

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. The overall page design features a background of light grey, abstract, overlapping lines that create a sense of depth and movement, resembling architectural or structural elements.

# RAY WHITE **NOW**

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Real-time residential market insights  
21 December 2020 - New Zealand



Dear Property Owner,

Our 31st edition of Ray White Now welcomes the final trading week for our real estate business in 2020. There's been a lot written throughout the year. It has been a year that many of us will remember as being one that shifted our perspective on change, disruption and potential rejuvenation.

Not all industries have been the same and we have been blessed in the property market to have a strong recovery since the April level 4 restrictions. Low interest rates, the ability for first home buyers to enter the market with a higher level of affordability, and investors returning to the market with confidence all aided the real estate market, which began to see price rises during the first quarter of the financial year.

There was also a lot of commentary around supply and demand, together with potential price changes if there was going to be high levels of unemployment that could not be supported by further government financial aid, which was seen to be the backbone of the recovery period.

We produced Ray White Now on the basis that we felt we had a greater understanding of what was occurring in real-time. At a time when remote sales were occurring it was difficult for the public to see the results of those properties that were being submitted. So much of the real estate market was being influenced by economists who were predicting what the future would hold. The majority of those predictions were not correct and in many respects were completely the opposite to what has occurred.

Our Ray White Now data, in its early stages, looked to real-time sales together with live listings coming onto the market. While this has advanced into a suite of information based on real-time data, our original dataset puts clarity around real-time market conditions and this provided an analytical platform to continue to develop our data in an ongoing way that assists buyers and sellers in making their decision when they are in real estate mode.

As we come towards the end of the year, the latest year-on-year changes to the end of November show that the national median house price has risen by 18.5 per cent to \$749,000 which is a record. Of the areas that are collated for the purpose of median house prices, in total 16 regions there were price rises across every region with 11 of those regions recording record prices and record median house price changes.

While the number of residential properties to sell in the last quarter has also been a record across the year, because of the level 4 and level 3 periods making it difficult to transact overall sales have lifted by around 6.6 per cent in total.

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 \$1.866 billion worth of property transactions and currently manages a portfolio of 19,228 properties through our property management division.

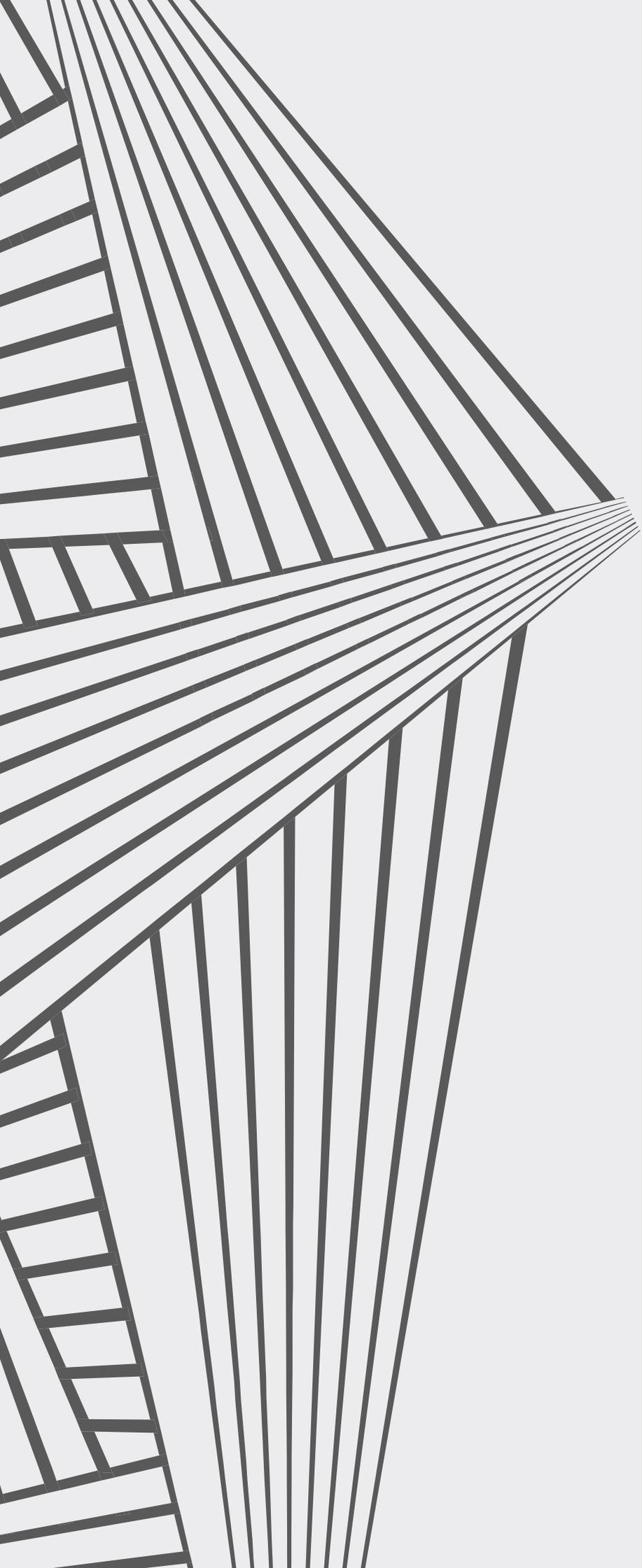
We take this opportunity to wish you a safe Christmas period and a happy New Year with your family and friends.

