

The RayWhite logo is positioned in the top right corner of the page. It consists of the brand name "RayWhite" in a bold, black, sans-serif font, set against a solid yellow rectangular background.

RAY WHITE **NOW**

A short, solid yellow horizontal line is centered below the word "NOW" in the main title.

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



LANDLORD ACADEMY SERIES

November 2020
Every Thursday 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.

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Visit landlordacademy.co.nz to find out more and register now.

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RayWhite

Dear Property Owner,

Welcome to edition 25 of Ray White Now.

As we move into the second week of November, the momentum of the real estate market continues. This is good news for those considering selling their property and also those considering purchasing a property.

Our real-time analytical data shows an increase in new properties coming to the market this week. We believe this is encouraged by the time of the year together with our exclusive Ray White marketing statement which is allowing properties to be broadly promoted across international and national markets utilising channels including online, digital and print media.

Last week realestate.co.nz, one of the leading websites in New Zealand, showed in their report that listings continue to surge together with pricing in the majority of areas. This is adding further value for sellers to consider the positive sale of their property.

For purchasers, while there is some comfort in the number of new listings coming to the market, it can provide the opportunity to compare more property and also give a broader comparison of value.

October sales for Ray White New Zealand were a record, with sales of \$1.644 billion in value; an increase of 83.6 per cent on the same time last year. Sales numbers surged to 2,031, up 50.6 per cent in October 2019.

Looking at Ray White results for the past month, the number of new listings during the past 28 days is 2,340, up 9.96 per cent on last year. The number of sales continues to surge forward in comparison to this time last year, being 1,795 up 40.83 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.

Last week we released our 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 successfully creating competition for your most valued asset.

Just as importantly, we also commenced the Landlord Academy evenings, which are held each Thursday throughout November through a series of webinars with specialists discussing aspects and changes in the area of 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



Carey Smith

Ray White New Zealand Chief Executive

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MARKET AFFORDABILITY PROVIDES CONTINUED BOOST TO MARKET DEMAND

NOVEMBER RESULTS CONTINUE STRONGLY

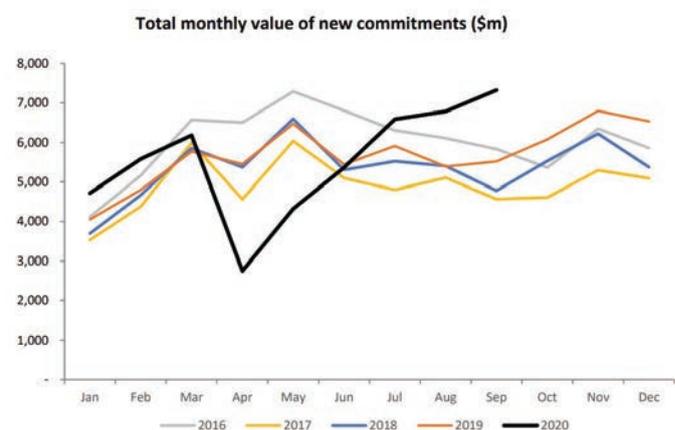
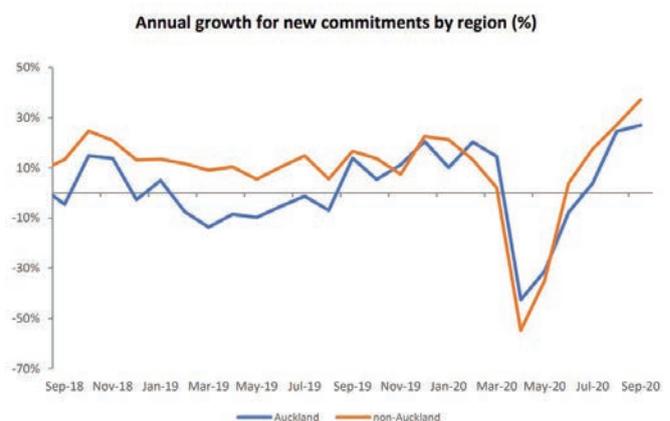
This week we look further at the report by The Reserve Bank relating to the total monthly new mortgage commitments, which were \$3.7 billion in September 2020. This is the highest month on record since surveys began in 2013. It shows an increase of 7.9 per cent from August 2020 and 32.8 per cent from September 2019. Clearly, there is a high demand from new mortgage lending that is having an effect on the number of sales which are occurring.

When we look at the individual markets, new mortgage commitments to first home buyers were \$1.4 billion in September which was again up from August this year while other owner occupiers increased from \$3.9 billion in August to \$4.2 billion in September. The makeup of the new mortgage commitments saw first home buyers account for 19.1 per cent of all new mortgages while investors continue to rise to 22.7 per cent. The year-on-year growth in regards to first home buyers was noted as being 44.3 per cent while commitments to investors were up a staggering 54.7 per cent.

