

# RAY WHITE NOW

REAL-TIME RESIDENTIAL  
MARKET INSIGHTS

9 FEBRUARY 2021

VOLUME 36





Dear Property Owner,

There continues to be significant strength as the market continues to build welcoming new listings and also increased sales numbers.

Our 36th edition of Ray White Now welcomes the second week of real estate trading for February 2021.

Our Ray White data presented in Ray White Now is a compilation of real-time information from our 184 community-based offices across New Zealand. The richness of this information becomes particularly relevant at times like now when the market is beginning to climb at a significant rate after the holiday period. We have in the past watched these indicators change, however this year it is even more important to look at how the dynamics of the current live listings, sales numbers, together with the total inventory is combined to give us insights across each of the markets within New Zealand.

With price increases expected to be strong in 2021 this could have as much to do with the new listings coming onto the market as it does the total limitary, scheduled auctions together with the depth of the buyer pool, which we look closely at through our auction registration and bidding data.

The average value of New Zealand dwellings past \$800,000 for the first time in January, showing a lift to \$806,151 according to data company CoreLogic. Around the major centres there were strong increases in Auckland, Hamilton, Tauranga, Wellington, and Christchurch, with Dunedin showing a good rise as well.

Across the regions the biggest increase was in the Thames-Coromandel district where the average increase lifted to \$904,897, with significant rises also showing in Rotorua, Taupo, and Queenstown.

These results are a combination of those areas that include inventory available and when we look over the past 12 months there have been increases as much as 30 per cent in smaller regional areas including Gisborne, Masterton, South Wairarapa, and Tararua.

February is a time when a surge of new property comes onto the market. It is a month where the acceleration of new stock also brings new buyers to the market and with the consistency of mortgage credit availability and advertised rates across the major banks at 2.29 per cent, it is expected that investors and first home buyers will continue to remain active, having hit a level of 50 per cent share of buyer classification of all property sold.

The supply-side is starting to surge and the demand is running at similar levels. While there are a lot of people considering selling their property, this will materialise in the months of February and March and when we study our real-time data it is showing strong levels of interest and buyer registration at our latest auctions across New Zealand.

Ray White Now is produced in conjunction with real-time data from our 184 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', with a stylized flourish at the end.

Carey Smith  
Ray White New Zealand Chief Executive



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ABOUT RAY WHITE

# AN UPWARD TREND SHOWING WITH NEW LISTINGS COMING TO THE MARKET. FIRST HOME BUYERS AND INVESTORS NOW ACCOUNT FOR 50 PER CENT OF ALL BUYERS

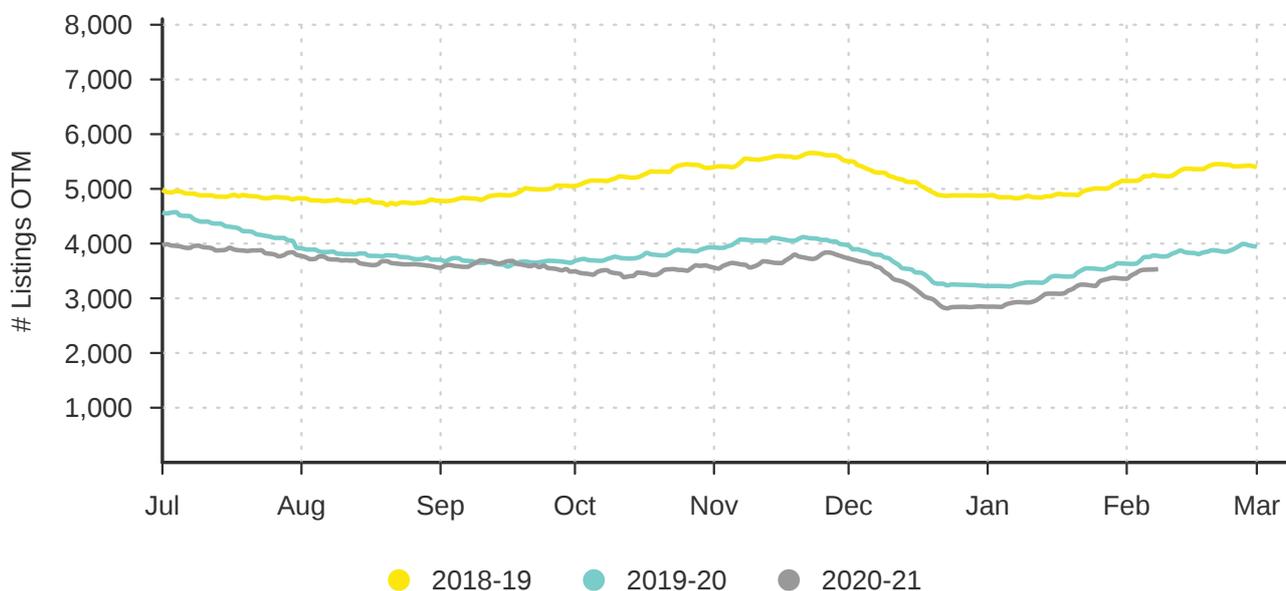
**Our Ray White Pulse data is indicating a surge of new listings over the past seven days and this is equally matched by the number of sales that are being transacted with Ray White members.** While this is a balancing position, currently the month of February is known for the attraction of new listings and it is one of the fastest months for inventory levels to increase. We have already advanced 477 listings in the first seven days in February and this is a strong rise in comparison to the same period this time last year.

