of the Landlord Academy Series.

Find out more visit landlordacademy.co.nz.

landlordacademy.co.nz

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

Dear Property Owner,

As we enter into the last full week of November we are seeing an increased amount of property being listed on the market and we are also seeing the opportunity for choice as purchasers remain strong.

This time of year is the opportunity for buyers to assess their plans before the end of the year and there is a small window to be able to run campaigns between now and the traditional summer break.

This year there will be a continuance of property marketing. There is no doubt that the depth of the buyer market remains strong and it will continue to have momentum over the Christmas and New Year period. We are recommending that while there will be a small amount of disruption that campaigns should run right through this period, across December and January.

We look at our real-time data and there is a slight lift in supply of property coming to the market. This is good news for purchasers because it is providing choice and it is also good news for sellers given that buyers can have confidence that there are properties that they can confidently make offers or bid on.

This is the fourth week in a row where we've had an increase of property listings and it is at the highest level adding a further increase of 120 to 2,559. This is 20.37 per cent ahead of the same time last year. It is the continuation of the new properties coming to the market that are bringing balance now and allowing purchasers more opportunity to buy with our current sales numbers still lifting, however the sales numbers are at a similar level being 20.70 per cent up on the same time last year which is giving a slight disparity in the area of increased listings.

There has been a lot of talk about property prices rising across New Zealand. During the past 12 months it has been indicated that the average rise in property has been 16.8 per cent. There was no one who predicted this. With the combination of low-interest rates there has been a surge of first home buyers and investors coming back into the market. An article by interest.co.nz shows that mortgage payments for first home buyers are just as affordable three years ago when you link the lower interest rates and the higher wages. Will interest rates continue to drop and will that aid affordability?

Our Landlord Academy evenings come to a close this week with the last of 4 presentations this Thursday evening. All the webinars are available for viewing by registering 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', with a small flourish at the end.

Carey Smith
Ray White New Zealand Chief Executive

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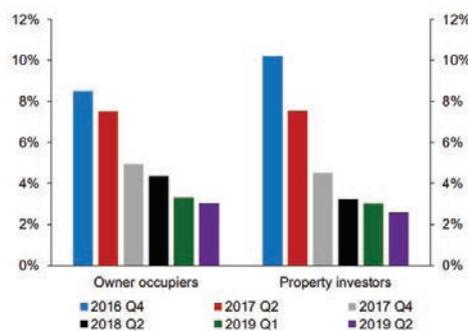
MORE SUPPLY OF PROPERTY GIVING BUYERS CONFIDENCE WITH CHOICE

NOVEMBER RESULTS CONTINUE STRONGLY

As we move in to the last four selling weeks of 2020 there continues to be significant momentum in the real estate market and the good news for purchasers is that there is more property coming on to the market. Our new listing levels are at the highest they have been in 2020 and this is allowing purchasers more choice and the opportunity to make offers and bid with confidence.

The Reserve Bank this week prepared a new debt to income (DTI) ratio linking it to a [new commitments survey](#). And while in previous reports this has shown how financial stability in each of the sectors is linked to mortgage commitment and total borrower debt the added area of bio gross income has made a more reliable measure of mortgage serviceability for homebuyers particularly those who are owner occupiers. One of the areas that the Reserve Bank has taken particular interest in is unreasonably high new debt to ratio incomes. And we can see in the following graph that in 2016 when the market was particularly strong the risk lending increased significantly and this has also occurred in the latter half of 2020. The Reserve Bank will take this into their considerations if they are to reintroduce the land to value ratios required for lending.

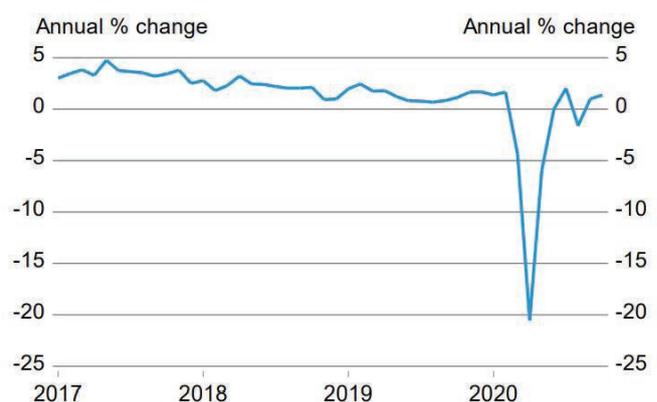
Figure 2
Share of mortgage lending with unreasonably high DTIs, Oct 2016 to June 2019



Source: [rbnz.govt.nz](#) - Technical Note: debt-to-income (DTI) ratio new commitments survey.

It is timely to have a look at the activity indicators given the Reserve Bank governor's decision to hold the official cash rate at 0.25 per cent last week. The New Zealand activity index shows the continuing recovery activity in October was 1.4 per cent up compared to October 2019. This indicates areas including electronic card transactions, business activity outlook and the fact that the number of people receiving income support has been declining since August.

