

MAY

2025

PROUDLY PRESENTING NEW ZEALAND PROPERTY MARKET INSIGHTS IN REAL TIME

RAY WHITE NOW

EYES ON THE UNDERCURRENT





FEATURED PROPERTY

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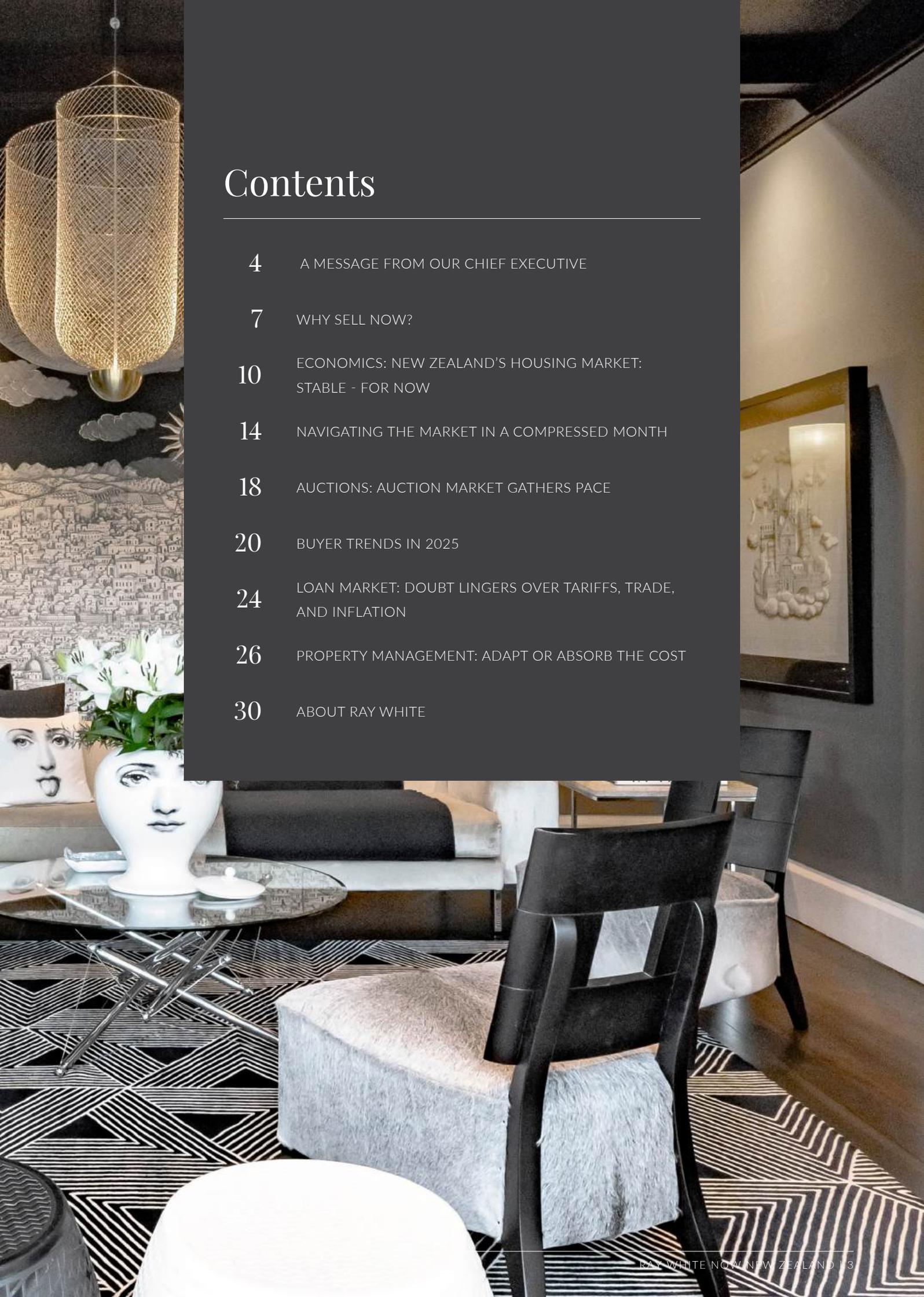
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A message from our chief executive

Dear Property Owner,

Momentum is quietly building across New Zealand's housing market, primarily supported by the substantial recent regression in debt servicing costs, test servicing rates, and bank lending criteria.

April's sales results were incredibly resilient despite market momentum being influenced by short weeks and back-to-back long weekends. Ray White transaction activity remained strong and lifted significantly above April 2024. Encouraging signs of market recovery continue to emerge, helping to counterbalance broader challenges, including job security concerns, international trade pressures, and geopolitical instability.

Where the cost of borrowing has fallen, residential listing numbers are at decade-high levels. With this, for the first time in many months, and despite international efforts to undermine economic optimism, the path ahead for homeowners may feel more defined by opportunity rather than uncertainty.

Later this month, we're expecting the Reserve Bank of New Zealand (RBNZ) to announce another 0.25 per cent reduction to the Official Cash Rate (OCR), which is a welcome step in the right direction, helping buyers and sellers to feel more confident that the cost of home ownership tomorrow will be lower than it was yesterday.

For buyers waiting on the bench, the changing landscape offers a reason to re-engage. For sellers, too, it's a timely reminder that the market is evolving, and those who read the play early are more likely to stay ahead of it.

There are signs of recovery, with residential values and sale volumes moving higher. However, global volatility keeps decision-makers weary, and the lingering impact of cost-of-living inflation weighs heavily on households.

For this reason, Kiwis are increasingly making decisions, even if they remain cautious.