In an article by interest.co.nz they note this week that the HSBC have pushed their fixed home loan offers lower yet again with some of the market leading lower levels for their individual products. Aside from Heartland Bank, HSBC have reduced their 12-month and 18-month rates to 2.25 per cent. This is lower than any other bank other than Heartland Bank who are offering an online special of 1.99 per cent for one year. With interest rates remaining at such low levels there is an expectation that there will be a continuance of borrowing which is creating momentum. As interest rates continue to fall the reduction in mortgage payments continues to occur albeit it is less and less material for most household budgets.

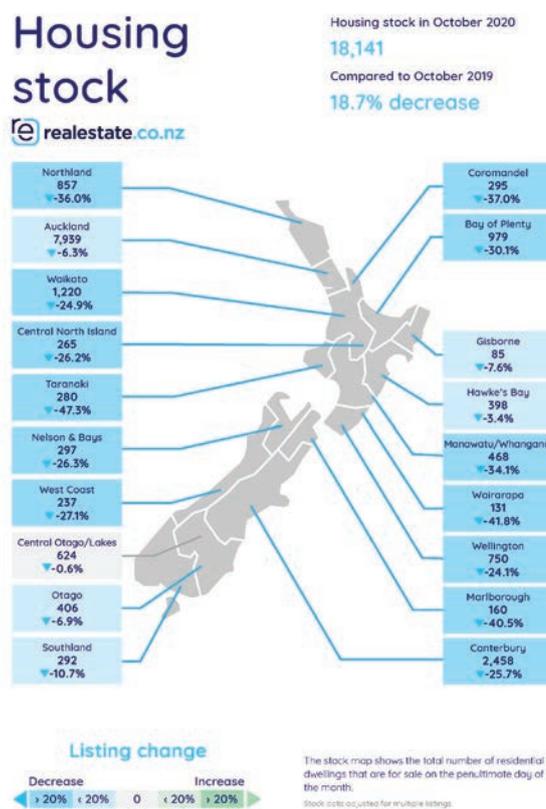
Our specialist team at Loan Market are assisting buyers to achieve pre-approvals and this is at the highest rate it has ever been. With the vast offers in the marketplace from key retail banks ensuring for purchasers that they consider the broad options is important to the final packaged outcome.

In regard to the areas that new commitments are being taken up, it is largely driven by regions outside of Auckland. The annual growth rate for new mortgages in non-Auckland increased from 27.1 per cent in August to 37.2 per cent in September. While there is a change in the Auckland new mortgage commitment - rising from 24.5 per cent to 27 per cent.



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

This week we have a closer look at the housing stock which is a report produced by leading property portal realestate.co.nz. While there has been increased listings, this is strongly outweighed by the number of sales that have been occurring which is diminishing the available properties for sale which is commonly known as housing stock. At the beginning of October 2020, the industry was promoting 18,141 properties which is 18.7 per cent or approximately 4,000 properties when compared to the same time last year. While demand is up this is one of the reasons why prices are lifting in line with demand. Some of the areas where demand for property has far outweighed the new property coming onto the market has seen some areas across New Zealand have had a much more dramatic drop than the average. Some of those include Northland (down 36.0 per cent to 857 homes), Waikato (down 24.9 per cent to 1,220 homes), Bay of Plenty (down 30.1 per cent to 979 homes), Southland (down 10.7 per cent to 292 homes), Coromandel (down 37.0 per cent to 295 homes), and Marlborough (down 40.5 per cent to 160 homes). Our real-time data shows a position which has changed slightly over the past week with sales continuing to increase, being 40.83 per cent ahead in numbers at a level of 1,795 sales. There is a disparity in the supply of new listings coming to the market which are currently up 9.96 per cent with live listings showing at 2,340.



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 median 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 based on 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.

“We have had a small percentage increase in listings which has provided more choice for buyers however the demand continues to be at the very highest levels. Interest rates being at such low levels and first home buyers coming into the market have added continued momentum for our first couple of weeks of November.”

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

SELLING IN THE CURRENT ENVIRONMENT

“

“We continue to see exceptionally strong interest for quality homes in our market. Purchasers are making a concerted effort to secure a home for the long-term. This year has provided people with an opportunity to re-evaluate their property needs and when they find a home that meets their criteria, they are not hesitating in their effort to secure it. This is something we are seeing week in and week out at our auctions.”

Gower Buchanan, Business Owner, Ray White Ponsonby, Ray White Grey Lynn,
Ray White Birkenhead and Ray White Mt Albert.

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We are now five weeks on from the second time the nation as a whole returned to alert level 1, yet the resilience of the property market right through each change in alert levels has been extraordinary. From early predictions of a market downturn, the commentary has changed significantly, with media regularly employing hyperbole in their statements regarding the current status of the residential market across New Zealand. Over the past 25 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.

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 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 9.96 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 40.83 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, when compared to this time last year when the average in the market was 3.56 per cent. While this is 1.57 per cent less, in real terms it is about 45 per cent less which significantly increases 'purchasing power' and affordability.



Ray White Eden Terrace Salespeople Kane Taylor and Louise De Martin - left - with both the buyers and sellers of 56 Highfields Terrace, Henderson Heights which sold under the hammer for \$1,136,000.