Our sales have continued to accelerate. We reflected last week on our January sales which showed the market sales increased in value by 50.3 per cent on the same time last year. The total volume of sales for residential property was \$943 million which was the greatest number of sales by value for an individual month of January.

When we dive deeper into the January numbers, we reported that there were 1,228 properties sold which is up 25.6 per cent on the same time last year. An area

of interest was the number of new listings coming onto the market and this was higher than the number of property sold at 1,425. Although this number was 3.1 per cent down on the same time last year.

When we transpire this over into the early dataset for February, the total listings on the market, which is also known as inventory, has risen in the last seven days but shows that we still hold an inventory level 6 per cent lower than the same time last year and 27.94 per cent lower than the same time two years ago.



There is no doubt this is putting pressure on prices and this is reflected in the number of reports which are now coming into the market from various data receiving platforms.

CoreLogic have a dataset which indicates that the record number of increasing sales for the New Zealand property market will continue. The dataset indicates the New Zealand property market shows no signs of letting up, with the expectation that this will carry on into 2021. The index report shows as at the end of 2020 that there were significant annual price increases in the major areas and this was led by Wellington, closely followed by Tauranga and Dunedin. Hamilton also showed double-digit increases.

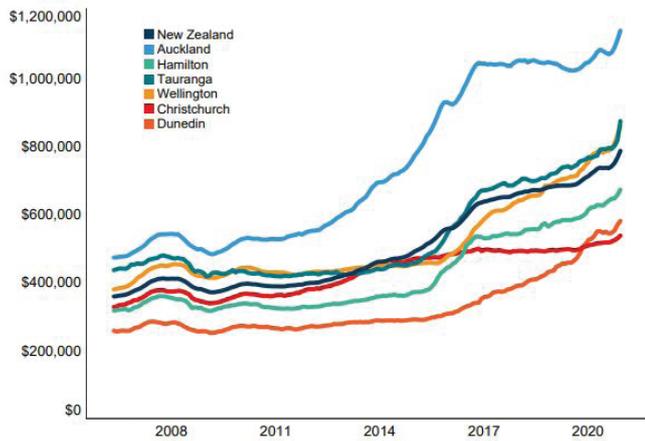
	December 2020				
	Current value	1 month	3 months	12 months	5 years
New Zealand	\$788,967	2.6%	6.1%	11.1%	41%
Auckland	\$1,142,700	2.4%	6.0%	9.1%	23%
Hamilton	\$674,562	2.3%	4.1%	11.7%	52%
Tauranga	\$876,122	6.8%	10.2%	14.8%	62%
Wellington	\$861,794	3.2%	8.1%	15.4%	81%
Christchurch	\$539,561	1.6%	3.4%	6.2%	12%
Dunedin	\$582,269	1.9%	6.4%	13.1%	88%

Source: CoreLogic Quarterly Property Market & Economic Update

We can see that this dataset raises questions in regards to the change of property values and the fact that during the last quarter of 2020, Tauranga showed the greatest increase with their property prices going up by 10.2 per cent and this was closely followed by Wellington at 8.1 per cent. The factors influencing the capital gain include record low mortgage rates and tight inventory which has seen demand outweighing supply in the areas where we have seen the greatest property price increases.