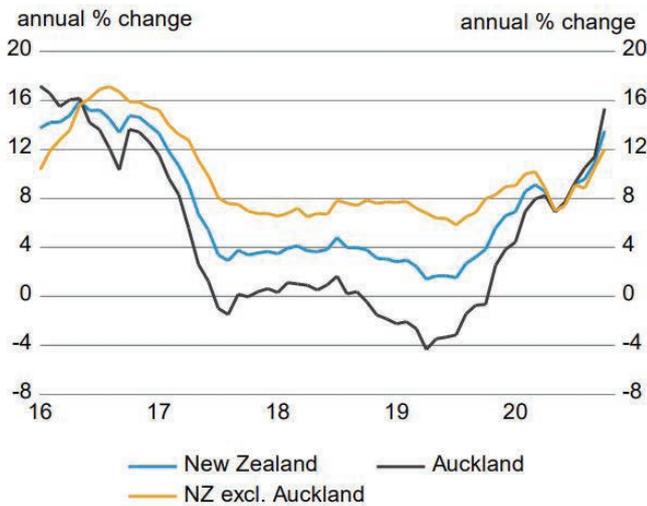
Figure 2: New Zealand Activity Index



Source: The Treasury, Stats NZ and RBNZ

If we take a long look at the house price index issued by The Real Estate Institute of New Zealand it shows that house prices have been supported by a combination of low interest rates, limited and quick turning over of the inventory together with a strong demand and the government having an accommodative monetary policy. The housing market has been stronger than expected and The Treasury makes the comment that there is no sign of the market slowing down at this point. They say that the strength in the housing market is looking likely to persist through to at least the end of the year however they do caution that weak economic fundamentals with potentially rising unemployment rates and constraint of population growth may weigh on house prices into the future.

Figure 5: House Price Indexes



Source: REINZ

When we look at our real-time data there is a continuing lift in supply of property coming to the market. This is good news for purchasers because it is providing choice and it is also good news for sellers given that buyers can have confidence that there are properties that they can confidently make offers or bid on.

This is the fourth week in a row where we've had an increase of property listings and it is at the highest level adding a further increase of 120 to 2,559. This is 20.37 per cent ahead of the same time last year.

It is the continuation of the new properties coming to the market that are bringing balance now and allowing purchasers more opportunity to buy with our current sales numbers still lifting, however the sales numbers are at a similar level being 20.70 per cent up on the same time last year which is giving a slight disparity in the area of increased listings.

We would encourage sellers to consider listing their property to be able to have an effective marketing campaign leading into the Christmas period. We see that while there may be some days lost through marketing over the Christmas and New Year period we believe it still will be an effective time to market property and to be able to sell it for premium prices. We continue to strongly recommend auction as a transparent and preferred method of marketing across the Ray White group our scheduled auctions for the first time have soared through 900 and this is a record amount with the buyers responding positively to auction marketing.



Source: Ray White Pulse - Scheduled Auctions



SELLING IN THE **CURRENT ENVIRONMENT**

The change in market conditions over recent months has been the focal point of most media commentary of late, with almost every article or headline pointing to increasing prices and competition for a comparatively low supply of property. We are continuing to see supply increase and buyers are now being presented with more choice in the market. This means that those that were previously despondent about their chances to buy a home will look to re-engage and we will likely see the volume of transactions stay elevated between now and the end of the year.

Over the past 27 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.

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 20.37 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 and is currently 20.7 per cent higher than last year. This is 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 property prices.

It seems contradictory to many that demand would be so high during a period of what otherwise has been relatively uncertain for the wider economy, and with sales numbers now 20.7 per cent higher than this time last year, many may be asking the simple question - why?



Photo: Ray White Eden Terrace Auctioneer Cameron Brain at the on-site auction of 19 Mountain Road, Mount Wellington. This property had 276 people through the open homes, 50 registered bidders and over 140 people attend the auction selling under the hammer for \$1,375,000. Proudly marketed by Iona Rodrigues and Annelise Malcolm.

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 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. As well as this, residential property has long been seen as a stable investment in New Zealand due to its long-term performance as a sound investment.

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. 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 final full week of November, we are seeing a continued increase in the number of new listings coming to the market. If you look at the numbers that are occurring each week, while the supply-side remains strong in comparison to this time last year, being up 20.37 per cent, this is still not enough to service the demand level that is evident on a continuing basis, with the sales volume up by a similar level at 20.70 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.