There is also an increasing level of activity from both first home buyers and investors. Responsible for approximately 20 per cent and 22 per cent of new mortgage lending respectively. 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 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, asking price or 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.

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 second 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 9.96 per cent, this is not enough to service the demand level that is evident on a continuing basis, with the sales volume lifting by 40.83 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.

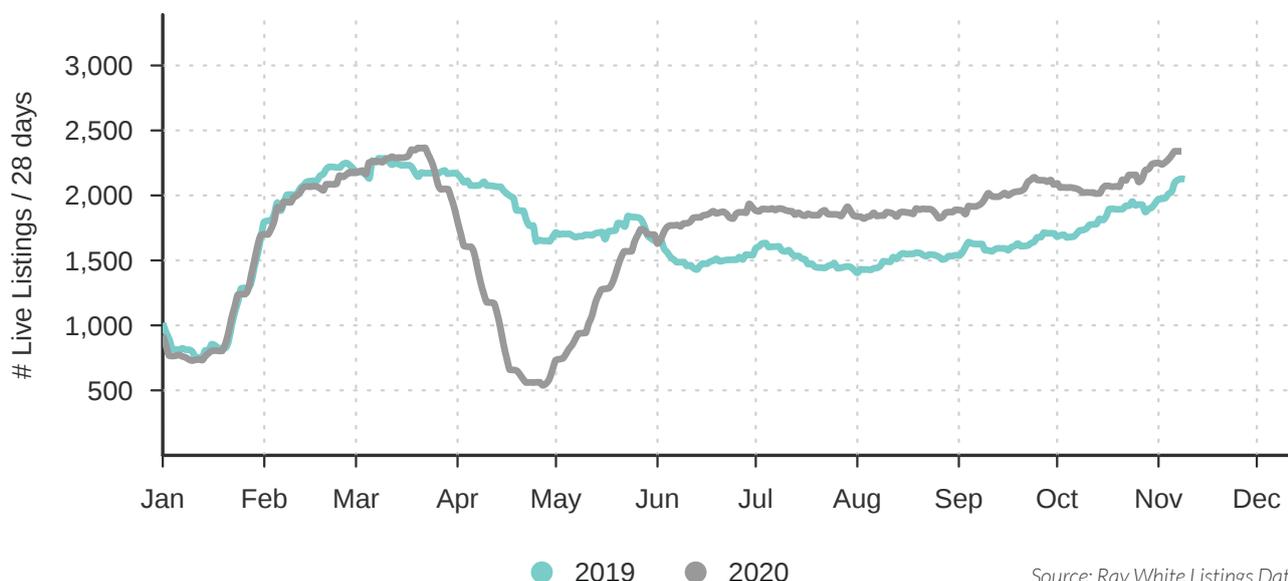
So what factors are continuing to create confidence in the market?

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 9 November 2020.



Source: Ray White Listings Data

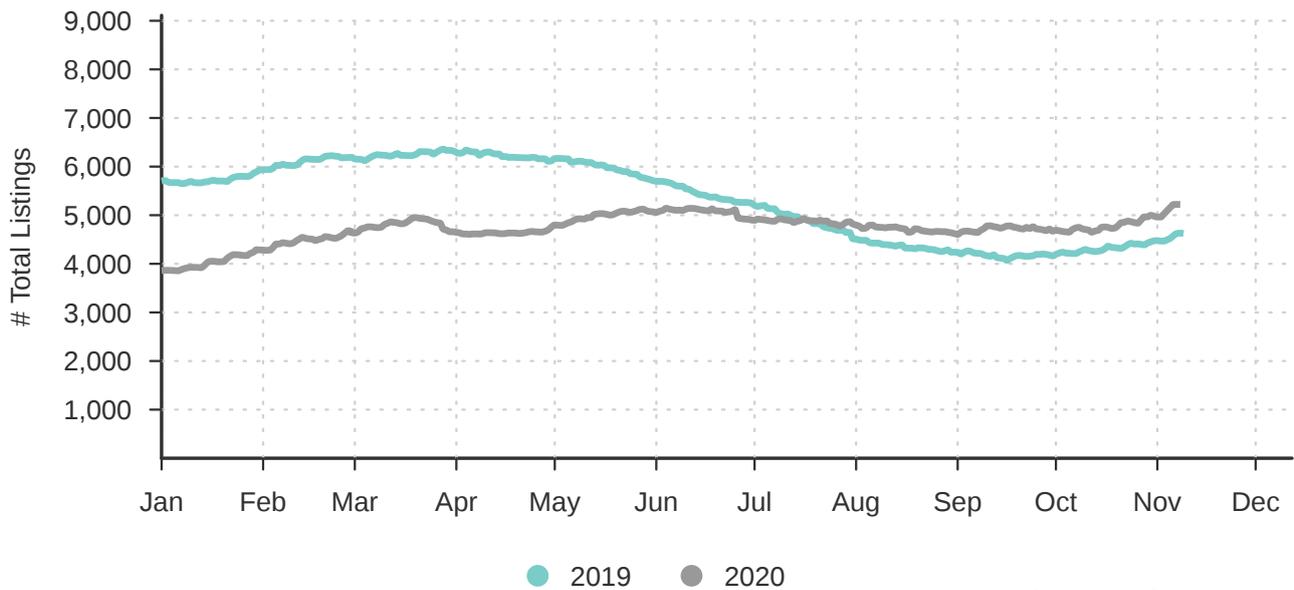
Coupled with high levels of confidence, the removal of LVRs back in March, investors looking for better returns and fears that prices may keep rising all contribute to the high level of activity we are seeing in the market now.

for auction, up 82.7 per cent on last year, with an auction day clearance rate of 75.7 per cent.