Urgency in the coming months may be aided by expectations that policymakers will continue to ease monetary policy, while markets anticipate the OCR could fall as low as 2.50 per cent by year's end.

Affordability continues to lead this leg of the rebound, with nationwide fundamentals lining up in a way that hasn't been seen since before the market correction.

Across our Ray White network, we're seeing particular strength in value-driven regions such as the Lower South Island, Christchurch and the West Coast. And, while value growth in Auckland and Wellington has been slower out of the blocks, the volume of property being sold in the country's biggest centre is seeing a positive lift.

Regardless of location, the cost of borrowing continues to ease, and excess listings, as they are absorbed, will contribute to a more active second half of 2025 compared to the first.

Since launching this document in the depths of the pandemic, born out of a real need from our network for timely, reliable guidance, we've published 79 editions, each one delivering current insights and a balanced perspective to help Kiwis make confident property decisions, whether buying, selling or planning their next move.

We reaffirm the commitment in this edition, where we unpack what the latest developments mean for you, and hear from leading industry voices engaged in forecasting, auctions, property management and the mortgage market to provide the clarity, context and expert insight you need to navigate the month ahead confidently.

The market mightn't be a raging torrent, but it is moving – and those that understand the pace and pattern are best-positioned to make the most out of it.

Please enjoy our 80th edition of Ray White Now.



A stylized, handwritten signature in white ink that reads "Daniel". The signature is fluid and cursive, with a long horizontal stroke at the end.

Daniel Coulson

Chief Executive

Ray White New Zealand





Why sell now?



Daniel Coulson
Chief Executive
Ray White New Zealand

New Zealand's housing market has been remarkably unremarkable so far in 2025, which, following a turbulent period defined by surging interest rates, stubborn inflation, and subdued market confidence, is actually a good news story, says Ray White New Zealand Chief Executive, Daniel Coulson

“Building that sense of stability has been crucial for both buyers and sellers to grow their confidence and re-engage with the market. This has helped to support recent activity and promote renewed dynamism, which we’re seeing in increased opportunities on both sides of the transaction across the market.

“While forward-looking indicators are positive as we head into the second half of the year, the balance is delicate, and homeowners contemplating a sale in 2025 are acutely aware there may be a narrow window of opportunity here.”

RELIEF HAS ARRIVED, BUT FOR HOW LONG?

After peaking at historically high levels in 2023, Coulson says interest rates have eased significantly in response to a softening labour market and a more contained inflationary environment.

“The Reserve Bank of New Zealand (RBNZ) has already trimmed the Official Cash Rate (OCR) to 3.50 per cent, and another rate cut is expected later this month.”

This downward trajectory has translated into more competitive mortgage lending offerings, supported by declining wholesale lending rates and a global financial easing cycle.

“The average two-year fixed rate charged by New Zealand's primary banks has fallen from around seven per cent at the end of 2023 to little over five per cent in March 2025. That dramatic shift has restored some affordability to the residential market.”



Source: [interest.co.nz](https://www.interest.co.nz)

Coulson says that declining mortgage lending rates typically spark a significant uptick in transaction activity, which fuels value growth.

“We haven’t had the same dramatic change as has occurred in previous cycles. This means sellers can still take advantage of lower borrowing costs to attract finance-ready buyers, without having to contend with a sharply rising market that could squeeze demand.

“Here in New Zealand, the direction of travel for interest rates is down. However, inflation data can always surprise on the upside, as international pressure shifts and policymakers respond to global movements. Should this occur, it would diminish one of the key advantages of today’s market, providing some urgency to transact under currently favourable conditions.”

BANK LENDING AND AFFORDABILITY

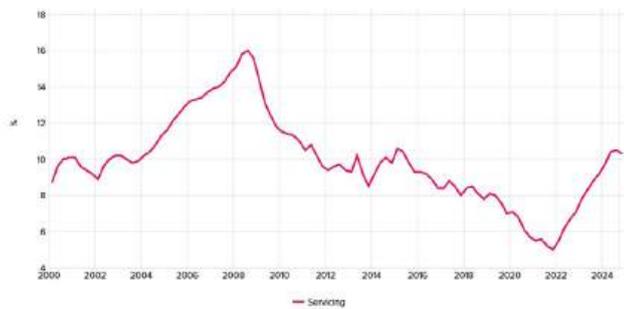
Coulson says that the most significant shift since the peak of rate hikes has been the improvement in housing affordability nationwide.

“Mortgage payments as a share of disposable income have declined substantially, particularly in main centres including Auckland.



“Add this to stable housing values, and we have seen a genuine rebalancing of the residential property market. Buyers are no longer stretched to the same extent, and banks are demonstrating greater willingness to lend amid reduced credit risk.

“Greater accessibility is broadening the buyer pool, especially among first-home buyers and movers, while allowing sellers to unlock liquidity.”



Source: RBNZ, Statistics New Zealand

Coulson says it's a far cry from the credit crunch and Credit Contracts and Consumer Finance Act (CCCFA) restrictions of recent years and provides a more secure foundation for transaction activity.

A RISING TIDE OF SUPPLY

New property listings across the country have surged. While this is largely welcome news for buyers, it also presents a growing challenge for sellers: competition.

“Data shows an expanding surplus of unsold properties, as sales volumes fail to keep pace with a flood of properties on the market for sale. Compounding this is a parallel trend of vendor withdrawals – properties pulled from the market after extended periods without result.

“However, the motivation to sell won't have changed, and those listings haven't gone away; they're merely on pause.”