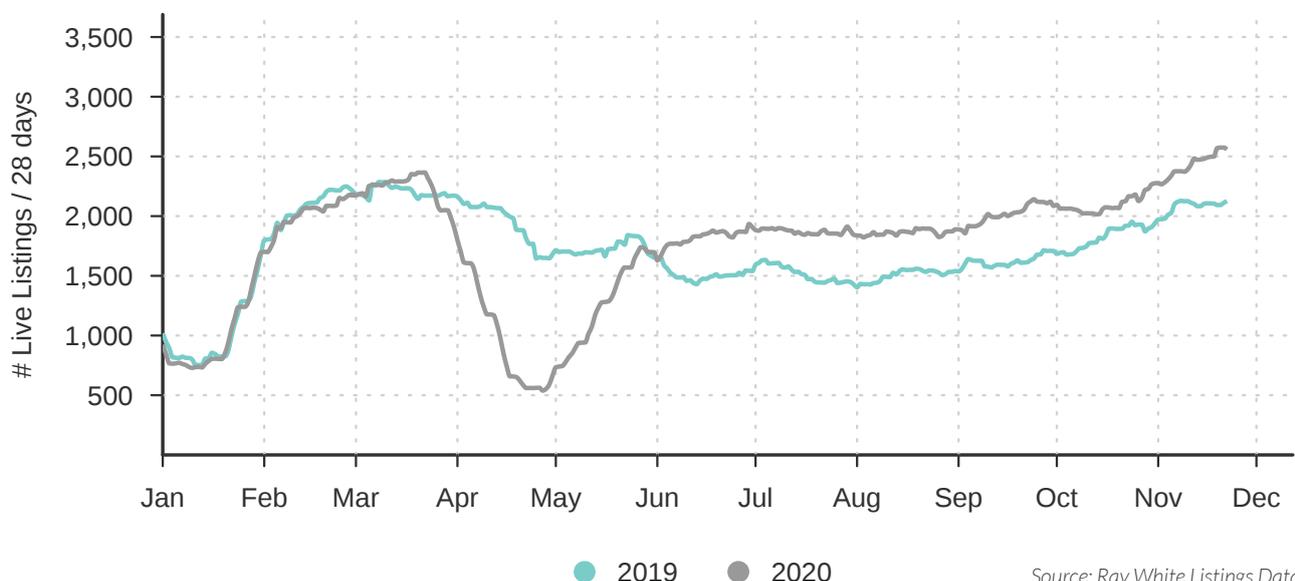
So what factors are continuing to create confidence in the market?

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 23 November 2020.



Source: Ray White Listings Data

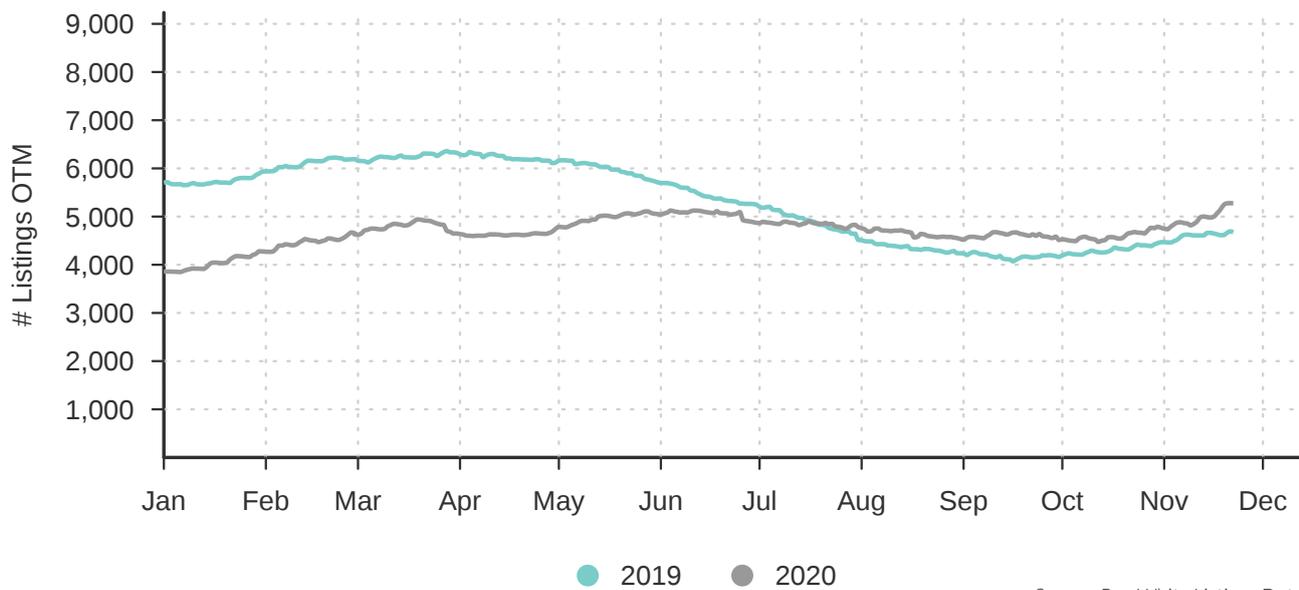
Coupled with high levels of confidence and the removal of LVRs back in March, investors looking for better returns and fears that prices may keep rising all contribute to the high level of activity we are seeing in the market now.

for auction, up 133.3 per cent on last year, with an auction day clearance rate of 79.5 per cent.