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

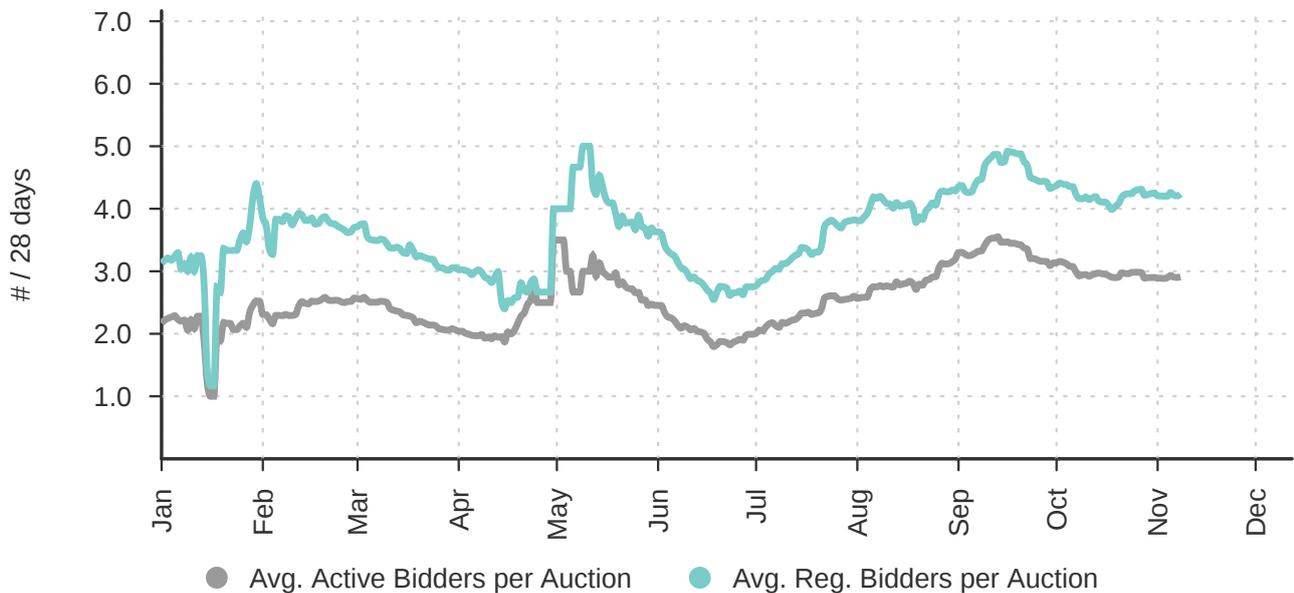
In the last seven days, Ray White offered 148 properties

Total available listings This chart illustrates how the number of new listings to the market has recovered as of 9 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 9 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 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 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.

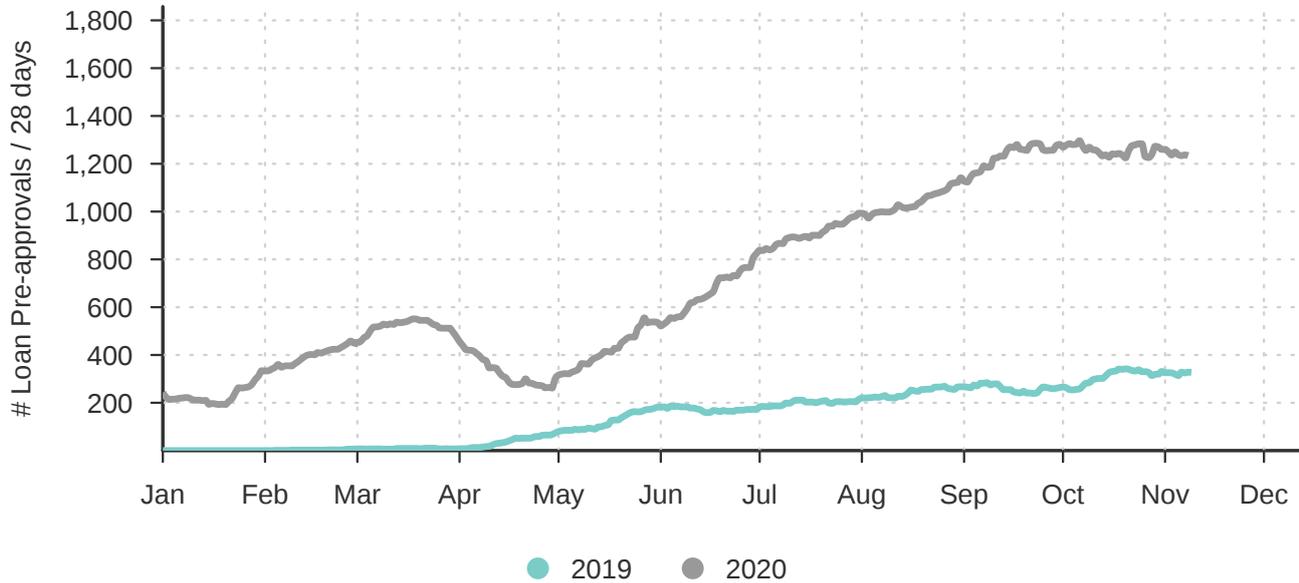
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“Timing is an important factor when it comes to selling. Taking advantage of favourable market conditions while they are present is crucial. Owners that we are working with at the moment are being rewarded with high levels of enquiry, strong attendance at open homes and very positive sales results. The conditions at present are as good as they have ever been.”