Coulson says this represents a hidden wave of supply that may return to the market at any moment, potentially increasing pricing pressure.

“Sellers who list now, before another swell of withdrawn stock re-emerges or winter listing lulls suppress buyer engagement, have a chance to stand out while demand and affordability remain intact.”

COMPLEXITY AND THE GLOBAL ECONOMY

Geopolitical and economic uncertainty continue to cloud the global outlook.

Coulson says US tariff policies, trade frictions, and political posturing influence currency movements and investor sentiment worldwide.

“Closer to home, Australia's re-election of a centre-left government brings a more open immigration stance, potentially influencing trans-Tasman labour dynamics and capital flows.”



Meanwhile, the global slowdown, including a declining Gross Domestic Product (GDP) in the US, adds volatility to export markets and investment confidence. While Europe and Australia have reported stronger-than-expected growth, the broader picture is mixed.

“This could shift risk sentiment in either direction. However, New Zealand retains a relative advantage: moderate inflation, falling rates, and a clear fiscal path.

“Sellers acting urgently before global headwinds become more pronounced locally may avoid the worst flow-on effects of potential volatility.”

GOVERNMENT FINANCES

The Government is due to release its Budget Policy Statement at the end of the month, with early disclosures indicating policymakers will retain their restrained fiscal approach.

“It appears as though New Zealand’s public spending is being channelled toward essential services, with limited capacity for large-scale infrastructure or housing investment,” Coulson says.

This signals two critical implications for the property market:

1. **Delayed development pipelines.** Reduced government investment in housing and transport infrastructure may limit new supply in key growth areas.
2. **Increased private sector reliance.** The burden of meeting future housing demand will likely fall more heavily on the private sector, potentially creating long-term opportunities and slowing immediate delivery.

“For sellers, this could mean constrained supply pipelines and tighter development prospects, supporting existing property values in the medium term.”

In contrast to previous years, dominated by constraint and change, the current environment presents a valuable moment of balance.

“Borrowing is cheaper, bank lending is accessible, and affordability has improved – all without the hysteria that begets policy change.”

However, Coulson warns this won’t last forever.

“With a backlog of unsold listings waiting to return, central government conservatism tightening public investment, and global uncertainties continuing to play out, sellers may have a limited time to leverage the current conditions.

“The market is active, the buyers are ready, and the economics can work in your favour.”

Daniel Coulson

Chief Executive, Ray White New Zealand

“For homeowners weighing their options, the signals are clear: the market is active, the buyers are ready, and the economics can work in your favour. Those moving now can sell from a position of strength, before the tide turns.”



New Zealand's housing market: stable - for now



Atom Go Tian
Senior Data Analyst
Ray White Group

New Zealand's housing market has reached a welcome equilibrium following recent reductions in debt costs. After a volatile period, the national median house price has held steady between \$750,000 and \$801,000 for the past two years, currently sitting at \$790,000.

Alongside stable pricing, housing supply has improved markedly. Listings are up 10.90 per cent year-on-year, with 36,870 properties available nationwide. The surge in supply offers buyers more choice and bargaining power, particularly helpful for first-home buyers previously locked out of a tight market.

New Zealand 10 year price trend

National median house price



Source: REINZ, Ray White Economics

While the national median is down 1.40 per cent annually, this masks notable regional variation.

Price growth by major city

Median house price as of Mar 2025 vs Mar 2024

Major City	Price	1Y Growth
Christchurch City	\$700,000	-0.8%
Hamilton City	\$750,000	-2.0%
Tauranga City	\$871,000	-2.7%
Auckland City	\$1,175,000	-6.0%
Wellington City	\$900,000	-6.2%
New Zealand	\$790,000	-1.4%

Source: REINZ

The West Coast leads with an 11.50 per cent price increase, reflecting sustained demand in New Zealand's most affordable region.

Southland (5.60 per cent), Tasman (4.20 per cent), and Gisborne (4.0 per cent) also posted solid gains, highlighting the appeal of lifestyle regions with accessible price points.

In contrast, major centres are seeing a correction. Prices in Wellington City and Auckland City have declined by 6.20 per cent and 6.0 per cent, respectively, providing new entry points into markets that have been extremely 'unaffordable'.

Canterbury, Marlborough, and Taranaki remain steady.

Price growth by region

Median house price as of Mar 2025 vs Mar 2024

Region	Price	1Y Growth
West Coast Region	\$412,500	11.5%
Southland Region	\$470,000	5.6%
Tasman Region	\$865,000	4.2%
Gisborne Region	\$650,000	4.0%
Marlborough Region	\$655,000	1.1%
Bay of Plenty Region	\$782,500	0.3%
Canterbury Region	\$695,000	0.0%
Taranaki Region	\$600,000	0.0%
Northland Region	\$695,000	-0.7%
Waikato Region	\$745,000	-1.6%
Wellington Region	\$800,000	-2.4%
Auckland Region	\$1,040,000	-2.8%
Hawke's Bay Region	\$700,000	-3.4%
Manawatu-Wanganui Region	\$525,000	-4.0%
Otago Region	\$661,000	-8.8%
Nelson Region	\$640,000	-11.4%
New Zealand	\$790,000	-1.4%

Source: REINZ, Ray White Economics

However, underlying risks are emerging.

Net migration slowed dramatically in the year to February 2025, with a gain of just 32,922 people, down from 113,736 the previous year, and a peak of 135,500 in October 2023. If population growth continues to falter while supply increases, market stability could come under pressure.

Adding to this uncertainty is the potential economic fallout from rising U.S. tariffs. As New Zealand's second-largest export partner, any disruption in U.S. trading risks local economic confidence, just as the housing market begins to regain its footing.