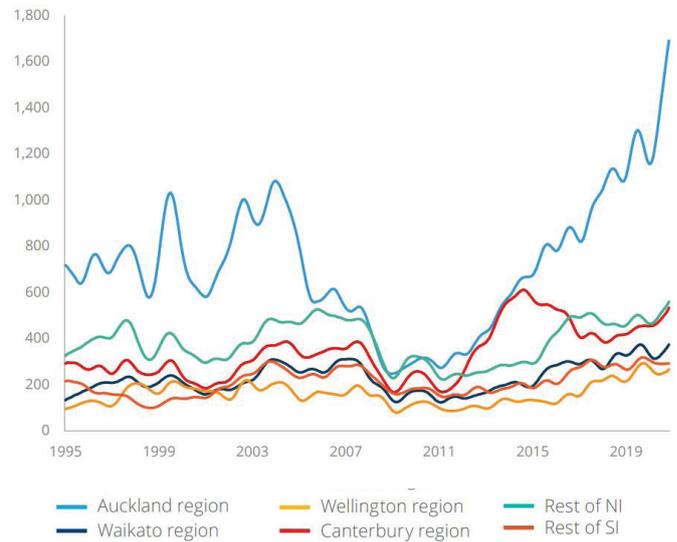
Real estate is seen as a safe investment and one of the most attractive for wealth accumulation. When we look at rolling changes of property values across the nation, there is a consistent rise over the years and while some years can show flat property price outcomes over a consistent period of time, it has been remarkably strong for a safe investment that can be leveraged at a high percentage rate.

### Average Dwelling Value (\$)



Source: CoreLogic Quarterly Property Market & Economic Update

### New dwelling consents trend (consents per month)



Source: CoreLogic Quarterly Property Market & Economic Update

One of the areas that really comes into consideration is the new dwelling consents trend and how this is also having an impact in the area of section sales in new and established subdivisions. Residential construction activity continues to hold up better than many would have thought, with the shortage of available property on the market probably pushing some buyers towards a self-build or off-the-plan purchase.

The number of new dwelling consents was more than 38,000 in the 12 months to November 2020, higher than the pre-Covid peak back in February, and again the strongest levels since the mid-1970s. Much of the strength in nationwide construction activity reflects the growing role for smaller dwellings such as townhouses, while regionally

the key market remains Auckland. This all seems pretty logical, as we face the need to accommodate an ever-growing population in a more intensified dwelling stock. Of course, at the same time, consents issued for alterations to existing properties are also running at high levels, with more people choosing to renovate rather than relocate.

The past few months have seen a continuation of recent buyer trends, with first home buyers managing to sustain a market share between 20 per cent and 25 per cent, while mortgaged investors have continued to rise, with movers (i.e. existing owner-occupiers) tending to be relatively quiet. The key trend in recent months has really been the continued growth in market share for mortgaged investors. Indeed, after

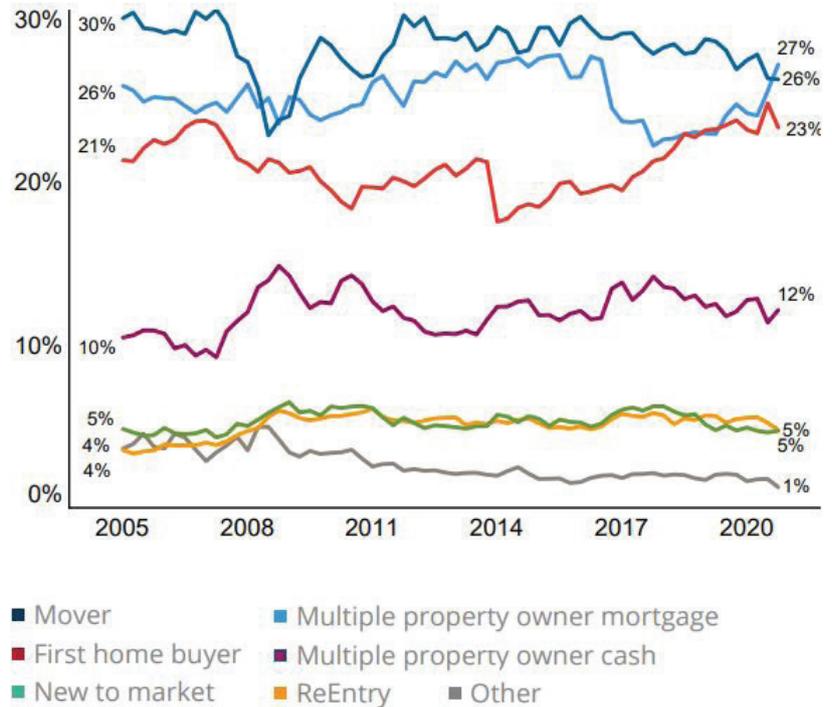
being at just 22 per cent in Q4 2017, their share of purchasers has steadily risen and in Q3 2020 was 26 per cent. It has pushed even higher in Q4, reaching 27 per cent – that is the highest figure seen since 28 per cent in Q3 2016, which was just prior to the Reserve Bank (RBNZ) imposing the 40 per cent deposit requirement on investors nationwide. The low interest rate environment is having a two-way effect on investors – it's cheap to borrow, so they're actively seeking property because of that. But at the same time, low rates on term deposits is also creating an incentive to take money out of the bank and look for alternative asset choices, such as property. Indeed, the stock of money held in bank term deposits has actually fallen in recent months. Meanwhile, investor demand for property has also been stimulated by

the temporary removal of the LVR speed limits, which has allowed more buyers to get in with a 20 per cent deposit rather than the previous 30 per cent.