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

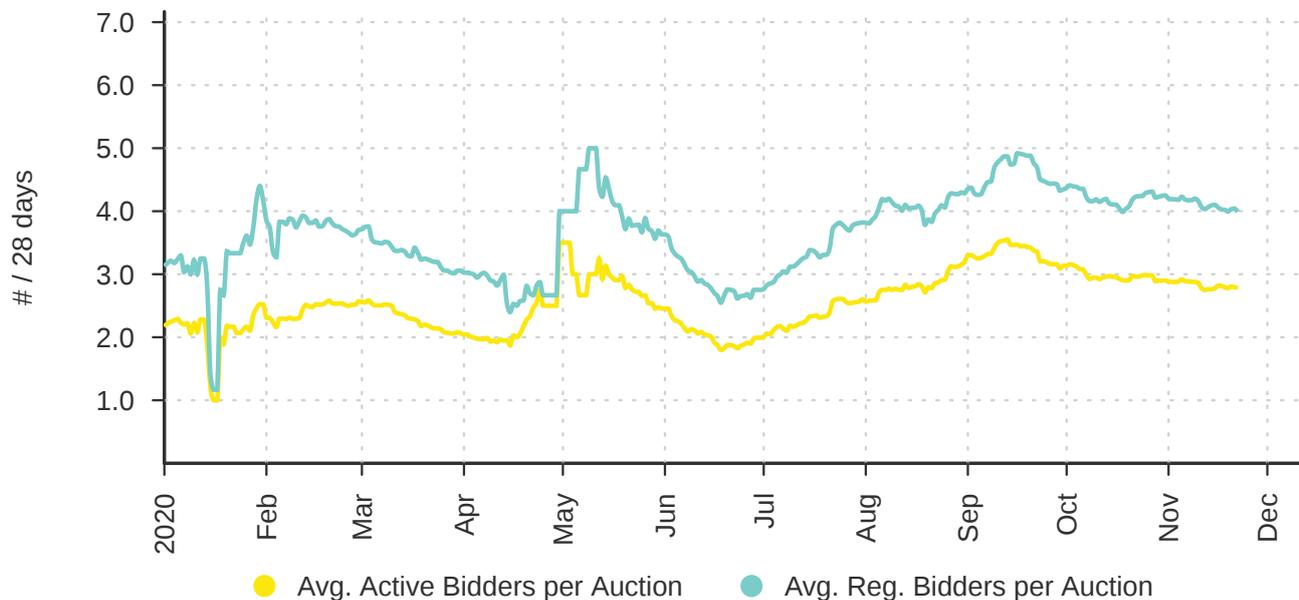
In the last seven days, Ray White offered 168 properties

Listings on the market This chart illustrates how the number of listings on the market has recovered as of 23 November 2020 to be above last year and climbing.



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 23 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 4.0 registered bidders across auction properties.

When we observe different aspects of the market, one point that remains positive is our active days on market. This is the average number of days a property takes to sell in current market conditions. In 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?

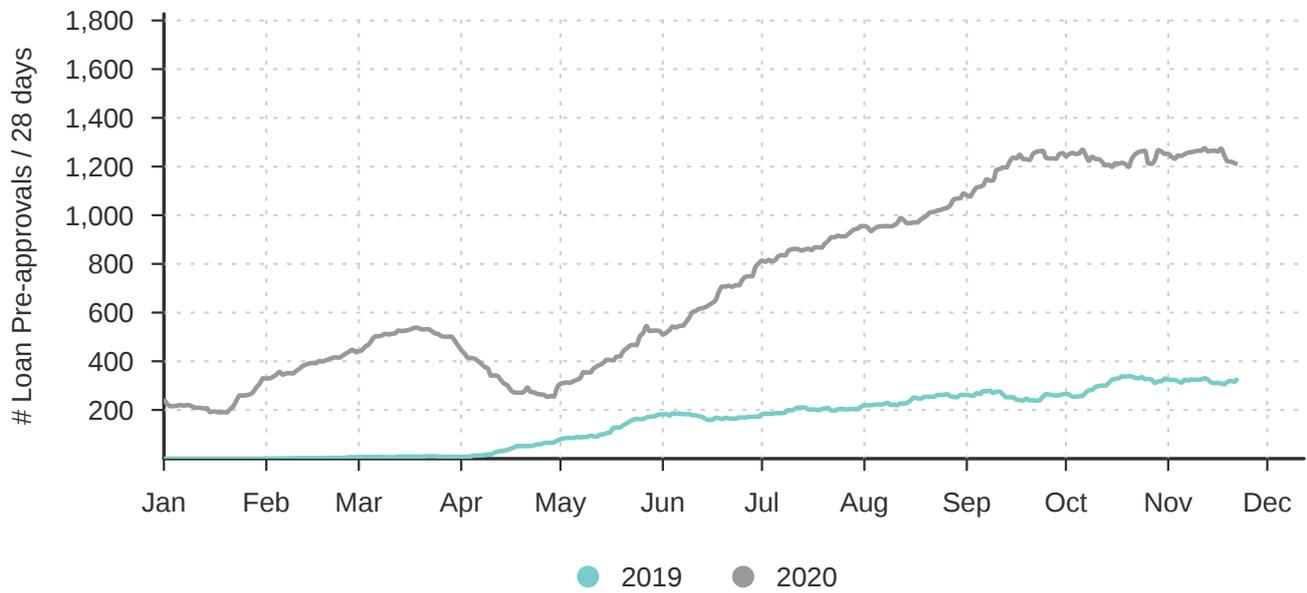
Interest rates continue to underpin purchasers buying power and today interest rates are at record low levels, advertised from 1.99 per cent fixed for one year with the OCR remaining at 0.25 per cent since 16 March 2020.

- 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.

“With interest rates at such low levels, we are now seeing properties returning positive cash flow from an investment point of view and for owner-occupiers, many are now seeing buying as a real and affordable alternative to renting. It is for these reasons that we are experiencing strong engagement from the active buyers in the market.”