Navigating the market in a compressed month



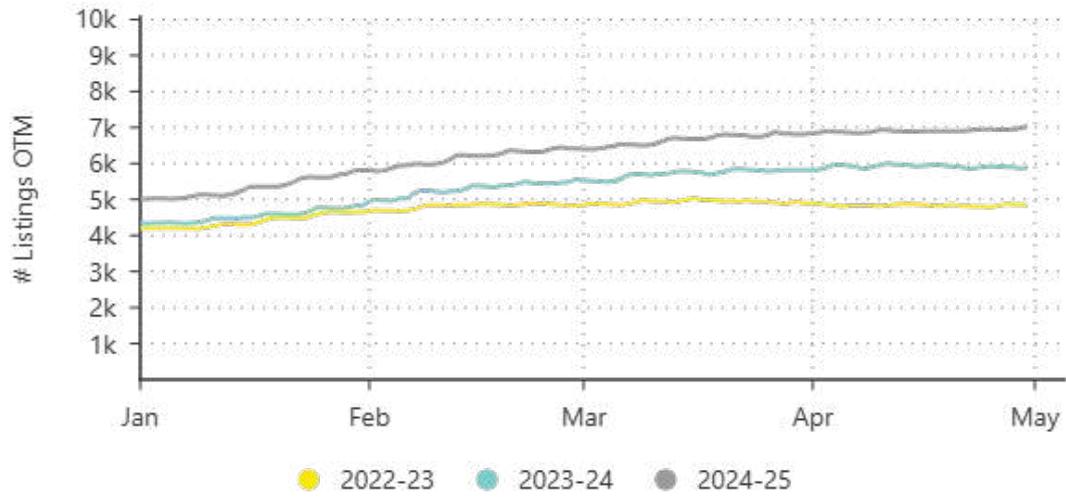
Treena Drinnan
Chief Agency Officer
Ray White New Zealand

April was always going to be an unusual month in the real estate calendar, with the combination of Easter, school holidays, and ANZAC Day compressing the number of active working days. As anticipated, this had a noticeable impact on buyer activity and seller engagement, despite the direction of travel suggesting that buyers are transacting with resilience and intent.

The volume of listings remains high, with 6,983 properties currently listed for sale, an 18.64 per cent increase on April 2024. This signals a high degree of confidence amongst vendors taking their properties to market.



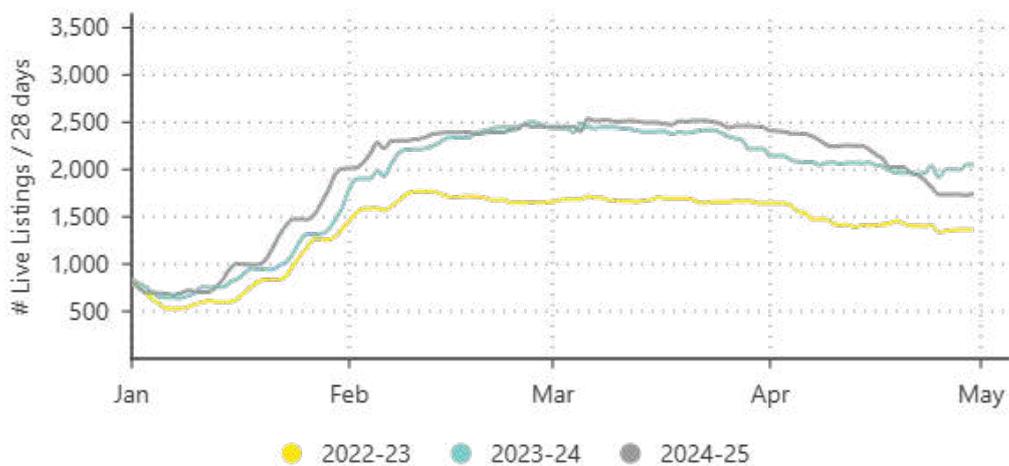
LISTINGS ON THE MARKET



Source: Ray White New Zealand

Ray White's live listings count ended April at 1,977, an 8.56 per cent decline month-on-month, reflecting less stock coming to market during the shortened month.

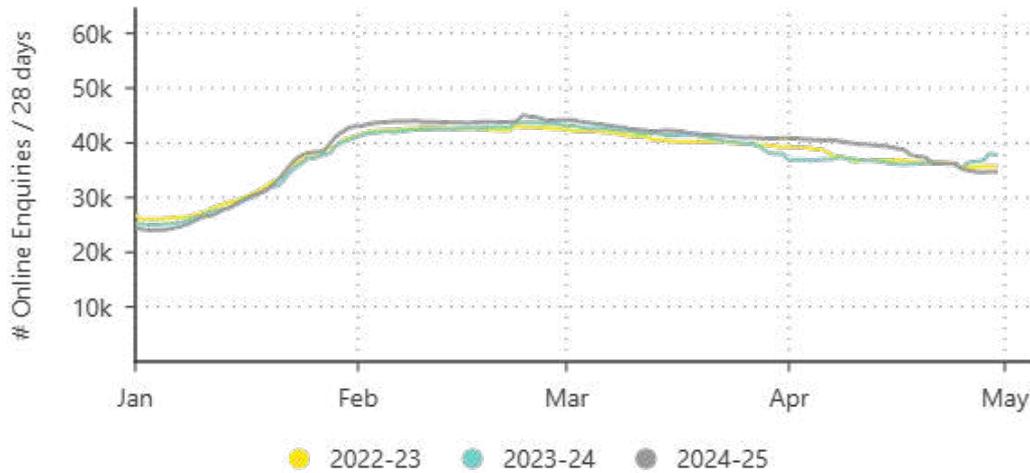
LIVE LISTINGS



Source: Ray White New Zealand

This graph shows the number of live listings on Ray White's channels. For the month ending April 2025, our live listings count decreased to 1,718 from 2,021 in April 2024, marking a -14.99 per cent decrease year-on-year.