It is one of the few times in the past 10 years that the investor has risen to being the highest sector in the New Zealand property market. Those with multiple properties are now the leading property purchaser in the buyer classification report from CoreLogic New Zealand. This should give confidence to buyers that, given the low interest rates, first home buyers and investors are able to lift their affordability rates to purchase properties that in the past they may not have considered as value going forward.

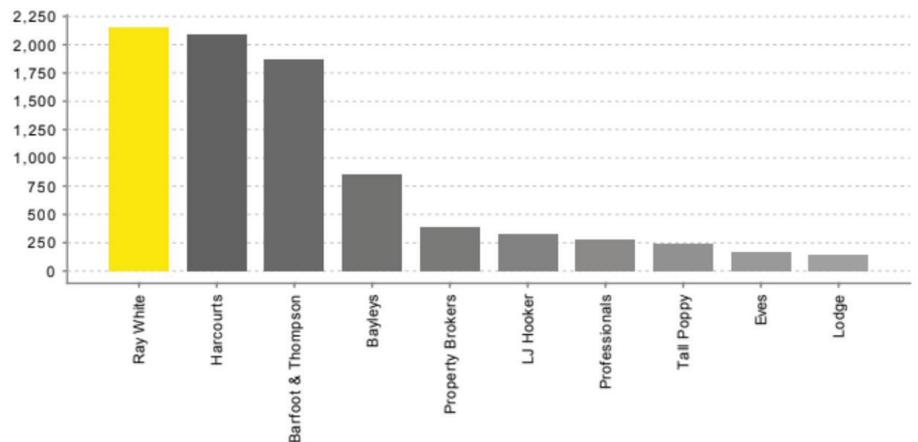
The confidence in choosing an agency is one of the most important parts of a successful sale. During 2020 this has become more complex as there are different offerings in the marketplace in regards to concepts of marketing including having specialists in the area of auction and potentially other forms of successful marketing. Ray White in the month of November 2020 in the latest results are the leading listing agency trusted by more sellers across New Zealand to list and market their most valuable asset. We are proud of our members' abilities to produce outcomes of high customer satisfaction across our network.

### Buyer Classification – New Zealand (% of sales)



Source: CoreLogic Quarterly Property Market & Economic Update

### Listings by Brand - Nov 2020 - NZ



# SELLING IN THE CURRENT CLIMATE

As we progress through the month of February, we now have Waitangi Day and several regional public holidays behind us, and this typically means increasing levels of stock entering the market. This will come as a relief to those currently searching for property as the subdued levels of listings, which are 0.75 per cent lower than 2020 and increasing sales volumes sitting 17.43 per cent higher than those seen last year, are continuing to put downward

pressure on inventory levels which are 6.36 per cent behind the same period 12 months ago.

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.

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. An important consideration is the introduction of a 40 per cent deposit requirement by the Reserve Bank of New Zealand in May this year, potentially increasing the demand in the short-term prior to implementation.

A feature of the market at present is the prevalence of auction dates being brought forward. This is a scenario that unfolds when an acceptable unconditional offer is made on a property prior to the auction date. The offer becomes the reserve price which is disclosed at the beginning of the auction and offers above that level are invited. In the past seven days, 17.34 per cent of property offered for sale by auction with Ray White sold prior to their scheduled auction date.

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.

**“Since we have returned from the traditional holiday season the market has accelerated with the amount of activity picking up quickly with high numbers of buyers inspecting property and bidding at our weekly in room auctions.”**

*- Rohan Thompson, Director Ray White offices at Royal Oak and One Tree Hill*

# 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?

# 83.8%

Auction day clearance rate

Our auction day clearance rate is currently 83.8 per cent with an average of 5.8 registered bidders.

# 40.08%

Online enquiries

The number of online enquiries made through Ray White websites are 40.08 per cent above levels at the same time last year.

