

# RAY WHITE NOW

REAL-TIME RESIDENTIAL  
MARKET INSIGHTS

26 JANUARY 2021

VOLUME 34





Dear Property Owner,

We move into February 2021 with a lot of momentum and confidence.

Our 34th edition of Ray White Now welcomes the final week of January real estate trading.

There are many questions that are opposed from the current real estate market and these can be broad and varied according to your desired outcomes. For buyers, the questions are about seeking confidence in the record low interest rates, the positiveness of the general economy alongside employment stability, the availability of property for sale, and the potential rise in property prices going forward. These questions can have a degree of variation according to what stage you are in with your buying cycle and what your expectations are from your potential property purchase.

On the selling side, understanding the depth of the buyer market through competition is a question that is surfaced in the potentially unknown area of the final sale price. How a property is effectively marketed and for those looking to repurchase one of the opportunities in regard to moving or changing of property holdings.

This week the major banks have all aligned their retail fixed interest rate offerings at 2.29 per cent per annum. This is against a backdrop of several of the leading banks chief economists predicting house price inflation of between 16 and 20 per cent. They are also indicating that they believe the current interest rates set by the Reserve Bank of New Zealand will remain at 0.25 per cent for the foreseeable future.

Forecasts are predictions, but there is always comfort around the area of well researched predictions; although most admit that the market conditions over the past six months have been much more bullish than forecasts that were on the table during that period.

Supply and demand is difficult to read just at the moment. There are a lot of people considering selling their property and we do traditionally see a surge of property coming to the market during February and March. When we study our real-time data, this will encourage buyers coming into the marketplace and provide more confidence given that a deeper buyer pool is currently in the market and active.

This week we take a close look at the lower South Island regions including Otago, South Island, and the Lakes District. These areas have a mixture of property owners from residential owner occupiers, to investors through to international owners.

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 \$1.904 billion worth of property transactions and currently manages a portfolio of 19,228 properties through our property management division.

We welcome you to make enquiries on how to get the best value for your real estate needs through Ray White. Whether buying, selling, renting, or wishing to have your property managed; we are available for you.

Regards

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

Carey Smith

Ray White New Zealand Chief Executive



# 06

BANKS ALIGN LOWER INTEREST RATES WITH NEW RETAIL OFFERING. DIGITAL ENQUIRY HITS A NEW HIGH FROM BUYERS.

---

# 10

SELLING IN THE CURRENT CLIMATE

---

# 12

STRONG SALES RESULTS CONTINUE  
WHAT IS INFLUENCING THE MARKET?

---

# 16

CONSIDERING SELLING?  
WHY GO TO MARKET NOW?

---

# 18

WHY IS THERE BUYER CONFIDENCE AT THE MOMENT?

---

# 20

WITH MANY BUYERS IN THE MARKET, SHOULD I INVEST IN A MARKETING CAMPAIGN?

---

# 22

HOW DO WE CREATE THE MOST COMPETITION FOR YOUR PROPERTY?

---

# 26

FOR THOSE SEEKING MORTGAGE ADVICE

---

# 27

ABOUT RAY WHITE

BANKS  
ALIGN LOWER  
INTEREST  
RATES WITH  
NEW RETAIL  
OFFERING.  
**DIGITAL  
ENQUIRY HITS  
A NEW HIGH  
FROM BUYERS.**

As the property market starts to move into a higher level of activity, we are seeing a good level of property coming onto the market, but this continues to be oversold given the high number of buyers in the marketplace and the current inventory levels which continue to reduce across the majority of markets.

The latest Westpac briefing paper was released this week where the main headline indicates the official cash interest rate according to Westpac Chief Economist Dominick Stephens will remain on hold at 0.25 per cent for the foreseeable future. The paper discusses developments in the past quarter, particularly around how the economy has weathered the Covid-19 storm much better than anticipated and that GDP has already recovered to pre-Covid levels.