ONLINE ENQUIRIES

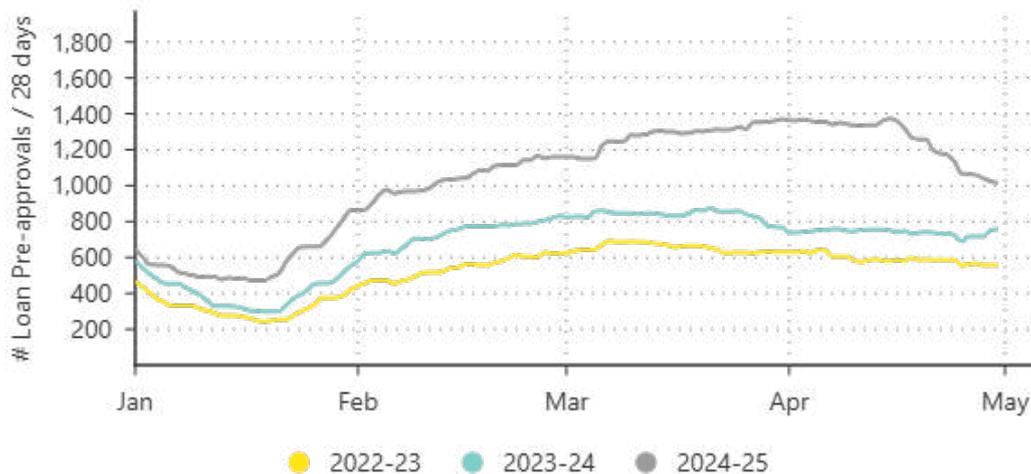


Source: Ray White New Zealand

While buyer engagement naturally eased off amid holiday disruptions, the longer-term trend remains intact. Ray White recorded 4.72 million online users in April, down 7.32 per cent year-on-year. This softening is in line with seasonal expectations, but enquiry volumes remain healthy overall.

Online enquiries totalled 37,790, a 6.01 per cent decrease on the same period last year.