Adam Rogers, Licensee Agent, Ray White Cashmere,
Ray White Barrington and Ray White Oxford.

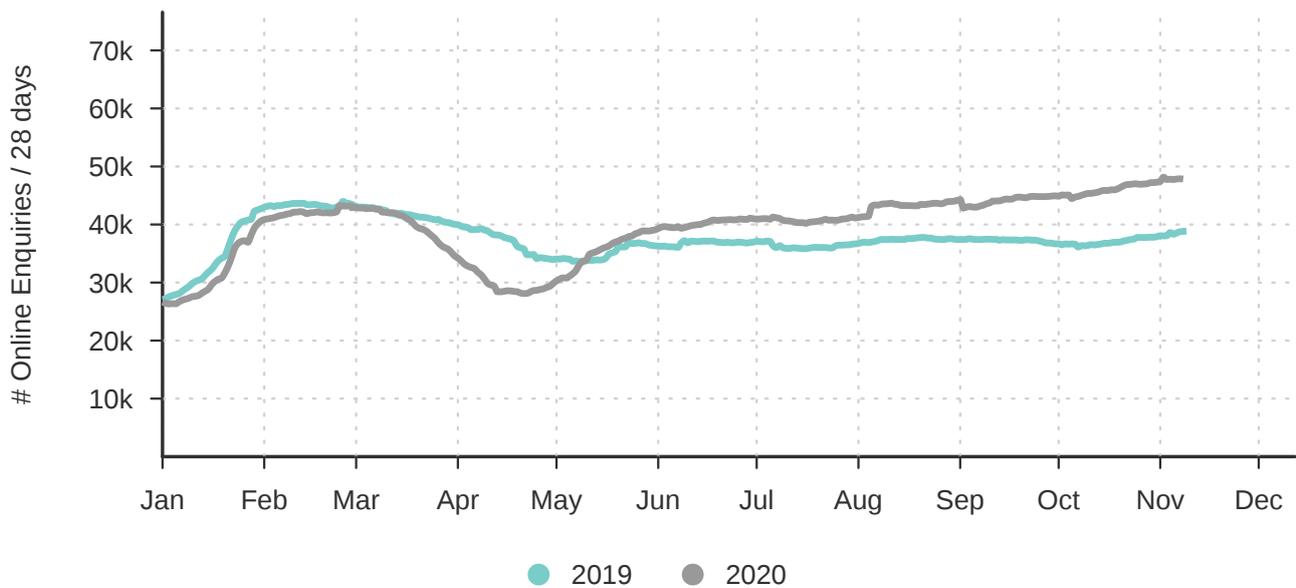
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Loan pre-approvals This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 18-19, and 19-20 financial years. It shows higher levels of pre-approvals now compared to 12 months ago.



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 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.

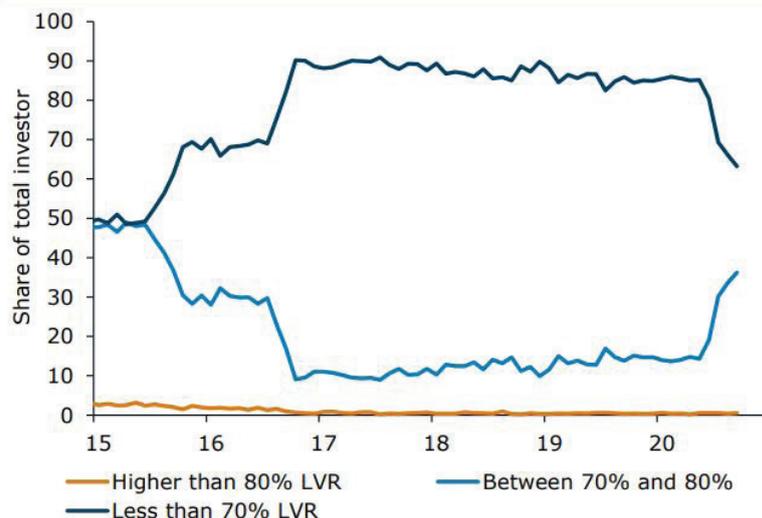
Interestingly, even with the suspension of LVR restrictions earlier in the year, the latest ANZ Bank Property Focus comments that "Overall low-deposit mortgage lending has not increased, even as house prices have risen further." The graph above shows that while lending between 70 and 80 per cent LVR has increased for investors, lending to purchasers over the 80 per cent threshold remains at similar levels to 2019. While this continues to be monitored, it should provide some confidence in the stability of lending and the purchasers financial positions.