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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# MOMENTUM IN SALES CONTINUES RIGHT UP UNTIL THE CHRISTMAS PERIOD ALL INDICATORS SHOWING A POSITIVE OUTLOOK INTO 2021

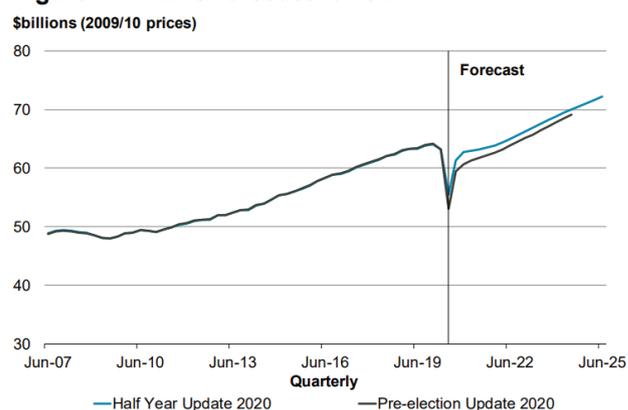
We now begin trading in the last week before Christmas and there continues to be significant momentum in all sectors of the residential real estate market. The areas of commercial and rural have slowed down slightly although there is expected continuation of high levels of activity across all sectors moving into 2021.

This week the New Zealand Treasury produced their quarterly GDP Summary together with their Half Year Economic and Fiscal Update. This gives a deep amount of data as to what has occurred across the New Zealand economic landscape together with commentary across several other markets which may influence New Zealand fiscal outcomes.

The GDP for the September quarter rebounded by a record 14 per cent. This is following the 11 per cent fall in the June quarter which resulted in the strongest quarterly growth in GDP on record. The quarterly rebound was larger than forecasted at 10.5 per cent. When you give balance across the past six months, while the level of GDP was up in the September quarter, in real terms year-to-date it is down 2.2 per cent.

The main area of commentary shows that although there was a contraction in the June quarter, it was less severe than expected and this suggests that the effects of the alert level restrictions on economic activity were less severe than those expected. Add to this the lower forecast for the September quarter and this showed overall a much more balanced economic outcome for the past six months.

**Figure 1: HYEPU forecast for GDP**



Sources: Stats NZ, the Treasury

In summary, for the past six months the Treasury's Half Year Economic and Fiscal Update pointed to an improving economic outlook. House prices continue to increase, supporting consumer confidence, and dairy prices remain buoyant. Manufacturing indicators remain strong, although services activity slowed.

In regard to house prices the Treasury report headlines:

House prices continue to rise. The November REINZ House Price Index was up 15.3 per cent on a year ago and up 3.0 per cent over the month. Auckland house prices rose by 16.2 per cent over the year and the prices in the rest of the country rose by 14.5 per cent. House prices continue to be supported by a combination of limited inventory, strong demand, and accommodative monetary policy. Despite continued low inventory levels, total house sales for the year to date in November 2020 were 6.6 per cent higher than the same period in 2019.

The housing market has been stronger than expected in recent months with no signs of slowing yet, which places upside risk to our forecasts and consumer confidence rebounds. Consumer confidence rose by 10.9 points to 106 in the December quarter according to the Westpac McDermott Miller Consumer Confidence survey. The survey showed a strong lift in spending on entertainment activities as we head into the holiday season. The index is now just below its long run average.

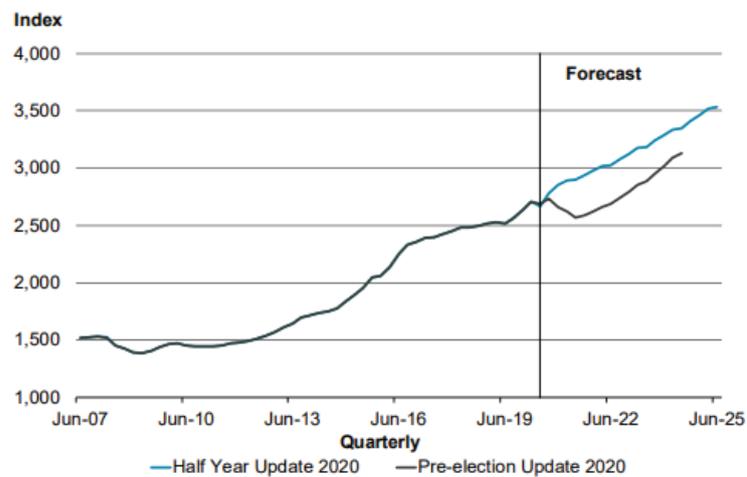
Last week we took an in-depth view of the median house price information and data released by the Real Estate Institute of New Zealand and it showed that residential house prices across New Zealand continue to rise, with 11 regions seeing record levels of house prices with the total across New Zealand lifting by 18.5 per cent to a new record high median.

When looking at the regions as of November 2020 the

The unemployment rate is a particularly important driver of the economy and after falling in the June quarter unexpectedly from 4.2 per cent to 4.0 per cent, the unemployment rate increased to 5.3 per cent in the September quarter. The smaller than expected increase in unemployment is partly attributed to the fiscal support that has been provided through the Wage Subsidy Scheme. And we can see in this graph that there has been a significant leveling of unemployment however typically employment levels can rise over the summer months reflecting increased demand over the holiday for seasonal labour, particularly in the agricultural sector.

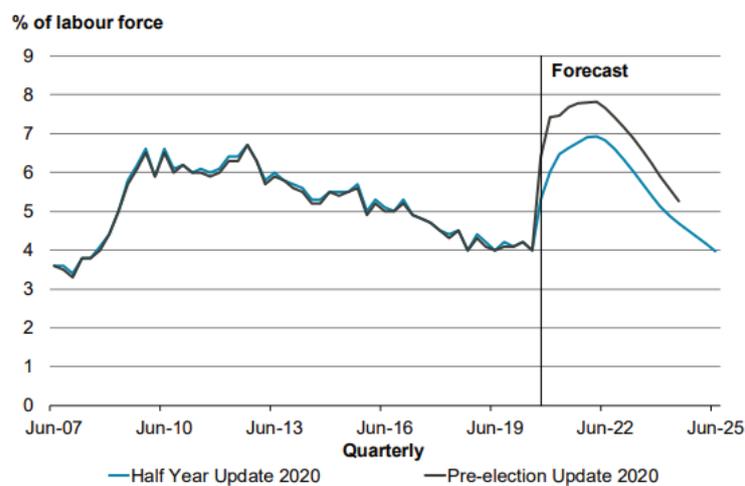
The full Half-Year Economic and Fiscal Update released on 16 December can be seen [here](#).