The second area of discussion the briefing paper services is around the housing market and how it has outstripped every previous forecast. Westpac is now predicting an annual price inflation for housing that will

**“The active and passive interest from buyers has never been higher.”**

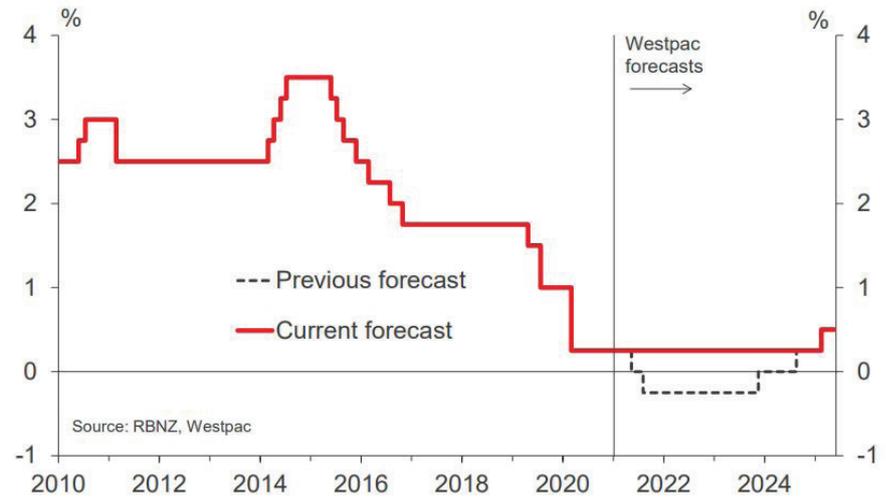
- Gary Steed, Managing Director of Far North Circle Real Estate with Ray White offices in Doubtless Bay, Kaikohe, Kaitaia, Kawakawa and Paihia.

peak at 20 per cent later this year. This is a further increase on the previous 16 per cent that they were forecasting.

The third factor in the report looks at the global supply and distribution of goods, which has been significantly disrupted across all supply chains. Supply shortages could temporarily boost inflation for New Zealand and given global oil prices have risen in recent months, this might add to the inflationary effect that is currently occurring.

In other news released this week, the New Zealand Treasury supplied a monthly report around activity occurring in the economy in comparison to the previous activity of the last month and also of the last year. What it does show is that activity in December is up a further

### Westpac OCR forecast



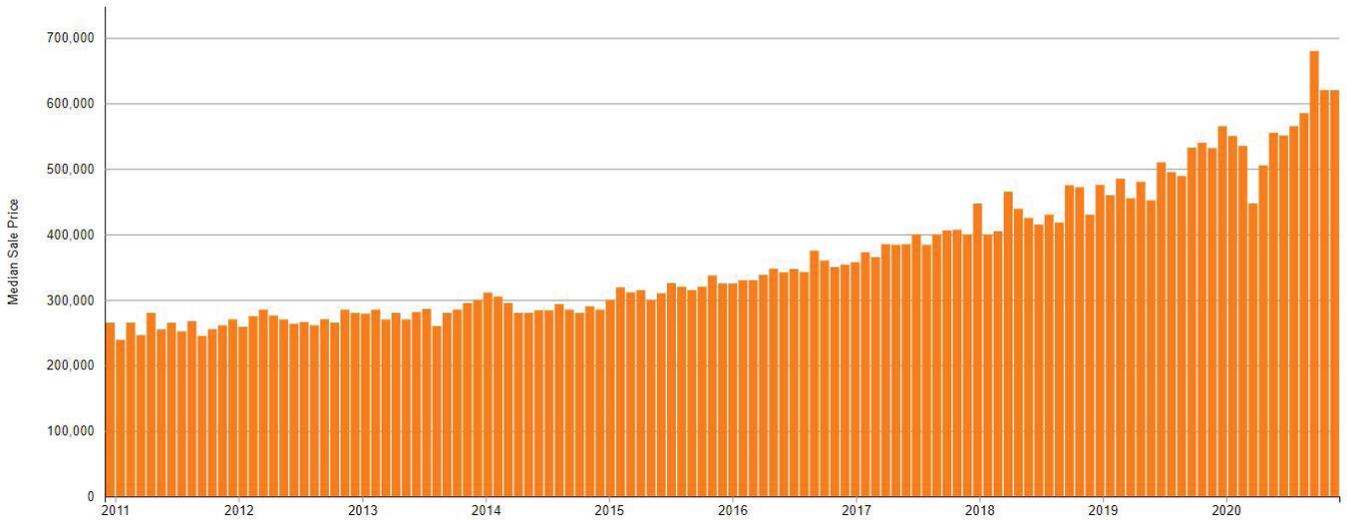
1.5 per cent on the same time last year and the activity outlook is at its highest level since March 2018.