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.

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 had been 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.

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. 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.



Auction taking place for Ray White Town and Lifestyle Salesperson Lewis Donaldson as he sold 144 Bridle Path Road in Heathcote Valley, Christchurch for \$950,000.

Economists are saying that the next 12 months may hold:

- Rising unemployment
- The end of the mortgage deferment scheme
- The revision and potential reimplemention of LVR restrictions in May 2021
- The end of the wage subsidy schemes
- The potential of low mortgage rates rising
- A possible recession
- More expats returning home
- Borders remaining closed
- 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.

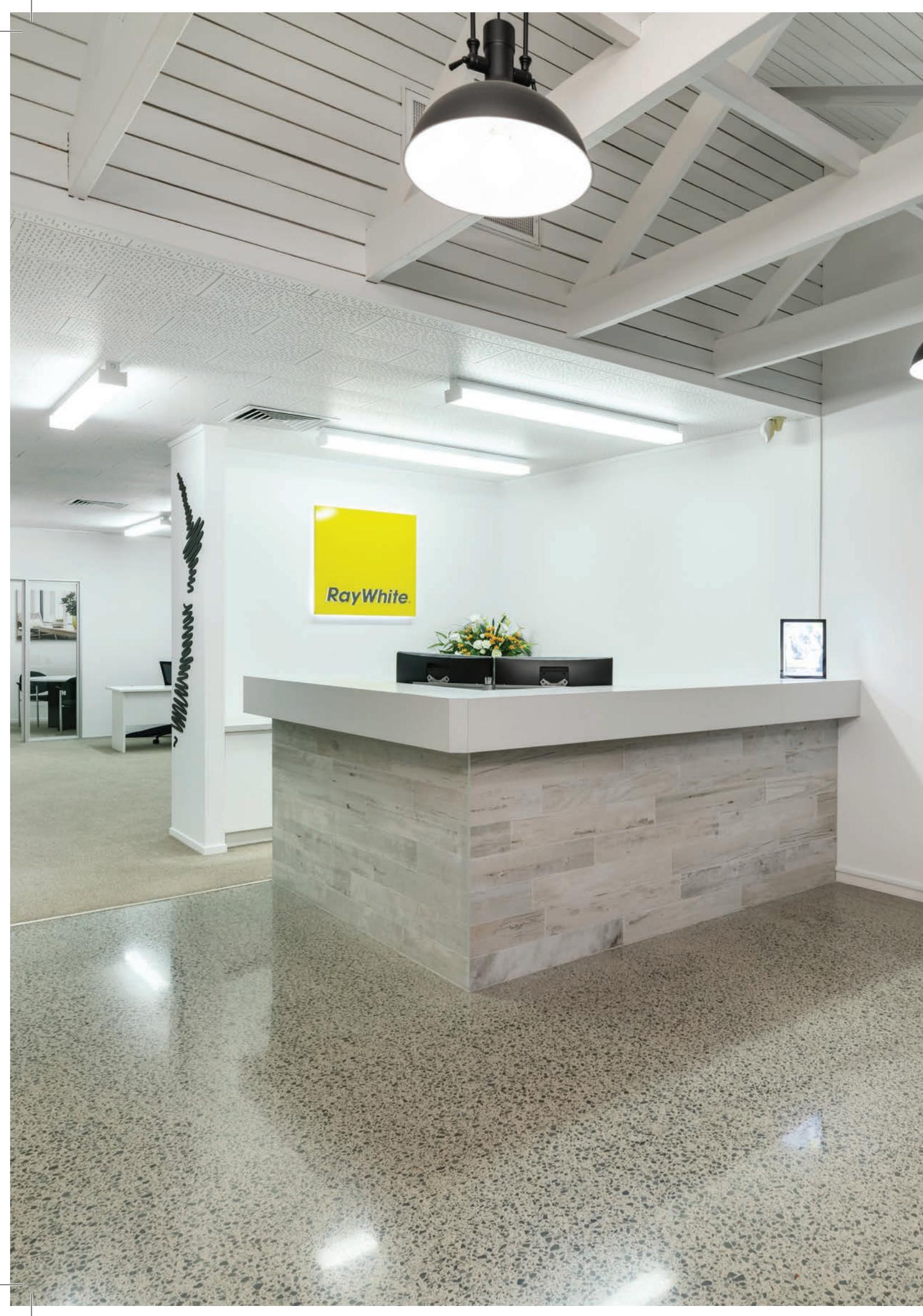
Fortunately, we continue to see confidence in buyers with job security working in industries not materially impacted by the current economic environment.