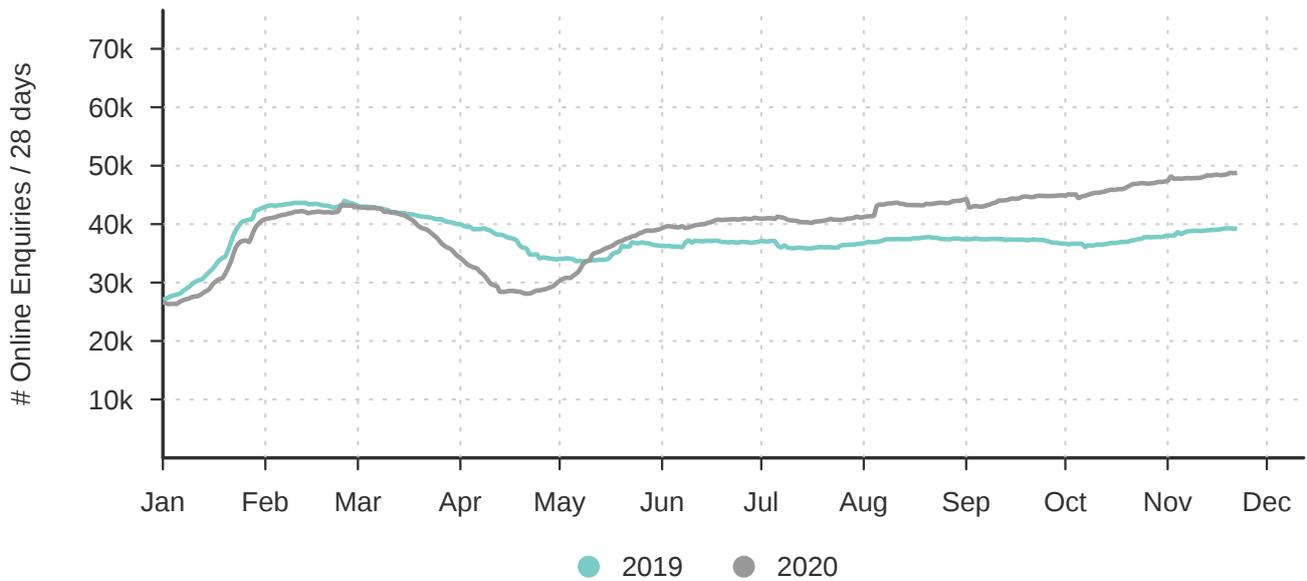
Daniel Horrobin, Director Ray White City Apartments.

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?

Right now, the conditions being experienced by most sellers in the market are very favourable. This is something that is not only being experienced in New Zealand, but elsewhere around the world. While the conditions have come as a surprise to many, the reality is that while the market has improved, it could also change direction just as quickly.

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 March 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 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 percent deposit, to those between 20-30 percent deposit. Lending to those buyers with less than 20 percent 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.



Super happy first home buyers of 1/9 George Street, Mangere, Manukau City after bidding and winning the auction with help from their Loan Market Broker and Ray White Manurewa Salesperson Pat Lapalapa.

Economists are saying that the next 12 months may hold:

- Rising unemployment
- The end of the mortgage deferment scheme
- The revision and potential reimplementation of LVR restrictions in March 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

There is now a short window of time remaining for those that wish to achieve an unconditional sale prior to the holiday period, but in contrast to previous years, it is expected that we will likely be in for a shorter end of year break than usual when it comes to property. This is due to the fact that many will not be travelling overseas and will stay closer to home, allowing the opportunity to view property, as well as transact. It is for this reason that if you are looking to capitalise on the current selling conditions, this could be achieved both in December and early January.



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.