**Figure 1.11 – House prices**



Sources: CoreLogic, the Treasury

**Figure 1.4 – Unemployment rate**



Sources: Stats NZ, the Treasury

Source: The Treasury - Half Year Economic and Fiscal Update 2020  
16 December 2020

last 12 months saw Gisborne region up 36.2 per cent, this was followed by the Nelson/ Tasman region up 28 per cent to a new record high of \$774,400. In addition to this the Manawatu/ Whanganui district also had an increase of 25.8 per cent to a record level of \$503,000. Southland saw an increase to 23.6 per cent, while Taranaki was the other region to show annual house sale prices over 20 per cent, being 21.7 per cent. The main centres of Canterbury showed a 13.1 per cent increase, while Wellington was 14.5 per cent. Auckland showed 16.4 per cent increase.

The total number of properties available for sale nationally decreased by 16.9 per cent in November to 18,319 properties. This is down from just over 22,000 properties 12 months ago. In comparison there are 3,730 fewer properties available on the market. Those markets with the lowest level of inventory include the Bay of Plenty, Hawke's Bay, Manawatu/Whanganui, Marlborough, Nelson, Northland, Waikato, and the West Coast. All of these markets have their lowest inventory ever. The biggest percentage decrease in the number of properties was Nelson down 44.7 per cent followed by Marlborough down 42.9 per cent while the Manawatu/Whanganui region has 38.4 per cent less property available than the same time last year.

This week the Real Estate Institute released information on the holiday hotspots of New Zealand. An analysis of some of New Zealand's most popular holiday hotspots has shown that they have not been immune to the increasing median prices seen in 2020 with some areas increasing more than 50 per cent when compared to the same time last year.

Location	Median price 3ME Nov 2019 (\$)	Median price 3ME Nov 2020 (\$)	% change	Volume sold 3ME Nov 2019	Volume sold 3ME Nov 2020
Akaroa	525,000	830,000	58%	6	15
Arrowtown	1,225,000	1,560,000	27%	18	27
Banks Peninsula	495,000	525,000	6%	39	97
Coromandel	585,000	520,000	-11%	11	11
Hahei	-	1,060,000	-	4	7
Hokitika	235,000	332,000	41%	8	18
Huntingdon	-	705,000	-	2	6
Kaiterikeri	-	1,105,000	-	0	6
Mangawhai	600,000	769,000	28%	16	22
Mangawhai Heads	705,000	875,000	24%	22	33
Matarangi	605,000	680,000	12%	15	35
Mount Maunganui	750,000	940,000	25%	130	178
Ohope	830,000	880,000	6%	21	22
Omaha	1,765,000	2,151,000	22%	17	19
Oneroa	1,100,000	1,300,000	18%	24	40
Onetangi	1,105,000	921,000	-17%	7	14
Paihia	535,000	550,000	3%	15	23
Papamoa Beach	714,000	875,000	23%	214	228
Pauanui	749,000	889,000	19%	16	41
Raglan	710,000	745,000	5%	24	29
Russell	-	753,500	-	2	11
Selwyn District	550,000	579,750	5%	268	408
Taupo	440,000	550,000	25%	44	59
Te Anau	495,000	478,000	-3%	21	27
Waihi Beach	700,000	1,050,000	50%	14	40
Waikuku Beach	387,150	460,000	19%	5	9
Waipu	760,000	790,000	4%	19	11
Wanaka	1,075,000	1,175,000	9%	73	117
Whangamata	755,000	950,000	26%	53	65
Whitianga	664,000	760,000	14%	45	79

When we summarise 2020, it has been a remarkable year of contrast. While supported by low-interest rates, the real estate market has had continuing momentum since it came out of Covid restrictions from early June this year. Our graph shows the volume of sales which gives effect to the price rises and the confidence shown by buyers and sellers.