### Supply

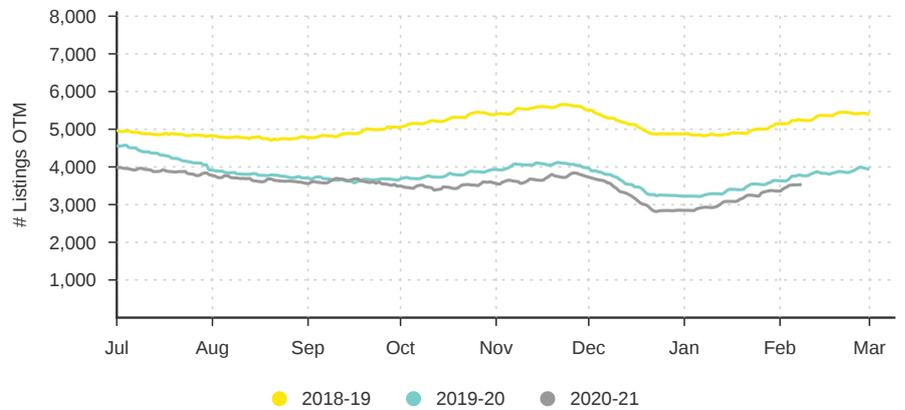
We can accurately report on the number of new listings coming to the market through our real-time Pulse data, and as we enter the second

week of February, the number of new listings coming to market is marginally down 0.75 per cent when compared to the same period last

year with a total of 1,855 live listings. Traditionally we see higher levels of listing activity in the latter half of February and into March.

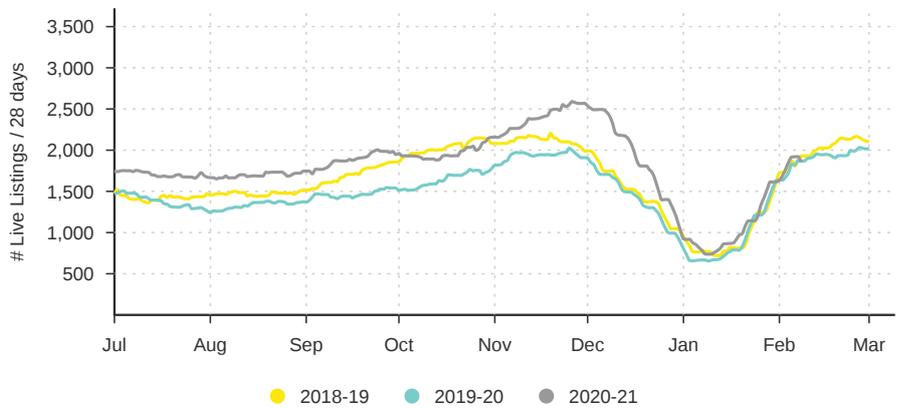
**Chart 1:**  
**Listing on the market**

This chart shows that the number of listings on the market is 6 per cent lower than the same time last year and 27.94 per cent lower than the same time two years ago.



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

This chart shows the total number of live listings are 0.75 per cent lower than the same time last year and 3.06 per cent lower than the same time two years ago.



### 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. Our auction day clearance rate is currently 83.8 per cent with an average of 5.8 registered bidders.

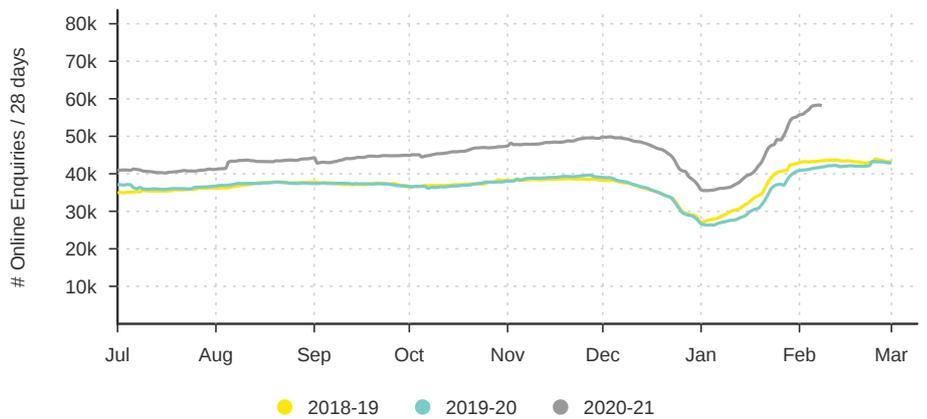
The long-term forecast of low interest rates and affordability around the purchasing of property.

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?