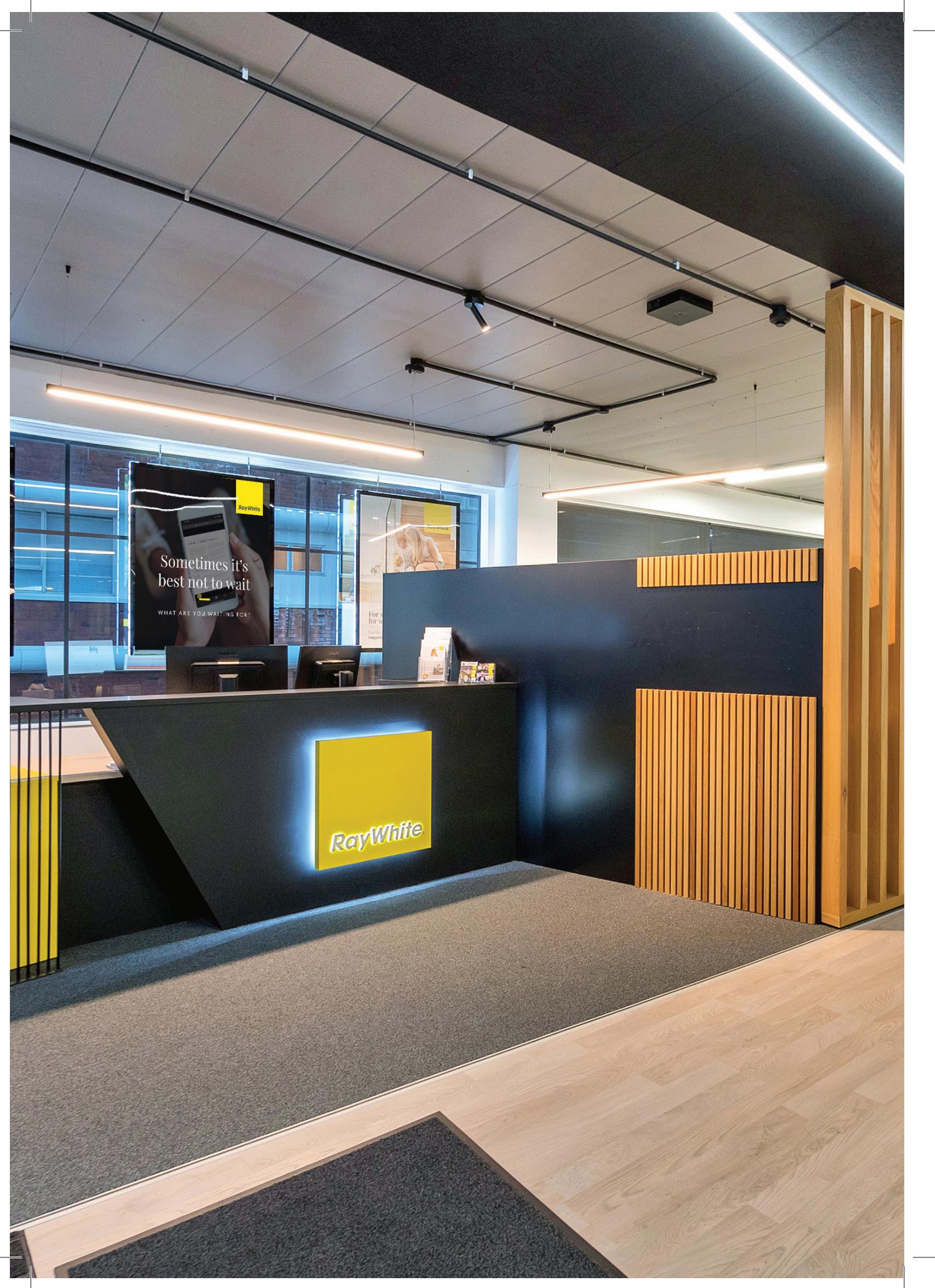


Photo: Ray White Lead Auctioneer John Bowring with a full room at Ray White Mt Eden in-room auctions last week.

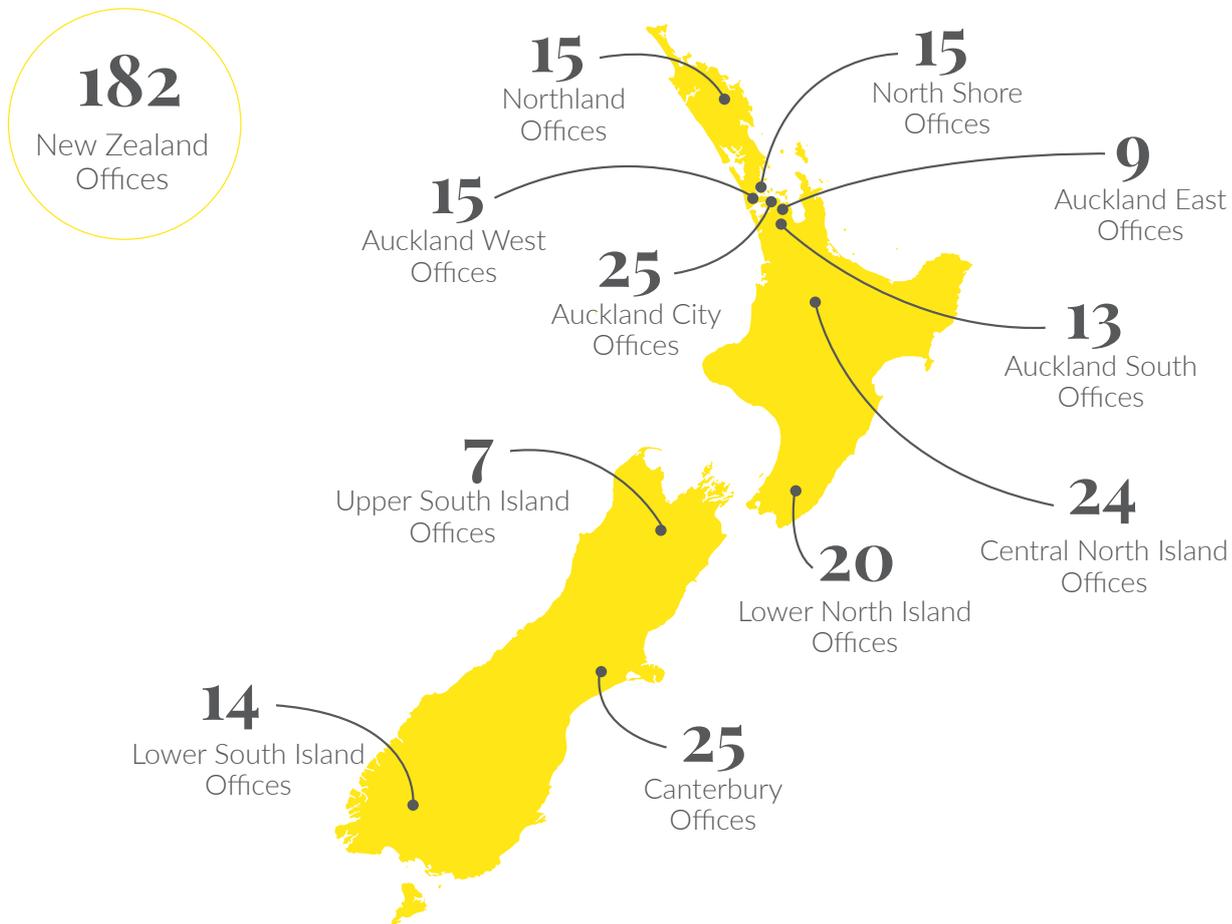
If there are future risks in the market, why should buyers enter the market now?