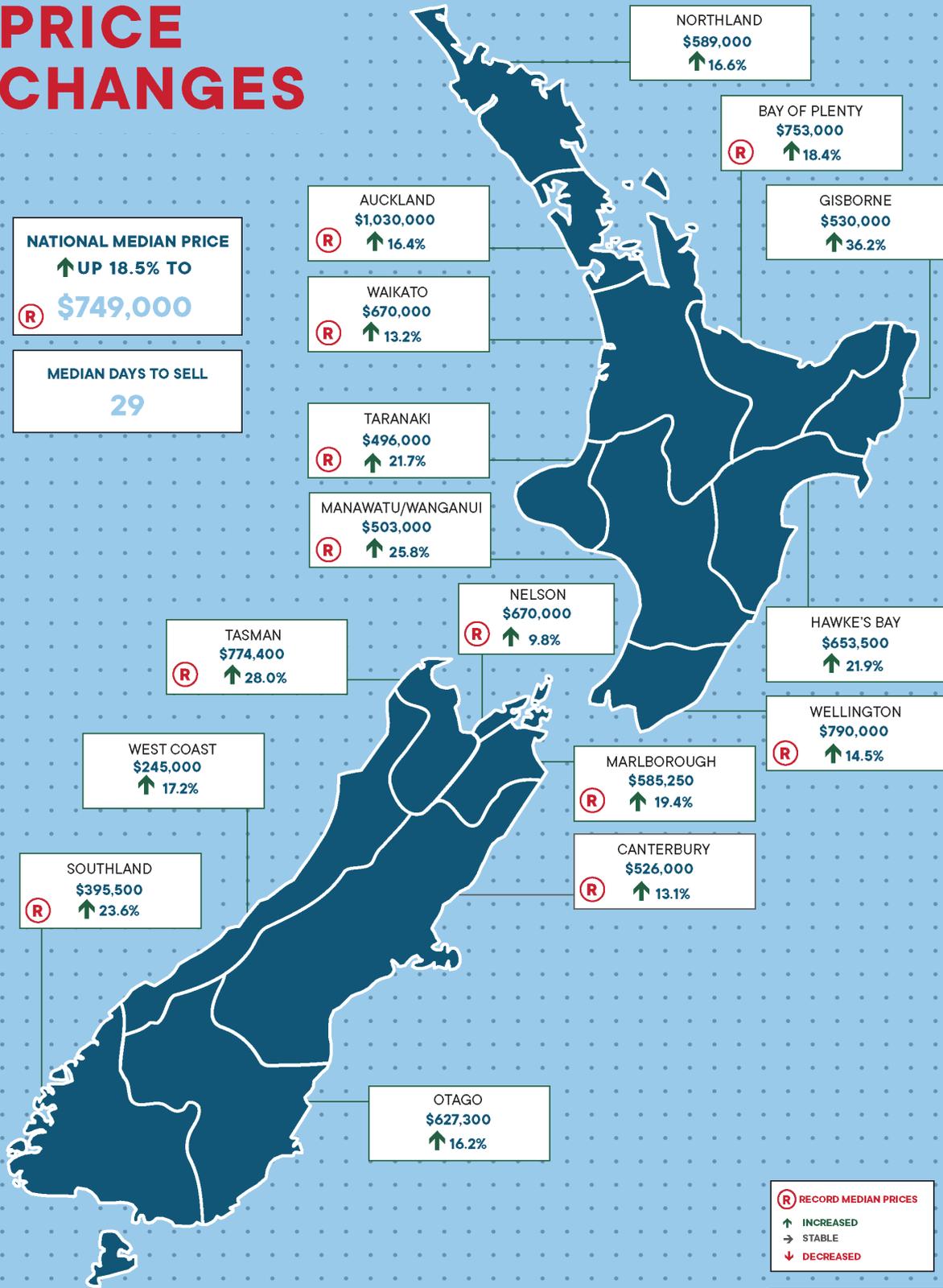


Source: Ray White Pulse - Scheduled Auctions

# ANNUAL MEDIAN PRICE CHANGES

**NATIONAL MEDIAN PRICE**  
 ↑ UP 18.5% TO  
**\$749,000**

**MEDIAN DAYS TO SELL**  
**29**



**(R)** RECORD MEDIAN PRICES  
 ↑ INCREASED  
 → STABLE  
 ↓ DECREASED



## SELLING IN THE **CURRENT ENVIRONMENT**

This week marks the final trading week of the year prior to Christmas, a time of year that traditionally sees real estate take a backseat as people prepare to go on holiday. As we have been saying for some time though, this year is not like any other we have seen and the same can be said for the real estate market. Both sales and listings are significantly higher than 2019 - 25.13 per cent and 26.41 per cent, respectively.

With Christmas only days away, we are seeing a change in the level of engagement from sellers as they look to capitalise over the holiday break on what have been robust trading conditions. Those on the market during this period can take advantage of the fact that prospective buyers will not only have more time on their hands than throughout the year, but this year are likely to be much closer to home. For this reason, many salespeople will remain available to show property over this time.

In any market, there are several factors that influence activity, but when taking a broader view, they can be

simplified as supply and demand. Supply, being the number of available listings in the market and demand, the level of activity on the buying side of the transaction. What is different this year is that both supply and demand have been consistently higher than levels we have seen for some time, particularly when compared with 2019. What this means is that the volume of transactions or market capacity has continued to increase over the past few months.

When looking at the way property is marketed and sold over a holiday period, many are taking a 'list now and launch later' approach, which means that sellers property will be online and available to view, but the full marketing campaign won't begin in earnest until early January. This allows exposure to those buyers actively searching during the break, which typically are highly motivated and time oriented. Then, with a full marketing campaign launching in January, the property will then be exposed through the traditional channels for wider exposure.



Photo: Ray White New Zealand Lead Auctioneer, John Bowring calling Ray White Mt Eden in-room auctions selling four properties sold under the hammer for a combined total value of \$5,341,000 – including a street record.

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 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.

Earlier in the year, when most were being surprised by the elevated levels of activity and subsequently the prices purchasers were willing to pay, there was an overlap in terms of the buyers perspective of value versus the sellers, who were, in many cases, lower than the buyers. This is often seen when a market increases with pace but is also balanced out in the proceeding period thereafter.

What has been seen most recently is that because the current conditions are being so widely reported, and sometimes even exaggerated, in some cases price expectations are starting to rise faster than the level at

which the market is willing to pay. This can be potentially risky for a seller in a situation where a buyer makes an offer for their property at a fair market price or even sometimes a premium, but due to the seller's initial expectations the offer is declined, leaving the purchaser to dismiss the property and purchase something else. Then upon reflection and often after further marketing, the vendor is unable to obtain an offer at the same or a similar level from other buyers in the market.

One of the ways of avoiding both over and under-pricing property is by marketing your home without a price. There are several ways of doing this, however the most transparent way is through auction - allowing all potential buyers to compete for a property on an unconditional basis and allowing the owner to see what, through the element of competition, a purchaser is willing to pay. This is why we are currently seeing the number of properties being taken to auction by Ray White nationally is 276 per cent higher than this time last year.

# WHY ARE WE SEEING STRONG SALES RESULTS NOW?

Real estate markets are driven by several 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 week of December trading, we are seeing the expected seasonal decline in the number of new listings coming to the market. However, if you look at the numbers closely, the supply-side remains strong in comparison to this time last year, being up 25.13 per cent which indicates sellers have confidence in the depth of the market.

## Demand

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 the number of people actively gaining pre-approval for finance to purchase a property. The high level of demand is evident on a continuing basis, with sales numbers up 26.41 per cent on the same time last year.