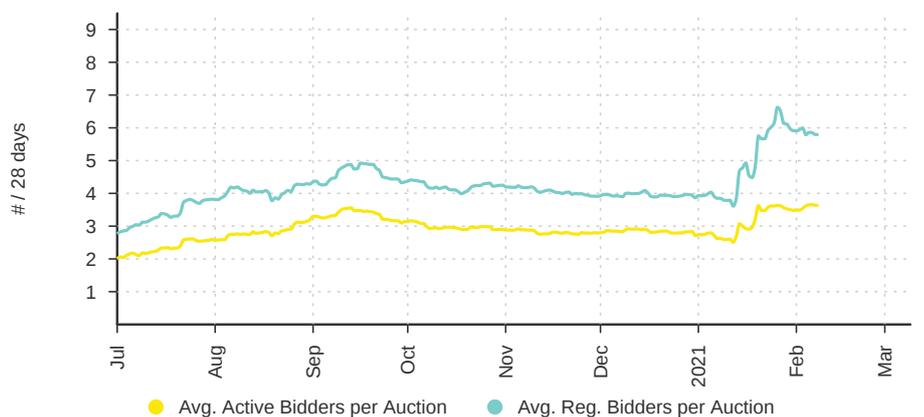
**Chart 3:**  
**Online enquiries**

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 40.08 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 increased throughout 2020 and continued into 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.

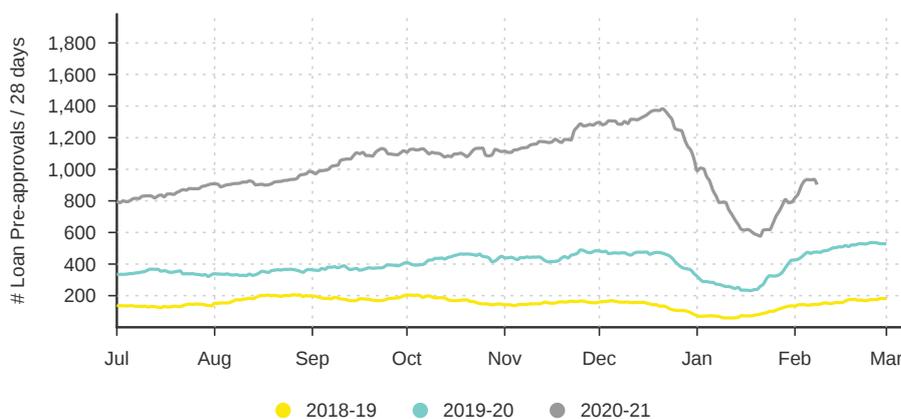
- Interest rates are a driver of home affordability and in many areas, while prices have risen in the last 12 months, corresponding interest rates have reduced.
- Banks and lenders remain very supportive of lending for residential property. Chart 5 below shows the monthly home loan pre-approvals recorded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