The number of jobs advertised has recovered to last year's levels for the first time since the emergence of the restrictive environments of Covid-19. This information gives a guideline for the Treasury and the Reserve Bank as to the now influences across the

economy and also the real estate market.

In our continued look into regions across New Zealand with the current market conditions for selling and buying. This week our focus is on the lower South Island regions of Otago, Southland, and Lakes District.

**“Over the recent holiday period, the enquiry rate for property and questions around market activity was extremely significant. Our campaigns are now underway and we are expecting great outcomes for our sellers.”**

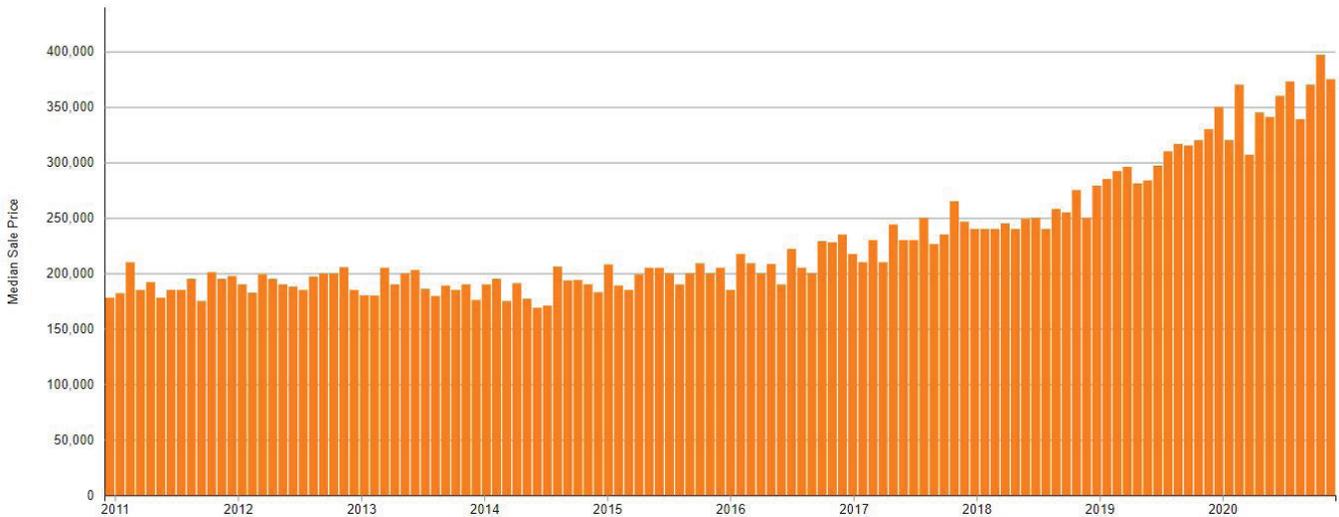


2010 - 2020 Otago Region median sale price

Otago is influenced heavily by the city of Dunedin, which is known for its educational base together with its rural and lifestyle influences. The median sales price in Otago has

lifted considerably over the past 10 years where the average price in 2010 was approximately \$280,000, the current median price is over \$600,000. The average number of

sales is around 4,500 per annum and this has increased slightly in the past 12 months.