## 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.

**Live listings** This chart illustrates the number of live listings that are currently on the market up to 21 December 2020.

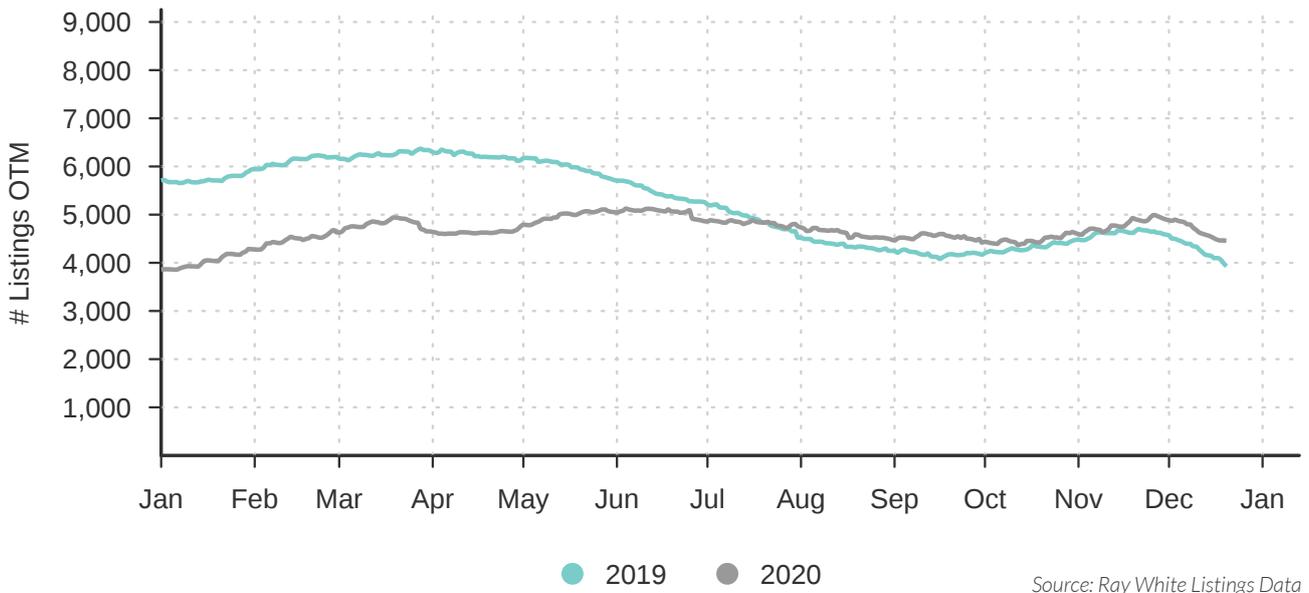


Source: Ray White Listings Data

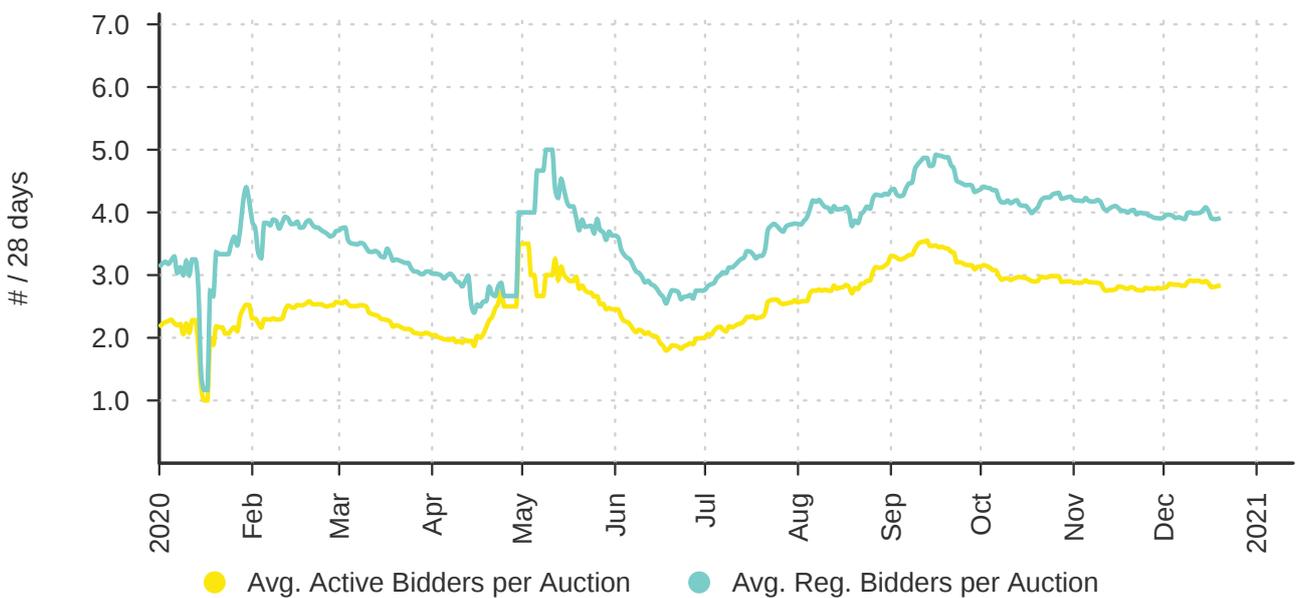
Consumers with additional cash due to the lack of international travel and some uplift from returning expats is also giving momentum to the market.

Coupled with high levels of confidence and the removal of LVRs back in May, 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.

**Listings on the market** This chart illustrates how the number of listings on the market has recovered as of 21 December 2020 to be above last year and climbing.



**Bidding by month** This chart illustrates that the average number of bidders per auction has remained consistent through 2020 as of 21 December 2020, which is up on last year. This is certainly an area that is underpinning prices continuing at strong levels.



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

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. In the last seven days, Ray White offered 246 properties for auction, up a whopping 276 per cent on last year, with an auction day clearance rate of 75.1 per cent we attracted on average 3.6 registered bidders.