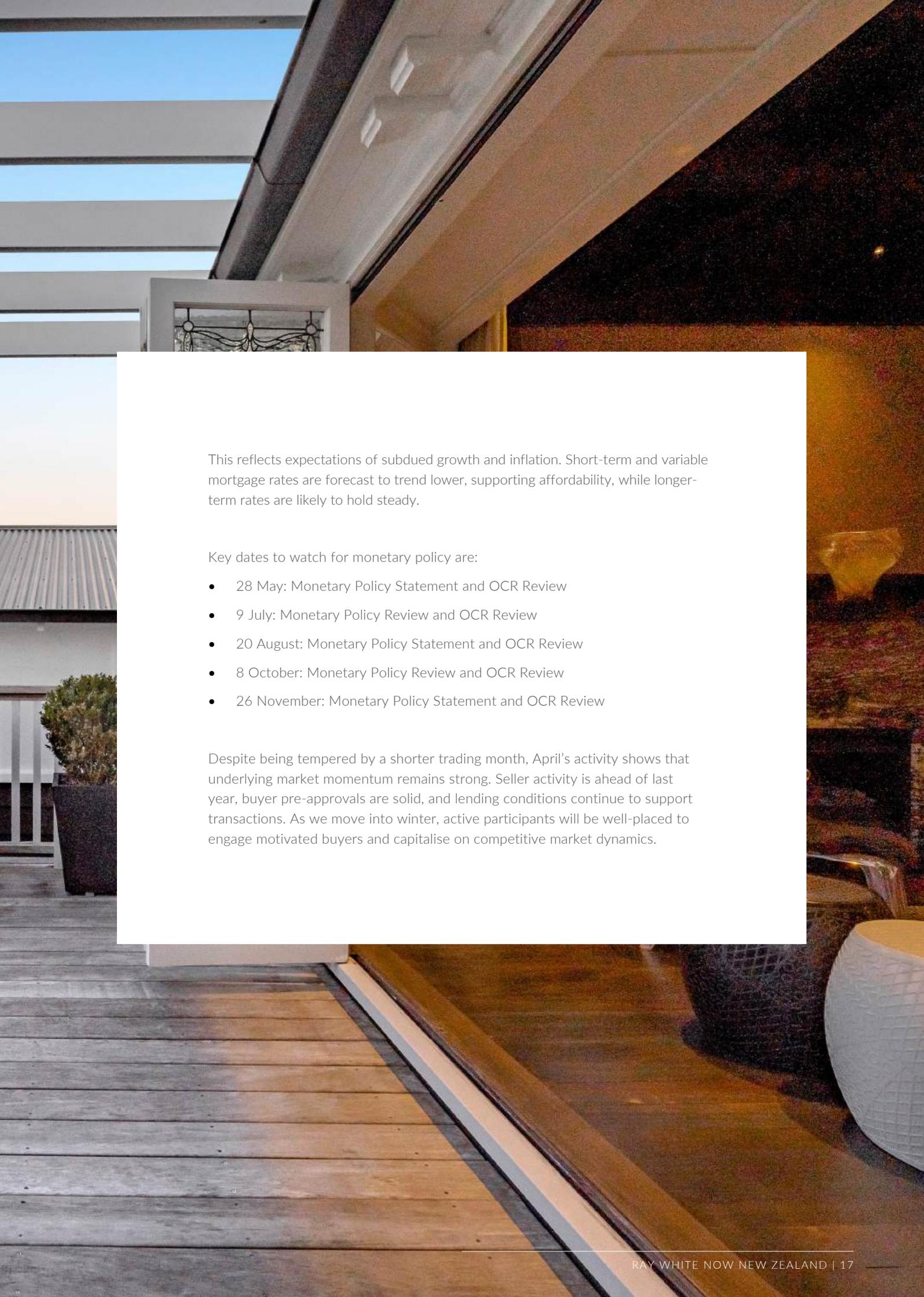
LOAN PRE-APPROVALS



Source: Ray White New Zealand

The lending environment continues to motivate buyers. While our partners at Loan Market processed 1,143 pre-approvals in April (a 44.2 per cent increase from April 2024), this figure reflects a 20.45 per cent month-on-month decline from March, in part due to the natural pause over holiday weeks.

Importantly, the year-on-year lift underscores growing buyer readiness and ongoing demand despite temporary fluctuations.



This reflects expectations of subdued growth and inflation. Short-term and variable mortgage rates are forecast to trend lower, supporting affordability, while longer-term rates are likely to hold steady.

Key dates to watch for monetary policy are:

- 28 May: Monetary Policy Statement and OCR Review
- 9 July: Monetary Policy Review and OCR Review
- 20 August: Monetary Policy Statement and OCR Review
- 8 October: Monetary Policy Review and OCR Review
- 26 November: Monetary Policy Statement and OCR Review

Despite being tempered by a shorter trading month, April's activity shows that underlying market momentum remains strong. Seller activity is ahead of last year, buyer pre-approvals are solid, and lending conditions continue to support transactions. As we move into winter, active participants will be well-placed to engage motivated buyers and capitalise on competitive market dynamics.

Auction market gathers pace



Sam Steele
Head Auctioneer
Ray White New Zealand

Recent changes in monetary policy and the lending environment continue to have a remarkable impact on the residential market's sentiment, which is reflected clearly in Ray White New Zealand's auction performance throughout April.

A renewed sense of public confidence, coupled with the seasonal uplift in activity, has cultivated a strong environment for growth. This has translated into tangible results across our auction network, with momentum continuing to build month-on-month.



“A renewed sense of public confidence, coupled with the seasonal uplift in activity, has cultivated a strong environment for growth. This has translated into tangible results across our auction network, with momentum continuing to build month-on-month.”

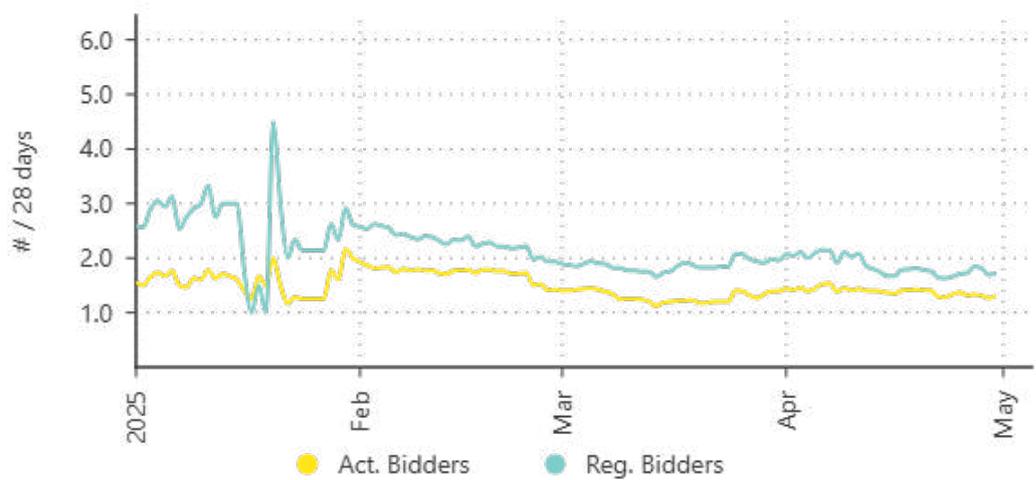
Sam Steele
Head Auctioneer, Ray White New Zealand





Ray White held 880 scheduled auctions nationwide in April. While this figure represents a modest 1.80 per cent year-on-year increase, it was accompanied by a notable uplift in auction success rates and bidder participation.

The clearance rate rose to 46.10 per cent, supported by a 21 per cent increase in the average number of registered bidders per auction, which is now 2.10.



Source: Ray White New Zealand



Auctions accounted for nearly one-third of all properties brought to the market in April and 30.40 per cent of total new listings nationwide, reaffirming their prominence as a preferred method of sale.

Our sales teams have observed a marked shift in buyer sentiment, with multiple auctions drawing double-digit bidder registrations. While some caution persists, increased listing volumes and recent monetary policy shifts have driven higher levels of engagement and confidence among both buyers and sellers.

The competitive dynamic inherent to auctions continues to deliver superior outcomes, fostering transparency, trust, and strong sale prices. As the market evolves in alignment with seasonal patterns, Ray White remains unwavering in its commitment to auction excellence.

We are proud to consistently rank among the top-performing auction agencies in New Zealand and remain focused on building on this success through 2025 and beyond.