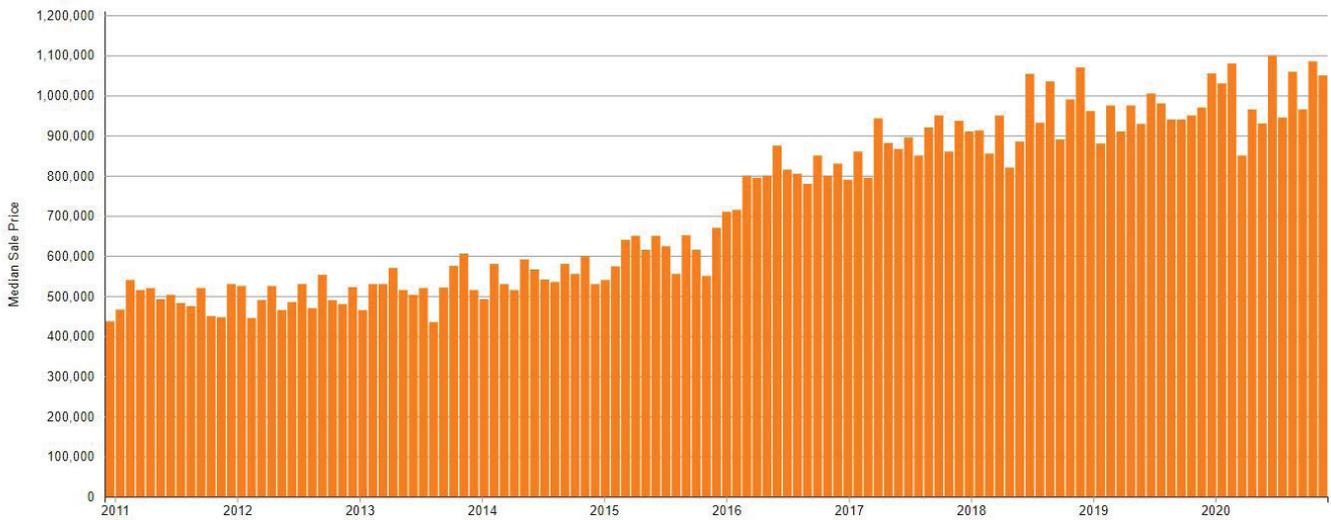
2010 - 2020 Southland Region median sale price

The Southland region continues to be a rural based area which houses strong economies including Invercargill and the area of Gore. These areas are attractive for both first home buyers and investors and have many longer term residents with strong family connections and employment. The area is more affordable, with house prices rising

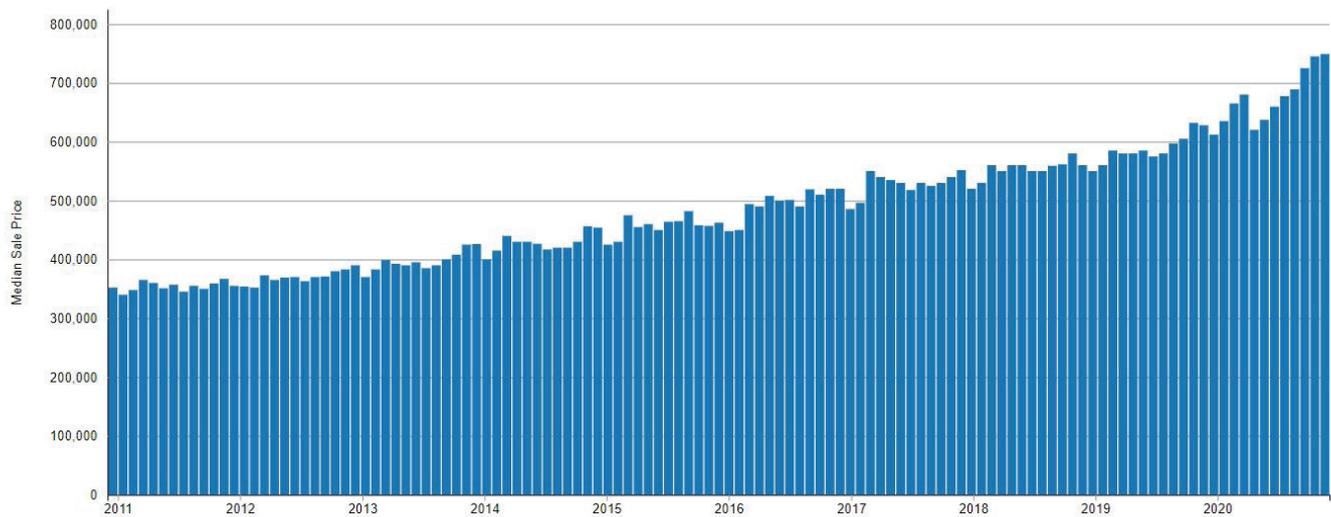
from \$175,000 in 2010 to now being approximately \$375,000 with strong price increases during 2020.