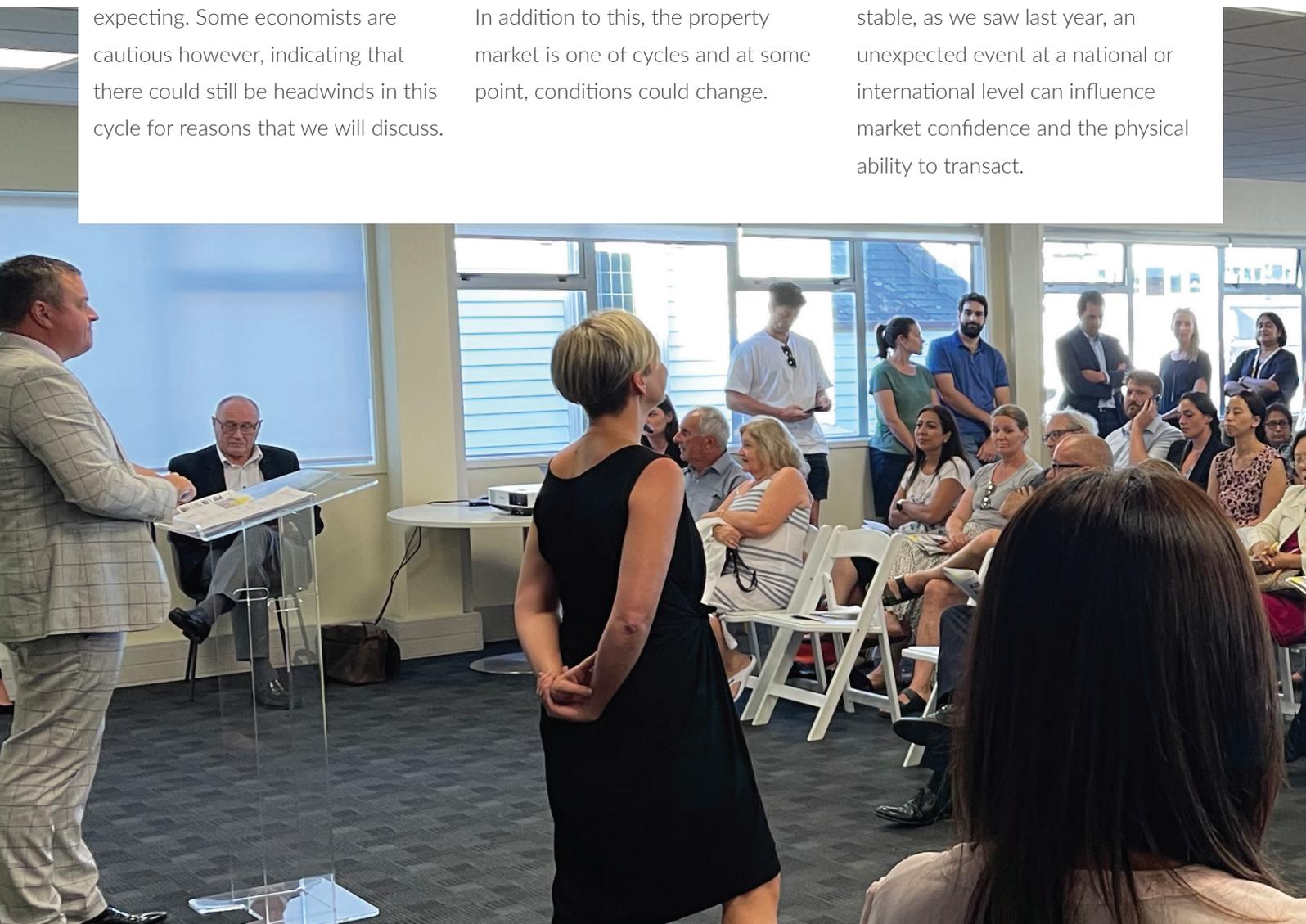


# CONSIDERING SELLING? WHY GO TO MARKET NOW?

**The real estate market across New Zealand remains positive on the back of stronger than expected economic performance, with exceptions in obvious sectors such as tourism.** With the government announcing unemployment figures last week of 4.9 per cent, this was much more positive than many were expecting. Some economists are cautious however, indicating that there could still be headwinds in this cycle for reasons that we will discuss.

The property market in New Zealand over the past few months has been very robust and most commentators are suggesting that this will continue. What we do acknowledge though is that the conditions experienced most recently were unpredicted by almost all commentators and economists and things can change very quickly. In addition to this, the property market is one of cycles and at some point, conditions could change.

The factors contributing to the buoyancy of the market at present are the low cost of borrowing, increased levels of demand, comparatively low supply, demand for rental properties, long-term performance of real estate as an asset class generally. Whilst most of these factors are likely to remain stable, as we saw last year, an unexpected event at a national or international level can influence market confidence and the physical ability to transact.



There are several factors in the wider economy that are supporting confidence at present, but it is also important to be aware of potential factors that could influence 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
- Increasing LVR requirements to 40 per cent for investors in residential property
- 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.



Photo: Ray White Mt Eden kicked off 2021 auctions in incredible style with their first major in-room event.

# 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 even higher over the past decade may go into reverse; however this is not anticipated any time soon, with the four major banks offering fixed term interest rates from as low as 2.29 per cent.

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 been helped in part by the easing of LVR restrictions back in April 2020.

The Reserve Bank this week announced the reinstatement of LVR restrictions to pre-Covid levels from 1 March, with a further tightening of investors' restrictions taking effect on 1 May due to concerns that increases in highly-leveraged borrowing, if continued, could lead to emerging risks to financial stability.

Fortunately, we continue to see confidence in buyers with job security working in industries not materially impacted by the current economic environment, with investors and first home buyers making up 50 per cent of purchasers active in the market.