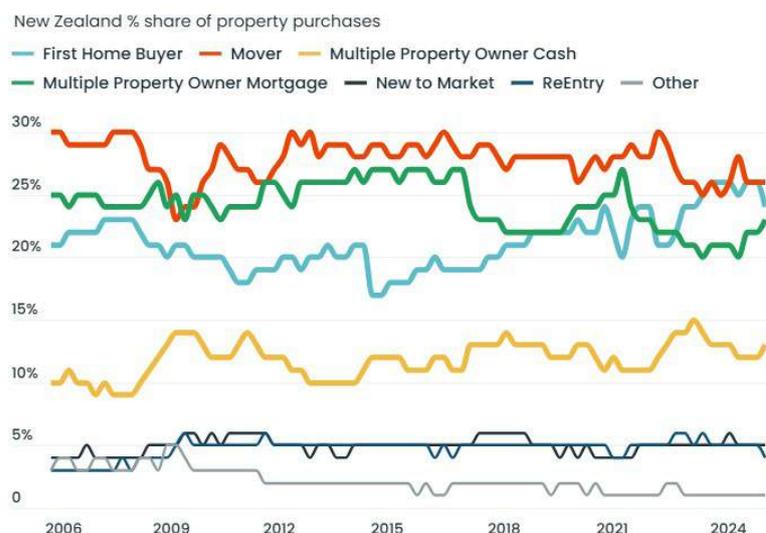


Buyer trends in 2025

New CoreLogic Buyer Classification data from the first quarter of 2025 reveals a subtle but noticeable shift in market dynamics: a slight pullback by first home buyers (FHBs) and a renewed surge in investor activity, particularly among smaller, mortgaged investors.

First-time purchasers accounted for one-quarter of all property purchases in Q1 2025, a decrease from 26 per cent the previous quarter. This marks their lowest market share since Q1 2023.

Meanwhile, movers—relocating owner-occupiers—held a 26 per cent share, and both cash and mortgaged Multiple Property Owners (MPOs) saw gains, now making up 14 per cent and 23 per cent of the market, respectively.



Source: Corelogic





The change has been observed across most of the country's major urban centres, although the broader Wellington region—including the city itself, Lower Hutt, Upper Hutt, and Porirua—remains a notable stronghold for FHBs.

In this region, their market share was 35 per cent in Q1, reflecting Wellington's relative affordability. Driven by softer property values, this supports resilience, provided prospective purchasers feel secure in their employment.

THE INVESTOR COMEBACK

While lower mortgage lending rates over the past six to nine months, falling from greater than seven per cent to below five per cent, have benefited all borrowers, it's mortgage investors who seem to be reaping the greatest rewards.

In particular, smaller 'Mum and Dad' investors are re-entering the market, many of whom are drawn to existing properties.

"The comeback has been powered by 'Mums and Dads'," says Kelvin Davidson, CoreLogic New Zealand's chief property economist.

"The comeback has been powered by 'Mums and Dads'"

"Mortgaged MPO-2s – those who own two properties after their latest purchase – have risen from six per cent of activity in mid-2023 to eight per cent now, while MPO 3- 4s have climbed from a trough of four per cent to around six per cent."

This group's resurgence is aided by a combination of factors: a reduction in deposit requirements (from 35 per cent to 30 per cent), a shorter Brightline Test, and the full reinstatement of mortgage interest deductibility.

Davidson says that most impactful, however, is the reduction in the "top-up" required from investors' other income to cover rental property costs.

"When mortgage rates were over seven per cent, these top-ups could exceed \$400/week. Now, they're closer to \$200. While still a commitment, this lower barrier entices new investors back into the market."

SHIFTING AWAY FROM NEW-BUILDS

There's been a subtle cooling in investor demand for new-build properties. In 2023, mortgage investors made up 30 per cent of buyers in this segment. That dropped to 29 per cent in 2024 and has now slipped to 27 per cent in 2025.

This decrease is consistent with changes to tax settings. Previously, existing properties were disadvantaged by higher tax burdens, but now that mortgage interest deductibility is equalised, the incentive to favour new builds has diminished.

At the same time, high listing volumes give investors ample choice in the existing property market, potentially at better prices.



A MIXED OUTLOOK

This trend aligns with the research firm's long-running forecast: a softening in FHB's market share in 2025, following a period of elevated activity and a return of mortgages investors from historic lows.

However, Davidson is quick to suggest that this doesn't necessarily spell doom for first-time purchasers. "We expect the overall number of property transactions in 2025 to be about 10,000 higher than in 2024," he says.

"That means FHBs can (and probably will) purchase more properties this year than last, even if their share of total activity drops slightly."

Several supportive factors remain in place for FHBs, including access to KiwiSaver for deposit contributions and priority access to low-deposit lending from banks.

These advantages, coupled with a more balanced market and growing listings, mean FHBs are still very much in the game.

For investors, the economic landscape remains more favourable than it has been in some time. Lower mortgage lending rates have improved cashflow dynamics, and potential volatility in other asset classes (such as equities, which may be impacted by international trade tariffs and broader market uncertainty) could make property a comparatively attractive investment.

A MARKET IN MOTION

The year's first quarter has been transitional for the local property landscape.

First-home buyers, long a dominant force, are starting to step back, making room for mortgaged investors, especially smaller-scale entrants. This rebalancing is influenced by macroeconomic conditions, policy changes and evolving affordability dynamics.

While some headline figures may suggest waning FHB activity, the broader context reveals a still active, if slightly recalibrated, group of buyers. Meanwhile, 'Mum and Dad' investors are quietly regaining ground, helped by improved lending conditions and a more level tax playing field.