One of the more diverse marketplaces in New Zealand is the area known as the Lakes District which encompasses the area of Queenstown and associated markets including Arrowtown and Wanaka.

All of these regions have seen substantive growth in the number of properties being occupied. Prices in this region have now exceeded over \$1 million, with the latest average price being \$1,050,000. This market has increased by 100 per cent over the past 10 years lifting from \$450,000 in 2010.



2010 - 2020 Queenstown and Lakes median sale price



2010 - 2020 New Zealand median sale price

The price increases in the last 12 months have seen the average property price rise across New Zealand to \$749,000. While these price rises have been underpinned by record low interest rates and high buyer demand, it is the long-term confidence that property gives to those considering growing wealth and being able to enter the property market with confidence that their investment will return

over a long period of time. This has been evidenced with the long-term average gains showing approximately 10 per cent return per annum. The above graph showing at the start of 2011 the median sale price across New Zealand was \$350,000 where today that has risen to \$749,000.

The current selling conditions lend strongly to property being marketed under competition. The transparency

of price and the confidence in which buyers can consider their position in an open and competitive market is just as important as the market itself. Consideration is given to competition and when that competition can be sold on an open platform then confidence is gained from the real-time information that is available both through the auction method of marketing and through our real-time Ray White Pulse data.

# SELLING IN THE CURRENT CLIMATE

**As we approach the end of January, the commentary around the buoyancy of the market has continued.** Regularly around this time of year, give - or - take, there can be a slight lull in listings due to several regional and national public holidays in succession. Traditionally, we have seen sellers waiting until after this period to list their property in an attempt to gain maximum exposure to potential buyers. What was evident last year is that those events,

such as the election and public holidays, had little to no impact in the number of properties being transacted. This week new listings into Ray White remain strong and on par with last year and are 1.73 per cent lower when compared with the same period. Sales are 4.73 per cent behind the levels achieved over the same timeframe in 2020.

When we take a closer look at the market at present, we are seeing

the resurgence of buyers who were unsuccessful in securing their new home prior to the holiday period, those that took the break as an opportunity to reassess their needs for the coming year, as well as those that are looking at the buoyancy of the market and taking advantage of a lifestyle change.

The buyers that were unsuccessful prior to Christmas remain in the market with significant appetite



for new listings. Underpinning this demand at the moment are historically low mortgage lending rates, as discussed earlier in this document. 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.

In addition to those looking for their new home, there are those looking to secure property from an investment point of view; taking into consideration the long-term performance of the residential property market in New Zealand and the current historic low interest rates when it comes to residential lending. These factors are continuing to

propel residential real estate as one of the preferred investments.

When it comes time to make a decision about selling, it is important that your agent of choice can provide real time, accurate information that allows you to make informed decisions when it comes to transacting real estate. However, even with the benefit of having great data, pricing a property remains difficult due to the unpredictability of buyers and what they may be willing to pay for a home when in competition.

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, the purchaser is willing to pay.

# -1.73%

This week new listings into Ray White remain strong and on par with last year and are 1.73 per cent lower when compared with the same period.

# STRONG SALES RESULTS CONTINUE WHAT IS INFLUENCING THE MARKET?

**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?**

# 1.99%

Interest rates starting from

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.