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.



The seller's children of 10 Wesley Avenue, Mount Albert, Auckland City jumping for joy after selling their home at auction by Ray White Mt Eden Salespeople Rachel Berry and John Covich.

- 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 2,574 live listings, up 21.923 per cent on last year, with the number of sales up a whopping 12.87 per cent year-on-year.

In April, May and July 2020, Ray White was the highest listing months of property across New Zealand. 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 258 properties scheduled to go to auction, leading to a strong auction day clearance rate of 79.5 per cent, a big increase of 10.06 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.

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“The market right now continues to reward sellers with elevated levels of enquiry and activity. We expect this activity to continue throughout December and early January. In contrast to previous years, it looks as if the Christmas break is going to be a very short one for the real estate market.”

Mark Bycroft, Licensee Agent and Business Owner, Ray White Epsom,
Ray White Takapuna and Ray White Matakana & Omaha.

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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.

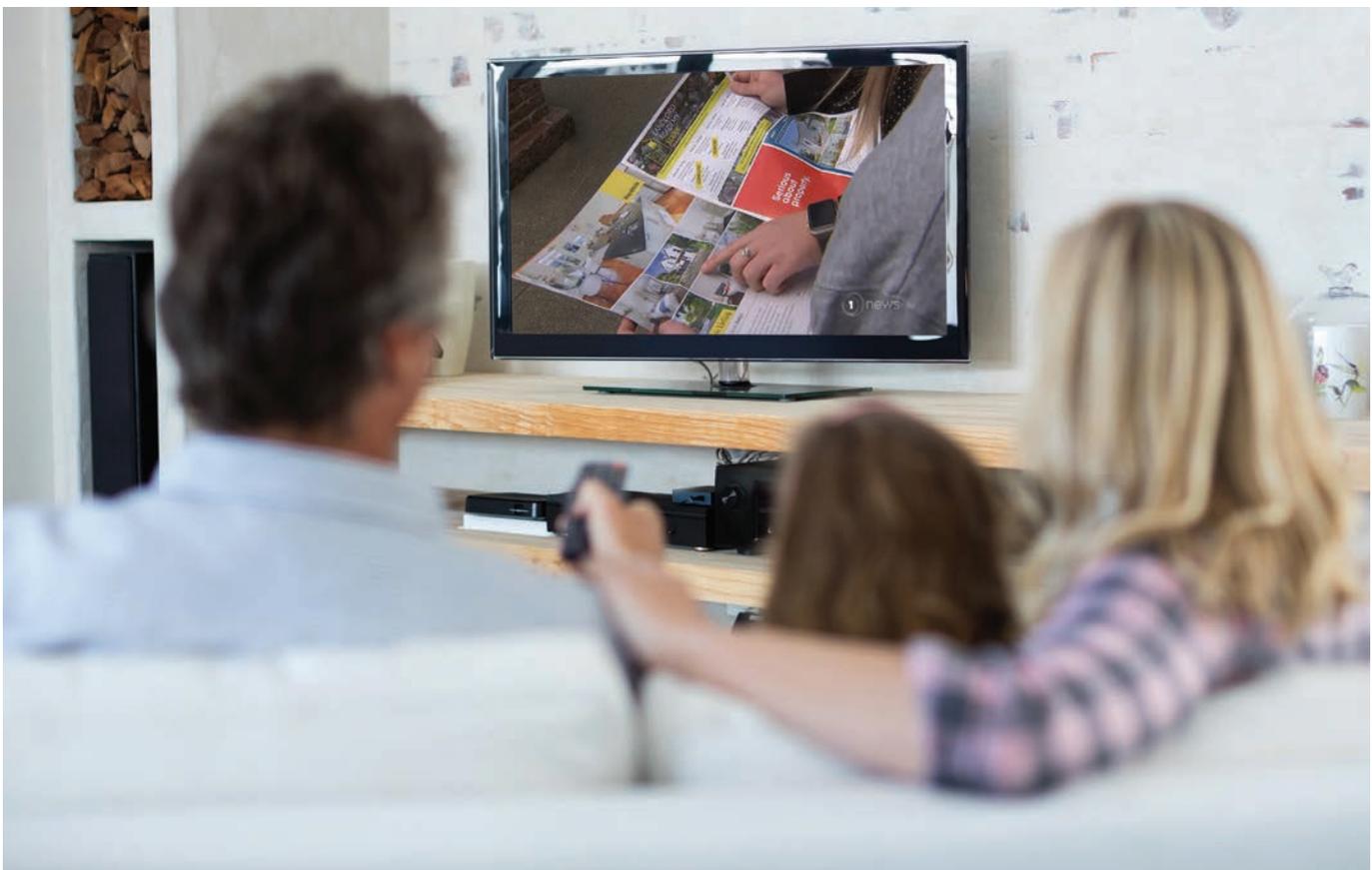
Our media exposure dominates all other brands in terms of publicity - which is the sweet spot. Our profile in newspaper advertising and editorials along with a large number of listings on oneroof.co.nz, realestate.co.nz and trademe.co.nz/property - is also huge.