## **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.

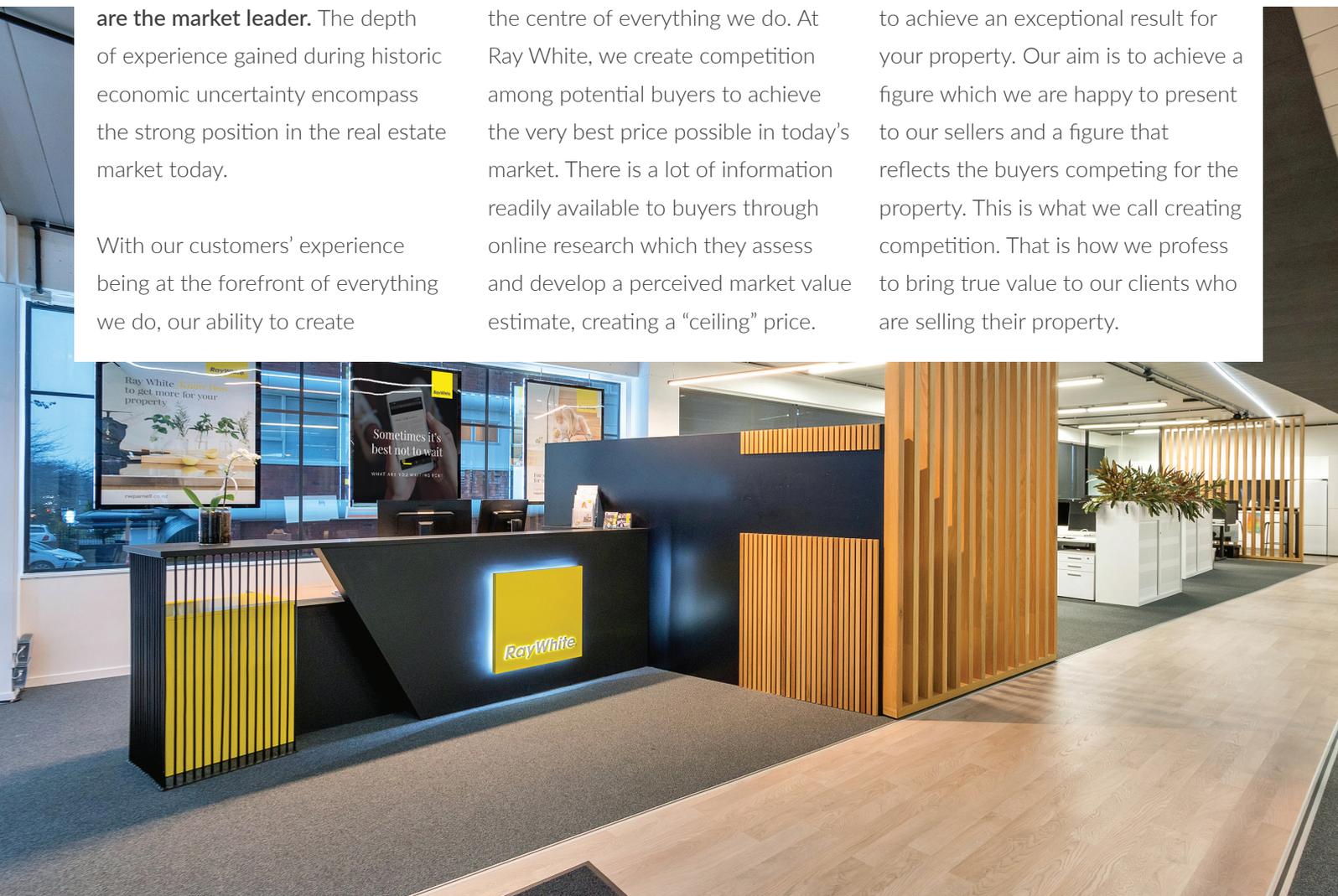
With our customers' experience being at the forefront of everything we do, our ability to create

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.



Ray White Manly and Peninsula celebrated a hat-trick of under the hammer successes at their first in-room auctions of the year as the New Zealand property market continued to fire.

# 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 1,855 live listings, with the number of sales up 17.43 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 January 2021, 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 January.

Last week, Ray White New Zealand had 198 properties scheduled to go to auction (an increase of 102 per cent compared to the same dates last year), leading to a strong auction day clearance rate of 83.8 per cent - an increase of 15.2 per cent.

### **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.



A large crowd gathered for the auction of 39 Halsey Drive, Lynfield which sold under the hammer for \$1,307,000.

### 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 January, the Ray White Group as a whole achieved more than NZ\$37.531 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.

**Our media exposure dominates all other brands in terms of publicity - which is the sweet spot.**



Delighted vendors to the left and the purchasers to the right of 21 Kay Drive, Blockhouse Bay which sold under the hammer for \$1,585,000 by Ray White Blockhouse Bay Licensee Salespeople Donna Bailey and Angela Scarfe.

**In times of uncertainty property sellers need facts, not media speculation, to be able to create informed decisions.**

# 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 2.5 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)



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