# 13.72%

Online enquiries

The number of online enquiries made through Ray White websites are 13.72 per cent above levels at the same time last year.

### Supply

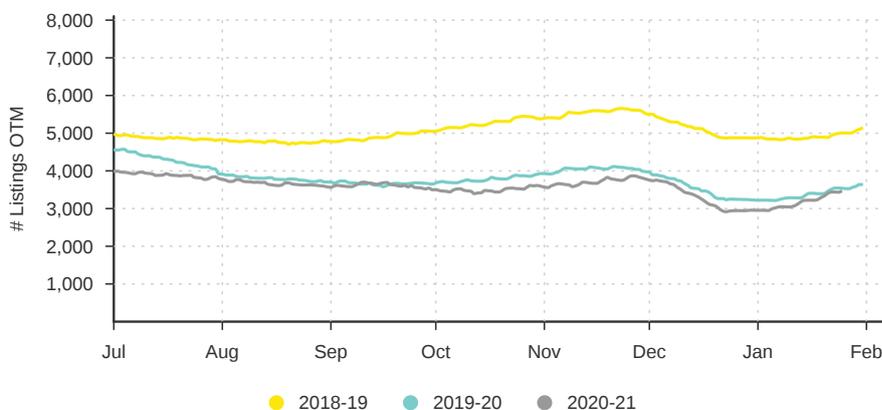
As we enter the final week of January, we continue to see the expected seasonal decline in the

number of new listings coming to the market, with January inventory down slightly year-on-year by a marginal

1.73 per cent. Traditionally we see higher levels of listing activity in the months of February and March.

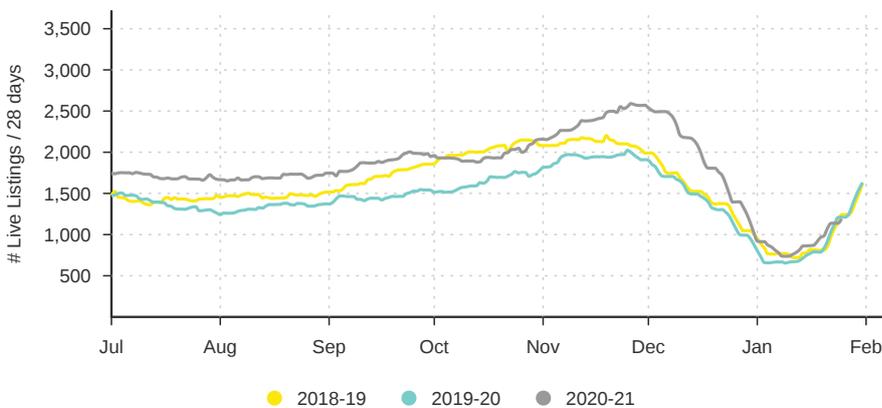
**Chart 1:**  
**Listing on the market**

This chart shows that the number of listings on the market is down 1.89 per cent compared to this time last year.



**Chart 2:**  
**Live listings**

This chart shows the total number of live listings are down 1.73 per cent compared to this time last year.



**Demand**

There are several considerations we take into account when looking at the number of potential buyers in the market. 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 underpinned by the number of active buyers and registered bidders which when compared to previous years are at record levels.

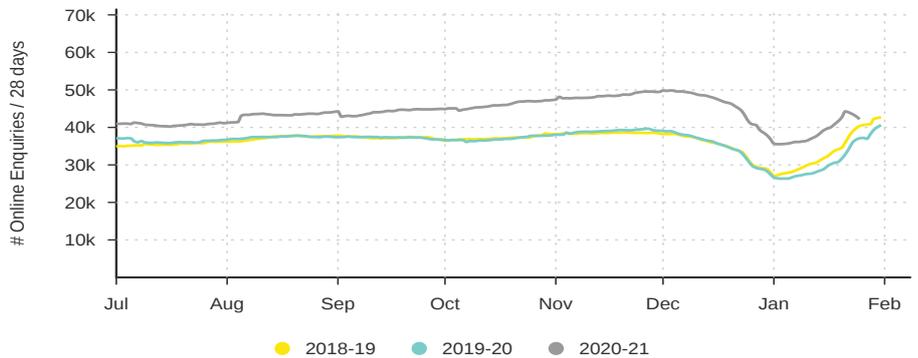
The long-term forecast of low interest rates and affordability around the purchasing of property.