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.

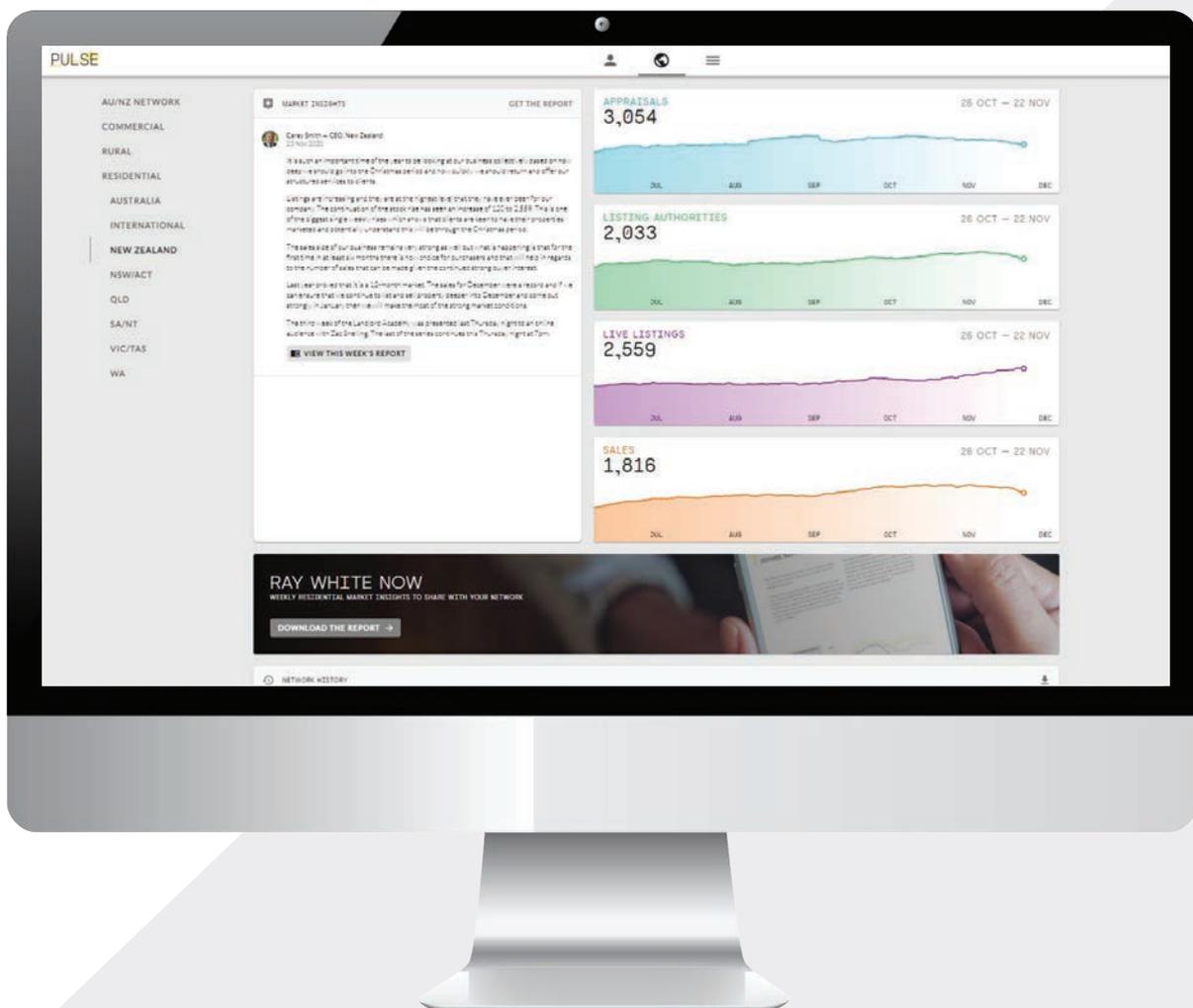


1 News, Thursday, 19 November 2020: Despite skyrocketing prices, more first home buyers are jumping into market than ever before.

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. 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'. Crows Nest, Queensland.



raywhite.co.nz



loanmarket.co.nz