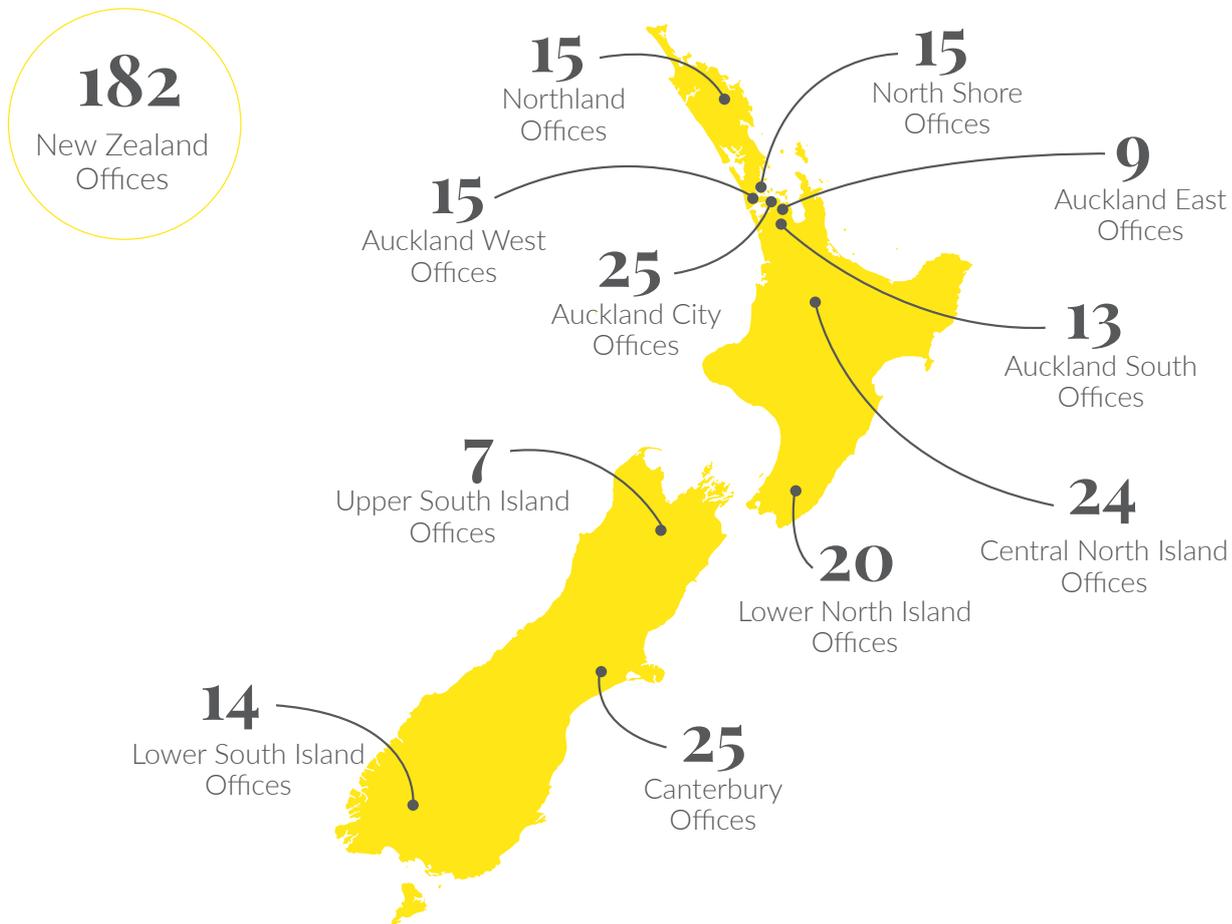
If there are future risks in the market, why should buyers enter the market now?

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.



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 Verrans Corner Salesperson Rochelle Brinsdon - left - with the new purchasers of 84 Verran Road, Birkdale, North Shore which sold under the hammer for \$1,295,000.

- 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 2,340 live listings, up 9.96 per cent on last year, with the number of sales up a whopping 40.83 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 206 properties scheduled to go to auction, leading to a strong auction day clearance rate of 75.7 per cent, a massive increase of 20.12 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.