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.

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

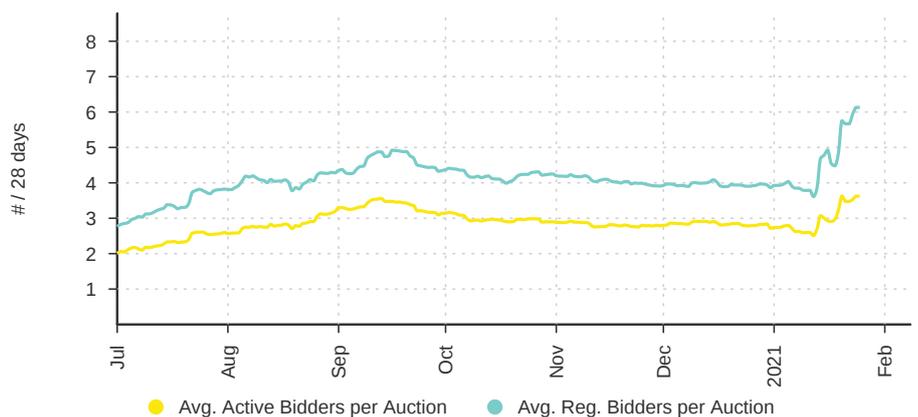
**Chart 3:  
Online enquiries**

This chart compares the number of online enquiries made through Ray White websites over the 2019, 2020 and 2021 calendar years. It shows that online enquiries are 13.72 per cent above levels at the same time last year.



**Chart 4:  
Bidding by month**

This chart illustrates the average number of registered bidders per auction has been increasing through 2020 as at 26 January 2021.



**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.

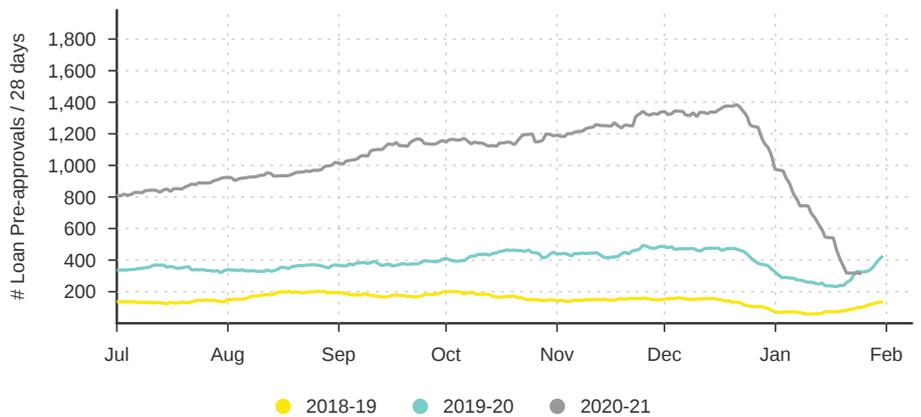
- Interest rates are a driver of home affordability and in many areas, while prices have risen in the last 12 months, corresponding interest rates have reduced.
- Banks and lenders remain very supportive of lending for residential property. Chart 5 below shows the monthly home loan pre-approvals recorded 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.

**Chart 5:  
Loan pre-approvals**

This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 2019, 2020 and 2021 calendar years.



# CONSIDERING SELLING? WHY GO TO MARKET NOW?

Recent market commentary has outlined the relatively positive position of the New Zealand economy in general, with a few exceptions in obvious sectors such as tourism. Forecasts for unemployment levels are being decreased, expectations around further reductions in the OCR have also been revised, and the feeling around inflation is also more positive. This sentiment is peppered with some caution, however, as the

unpredictability of the economic and health implications globally can shift rather quickly and there is an expectation that the sugar rush the economy has seen recently may not be sustainable.