According to Real Estate Institute of New Zealand (REINZ) data November saw 26.9 per cent of all properties sold by auction, with 2,661 properties selling under the hammer – up from 16.8 per cent at the same time last year, when 1,279 properties were sold via auction and up from 22.8 per cent in October this year. This was the highest percentage of auctions the country has seen in 62 months (September 2015). Proving auction is a preferred method of sale which achieves transparent results for both buyers and sellers.

When we observe different aspects of the market, one point that remains positive is active days on market. This is the average number of days a property takes to sell in current market conditions. In November, the median number of days to sell a property nationally decreased four days from 33 to 29 when compared to last year. The lowest in 164 months (since March 2007). This was evidenced by the strength of the market, favourable lending rates coupled with supply and demand which placed downward pressure on the average days it took to sell a property and upward pressure on prices.

The strength of the market was underscored by strong sales volumes across New Zealand, with a record 9,885 residential properties sold in November. That was the highest number of properties sold in 164 months (March 2007) and the highest November sales count since November 2006 (14 years).

Whilst the long-term decline in stock continued in November, with only 18,319 homes available for sale in New Zealand down 22,049 in November 2019 – a decrease of 3,730 properties compared to 12 months ago equating to 16.9 per cent.

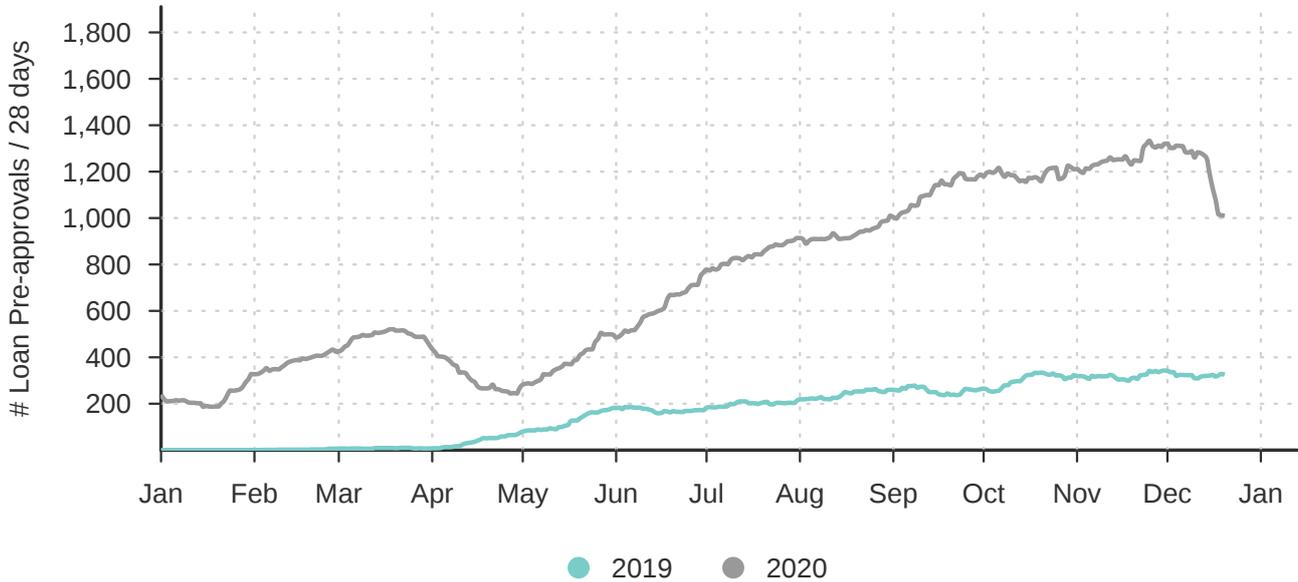
Buyers having the maximum financial capacity to purchase a property is one of the key leading indicators when it comes to buyer confidence. Loan Market, our loan brokerage partner, has reported over \$1.2 billion in pre-approved loans across New Zealand. These are buyers that are ready to proceed with 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.

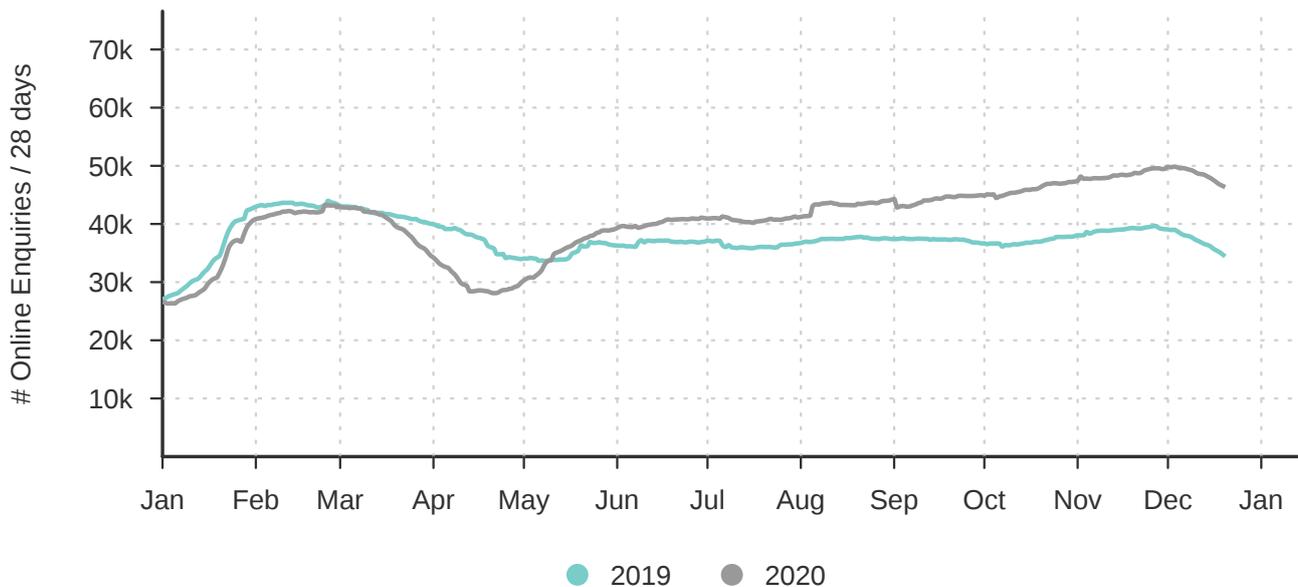
- Importantly, the consensus among economists is that they will remain at these low levels for the foreseeable future.
- Interest rates are a driver of home affordability and in many areas, while prices have risen in the last 12 months, corresponding interest rates have reduced.
- Banks and lenders remain very supportive of lending for residential property. The chart on page 15 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.