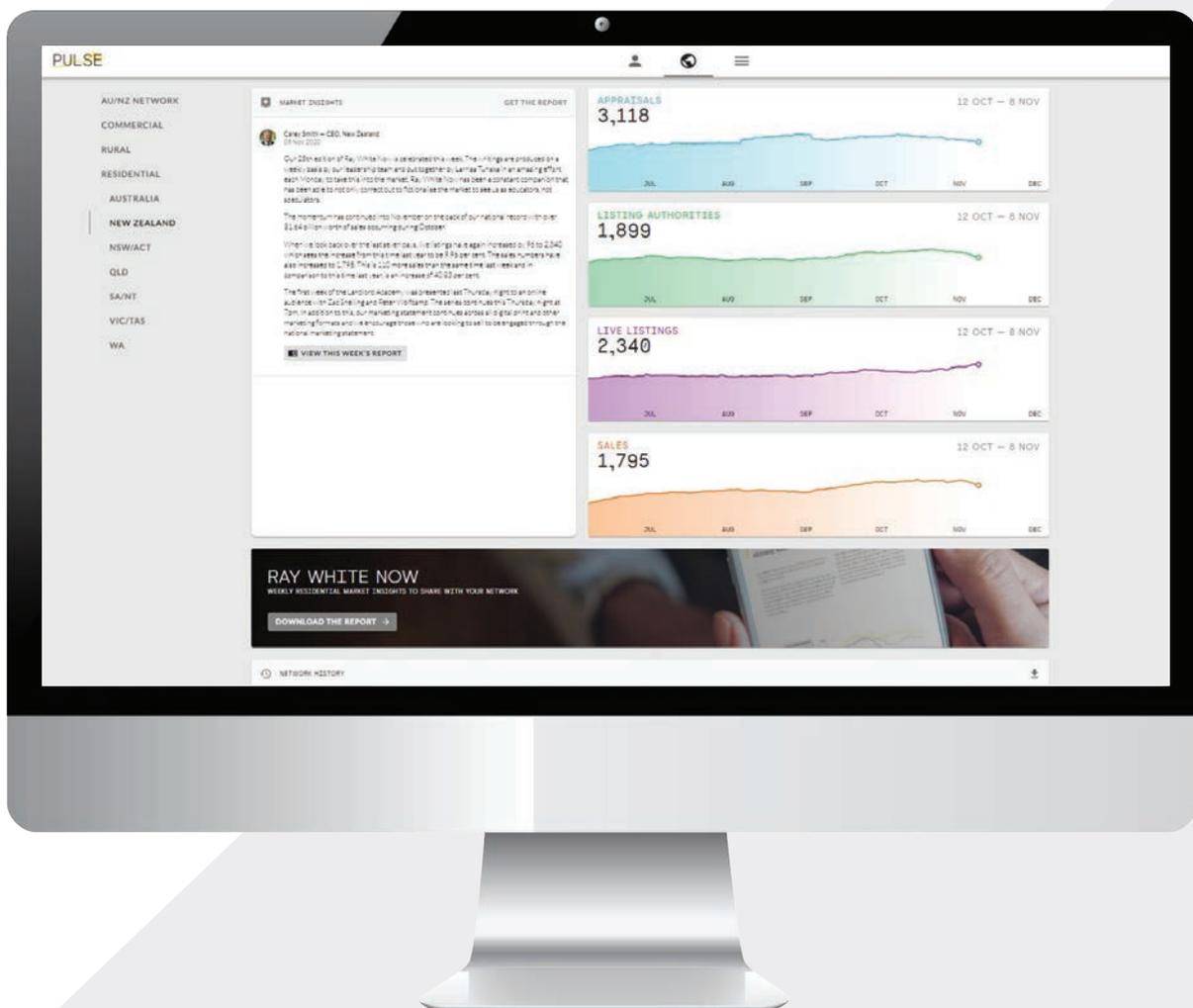


Stuff.co.nz online article: 'Average' Auckland bungalow sells for \$1.9 million, \$500,000 above CV.

4. DEEP DATA SET

In times of uncertainty property sellers need facts, not media speculation, to be able to create informed decisions. Whether that be a decision to list your property on the market or to be in touch with real-time market conditions. The reliance on data and proof points has never been more important for good decision making.

As the most successful real estate group in Australasia, we have access to the largest pool of up to date information available and have the experience to help you analyse relevant data to help you make the right decision.



Ray White's innovative data portal, Ray White Pulse.



**Loan
Market**

FOR THOSE SEEKING MORTGAGE ADVICE

Loan Market, New Zealand's multi-awarding winning mortgage group, has been helping Kiwis with their financial goals for over 26 years (and counting). In these trying times brokers have been supporting clients to understand their options and help navigate the complex banking world and ensure everyone can get access to a competitive deal when it comes to loans.

While interest rates are at "all-time" lows now well below 3 per cent across all parts of the interest rate curve, access to credit is tight, as such, advice is essential.

Loan Market has access to New Zealand's widest range of banks and lenders you know and trust. Talking to our Loan Market advisers will help navigate the options to ensure buyers are approved to their maximum buying power.

Banks are taking the Covid-19 outbreak as an opportunity to dramatically reduce their footprint permanently. Many Kiwis are now finding it very difficult to contact a banker to facilitate mortgage applications.

At Loan Market we are 100 per cent digitally enabled and able to assist right through all levels of lockdown. Covid-19 does not prevent us from providing advice and solutions to the buyers and sellers of real estate at Ray White.

We are currently sitting on over NZ\$1.2 billion of pre-approved buyers across New Zealand. This pool of pre-approved buyers is ready to make offers with no finance clause required and speaks to the strength of the market for vendors looking to sell now.

Lastly, if you are looking to buy currently you must get your mortgage application into us as soon as possible. The banking system is experiencing lengthy delays as they deploy extra resources into our channel to cope with the volume. Don't sit on your hands, contact your Loan Market adviser now.

loanmarket.co.nz



raywhite.co.nz



loanmarket.co.nz