When we look at the two major factors that influence the market, we know that currently supply - or new listings - are, relatively speaking, on par with last year, being 1.73 per cent lower. This is to be expected at this

time of year due to the traditional New Year selling period beginning after Waitangi weekend. This also presents an opportunity for those considering selling, knowing that there are fewer properties competing for the interest of prospective buyers.

More recently, sales have dropped slightly behind in terms of volume we saw in 2020, with levels being 4.73 per cent behind the same period. This can be attributed to the significantly



elevated level of transactions very early in January, exhausting some of the residual demand from the Christmas period. Traditionally, there is an expectation for both listings and sales to see a resurgence after several regional public holidays and Waitangi Day as sellers look to capitalise on full weekend availability of buyers.

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 that could impact market activity this year.

#### **Economists believe the next 12 months may hold:**

- Shipping difficulties impacting businesses ability to secure goods to sell
- The end of the mortgage deferment scheme
- Delayed roll-out of Covid-19 vaccine in New Zealand
- The revision and reimplementation of LVR restrictions in March 2021
- Rising cost of household goods
- 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'

With the above factors in consideration, one thing that is very difficult to predict is what the next 12 or even six months may look like. It is for this reason that if you are considering selling this year, some are suggesting that now could be the best time to take advantage of the current conditions.

**“One thing that is very difficult to predict is what the next 12 or even six months may look like.”**

# 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.

In December, the ANZ Bank, the nation's largest lender, mandated that residential property investors would

need a 40 per cent deposit to get a home loan. Whilst Westpac earlier this month announced a mortgage rate of 2.29 per cent which has been matched by three of the other major banks in the past week.

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 MANY BUYERS IN THE MARKET, SHOULD I INVEST IN A MARKETING CAMPAIGN?

**Short answer is yes. Ray White presents marketing as a fundamental at its very essence. We don't build houses, we market them.**

- 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.

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.
- 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 all 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 2021. 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.



A very pleased buyer with his friend outside his new home 70a Shelter Grove, Frankleigh Park. Proudly marketed by Ray White New Plymouth Principal and Licensee Agent Jane Simonson.

# HOW DO WE CREATE THE MOST COMPETITION FOR YOUR PROPERTY?

## 1. MARKETING EXPOSURE

### **The most innovative marketing real estate 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 1,191 live listings, down 1.73 per cent on last year, with the number of sales down 4.73 per cent year-on-year.

In April, May, July and November 2020, Ray White achieved the highest listing months of property across New Zealand.

In 2020, Ray White New Zealand passed through 21 per cent market share in New Zealand residential sales.

In December 2020, the Ray White Group achieved record sales volumes in market turnover and record sales volumes in market numbers, a personal best for the month of December.

In December 2020, Ray White New Zealand had 934 properties scheduled to go to auction, leading to a strong auction day clearance rate of 75.5 per cent - a big increase of 12.7 per cent when compared to the same month 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.

## 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 119 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.



Ray White Gisborne Director and Licensee Salesperson Shelley Donaldson working with a buyer at their in-room auctions last week.

### 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 December, the Ray White Group as a whole achieved more than \$51.658 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.

### 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.

**The team excels at winning "earned media", the exposure that money cannot buy, it must be earned.**



Ray White Matakana Licensee Salesperson Sue Hatton has sold the beautiful Estate of 39 Omaha Valley Road, Matakana including the former Vivian Gallery.



Happy first home buyer of 17a Otaika Road, Woodhill with Rae Dennison Licensee Salesperson at Ray White Whangarei.

# 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 grown into Australasia's most successful real estate business, with more than 1,000 franchised offices across New Zealand, Australia, Indonesia, and Hong Kong. Last fiscal year, Ray White sold \$44.22 billion,

up 8.6 per cent year on year, worth of property. 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'. Crow's Nest, Queensland.



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



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