**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?

Most commentators have moved away from discussing just how low the market might drop earlier in the year to now asking the rhetorical question “how much higher will prices go?” While it has always been very difficult to answer either of those questions without the benefit of hindsight, what we do know is that right now the conditions are very favourable if you are considering selling. Those on the buying side of the transaction should not despair though as we discuss in this document there are many benefits to being a purchaser in today’s market as well.

Residential real estate has always been favoured as an investment option in New Zealand, both for those looking at a rental portfolio but also for those wanting to invest and live in their home at the same time. Typically, the market in this country has operated on a cyclical basis, although the current conditions make this much harder to predict.

There has been much media attention around house prices in New Zealand recently and just as we have seen in rising markets in the past, this quickly translates into pressure on banks, the Government and the Reserve Bank to either control prices or increase affordability through assistance to purchasers; particularly first-home buyers. We have seen this in recent weeks with the Finance Minister urging the Reserve Bank Governor to consider housing more strongly in monetary policy decisions and a public response from the Reserve Bank in return.

So what signal does this send to the wider market? It would be reasonable to draw the conclusion that the Government would like to slow the pace of house price growth, which could impact those considering selling in the next 12 to 18 months. In the immediate to short term, the picture that is being presented is still a very positive one.

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 what factors could influence both the economy and housing market over the next year.

## **Economists are saying that the next 12 months may hold:**

- Rising unemployment
- The end of the mortgage deferment scheme
- The revision and reimplementation of LVR restrictions in March 2021
- The end of the wage subsidy schemes
- Rising income support
- The potential of low mortgage rates rising
- Increasing levels of consents and construction for residential property
- 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
- No trans-tasman ‘travel bubble’

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 the property market. This is because 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 early in the New Year.



Ray White New Zealand Auctioneer, Daniel Coulson calling the on-site auction of 162B Matokitoki Valley Road, Matokitoki, Gisborne which sold under the hammer. Proudly marketed Ray White Gisborne Salesperson Alan Thorpe.



## 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 buyers, we are seeing many 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.

ANZ Bank, the nation's largest lender, earlier this month mandated that residential property investors would need a 40% deposit to get a home loan.

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 New Zealand Auctioneer, Craig Prier with a busy Friday morning and afternoon of in-room auctions in Christchurch.

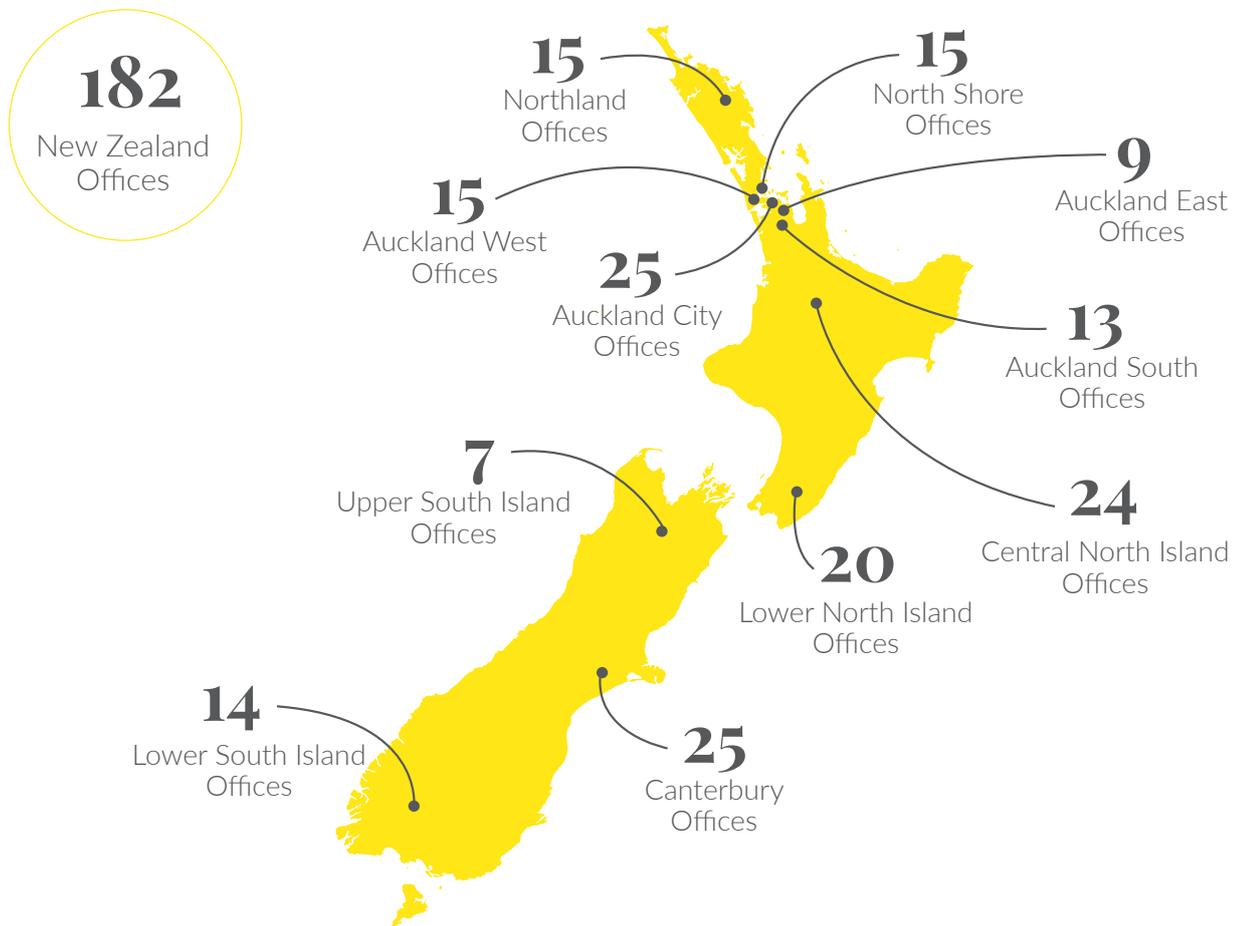
**If there are future risks in the market, why should buyers enter the market now?**

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 with the vendor of 85a Verran Road, Birkenhead which sold under the hammer for \$1,025,000.

- 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 1,857 live listings, up 25.13 per cent on last year, with the number of sales up a whopping 26.41 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 November 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 368 properties scheduled to go to auction, leading to a strong auction day clearance rate of 75.1 per cent - a big increase of 9.32 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.***



Ray White New Zealand Auctioneer, Ben East calling in-room auctions for Ray White Millwater on Saturday.

## 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 November, the Ray White Group as a whole achieved

more than \$43.622 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.

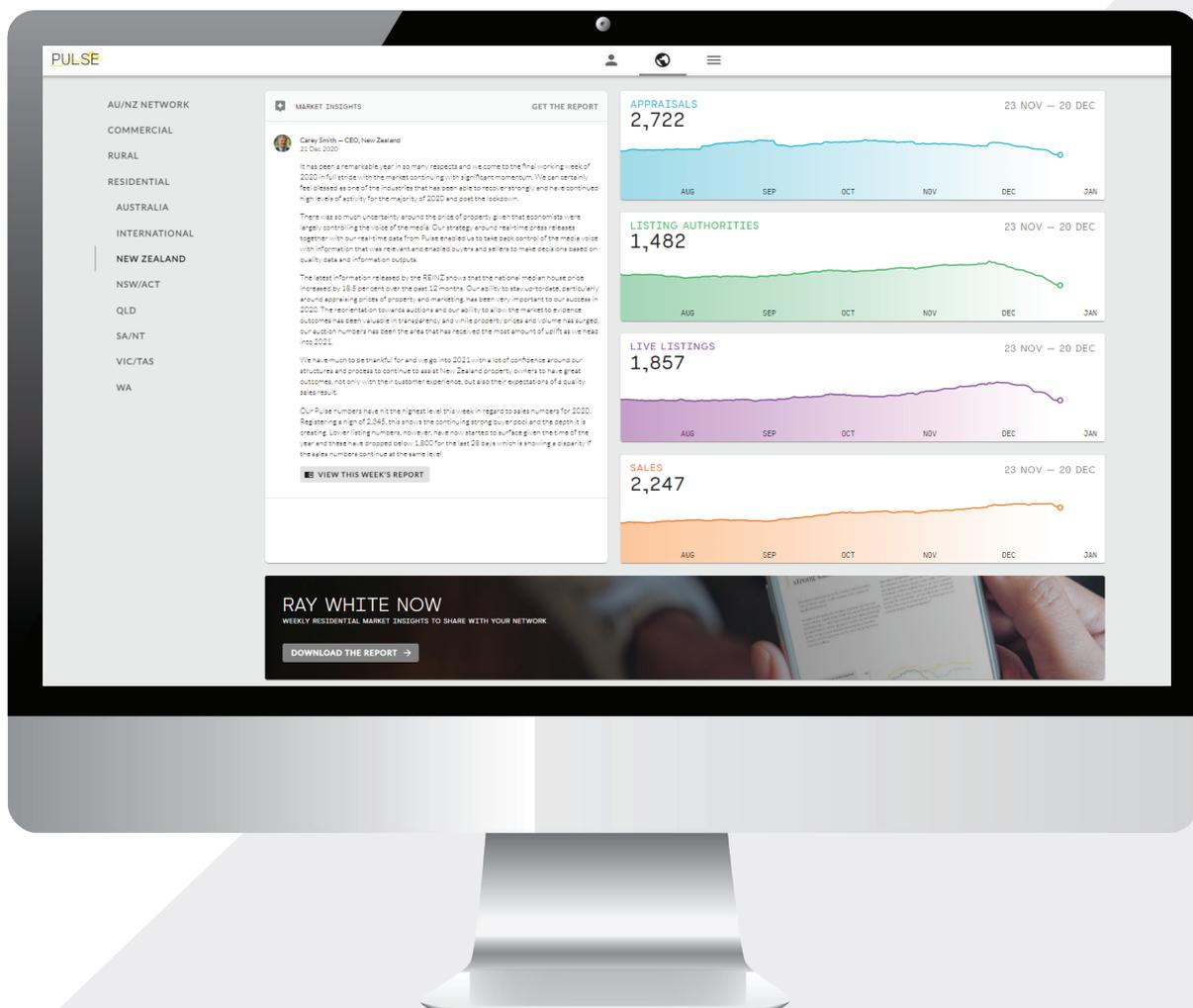


Press and Online Article NZ Herald: Saturday, 19 December 2020  
Auckland house prices: Herne Bay nears \$3 million mark, house values climb \$1800 a day.

## 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\$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](https://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. 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](https://raywhite.co.nz)



[loanmarket.co.nz](https://loanmarket.co.nz)