If current patterns continue, we may see a more diversified mix of buyers in 2025, with total transaction volumes expected to rise. That's good news for the market overall and a sign of growing confidence and opportunity as both ends of the buyer spectrum find their footing.

Doubt lingers over tariffs, trade uncertainty and inflation

New Zealand is facing uncertain times, with no one quite sure what impact the global trade war will have on interest rates and property prices, said CoreLogic Chief Property Economist Kelvin Davidson.

The Monetary Policy Committee (MPC) of the Reserve Bank of New Zealand (RBNZ) reduced the Official Cash Rate (OCR) from 3.75 per cent to 3.50 per cent in April, which was widely expected given that domestic inflation remains on the radar of policymakers and that the economy is still subdued.

Despite market pricing's further rate cuts of as low as 2.50 per cent, the MPC's accompanying statement, which discussed tariffs and their possible effects, confirmed that it's too early to say what will come next.

“In a nutshell, uncertainty remains high, but the central view right now is that inflation effects are not clear-cut; a weaker New Zealand dollar could raise imported inflation, but a diversion of goods away from the U.S. and towards New Zealand by large global exporters could work in the opposite direction,”

Kelvin Davidson

Chief Property Economist,
CoreLogic New Zealand



“Then, regarding New Zealand’s economic growth itself, the general tone of the commentary is that it’s likely to be slower than in a world without tariffs.

“As such, the MPC noted they have scope to lower the OCR further as appropriate and as the effects of tariffs become clearer. In other words, New Zealand’s interest rate environment still has a ‘downward bias’ and it’ll be interesting to see what happens to mortgage rates in the coming weeks.”

The Monetary Policy Committee will make its next OCR decision on 28 May, and will no doubt consider recently released data on inflation and employment.

In the meantime, borrowers, buyers and investors are facing a period of uncertainty, according to Mr Davidson.

“February’s RBNZ lending data shows that borrowers continue to hedge their bets, with floating debt still popular (41 per cent of loans) but fixed terms of longer than 12 months also coming back into focus.

“At 20 per cent of activity in February, fixes of greater than 12 months were the most popular they have been since July last year,” he said.

“For now, tariff-uncertainty aside, our expectation is a subdued upturn for the property market in 2025, with sales volumes and house prices rising slowly.

“For individual borrowers, it will mean finding a balance between securing the best and lowest mortgage rate, but also weighing up the certainty that a longer-term fixed loan can offer.”

At Loan Market, we support the view that some degree of uncertainty is always present, and quite normal.

Global crises are a near-constant backdrop – there’s rarely a year without one. That’s why anyone making a major economic decision should do so with the expectation of future challenges and prepare with resilience in mind.

Adapt or absorb the cost



Zac Snelling
Head of Property Management
Ray White New Zealand



New Zealand's rental market is putting tenants in the driver's seat.

Listings are surging, rents are static, and landlords, long the beneficiaries of tight supply and rising demand, are reassessing their investment strategy, adapting to new conditions.

"Where we once saw tenants struggling with the imbalance in supply vs demand, landlords are now the ones feeling the effects with the pendulum having well and truly swung the other way," says Zac Snelling, Ray White New Zealand's Head of Property Management.

"It's a fundamental shift, and a reminder of the ebbs and flows of the property market. We're seeing the highest number of available rental listings in more than a decade, which has delivered equal challenges and opportunities for property owners."

Zac Snelling

Head of Property Management,
Ray White New Zealand

SUPPLY SURGE SHIFTS POWER

Industry data shows rental listings have surged by year-on-year to the highest volume recorded since 2014. Snelling confirms the trend is also being felt across Ray White's national network. However, his team of property managers are well equipped with the skills needed to navigate these changing waters.

"Despite the current market, Ray White Property Management teams signed more than 1,500 new tenancy agreements and received more than 6,500 applications in March alone," he says.

"That's a strong result, but we have to work harder and smarter on leasing strategies to get those outcomes in a market with more tenant choice."

Snelling points to a convergence of factors behind the

supply spike, including vendors pulling unsold properties from the market and placing them into the rental pool.

"Some of these property owners didn't intend to become landlords – they simply weren't prepared to sell at current market value," he explains. "But their motivations for selling haven't gone away."

"There's a rising trend of suppressed 'for sale' stock being temporarily parked in the rental market."

Meanwhile, a decline in net migration, from a record 135,500 in 2023 to just 32,922 in the year to February 2025, has softened demand. "Slowing wage growth and economic uncertainty have also constrained tenants' ability to absorb rental increases," Snelling says.

Add to that a healthy pipeline of newly completed homes – Auckland Council, for instance, issued a record 1,291 Code Compliance certificates for new dwellings in January – and it's little wonder the market is flush with choice.

"Strong supply growth and softer demand have started to flow through the data. Our national average rent across the Ray White network rose just 3.60 per cent year-on-year in March – a modest increase that's significantly lower than previous years.

"For landlords, this highlights the importance of staying competitive to attract and retain quality tenants."



COMPLIANCE DEADLINE LOOMS

As landlords adjust to new market realities, they're also focused on meeting upcoming Healthy Homes Standards (HHS), which become fully enforceable from 1 July 2025.

"We're a little over 50 days from the final compliance deadline, and calls from landlords and tenants are ramping up," Snelling says. "There's some frustration because it's not always the 'bad actors' who struggle, as conscientious landlords in modern homes are also challenged by the nuances of regulation."

Snelling cites examples where an existing heating source in a brand-new property may fall just short of the minimum output requirement, or window dimensions in a new build don't meet ventilation specifications.

"The law is the law, and we can't skirt around it." However, he says that professional property managers can help landlords navigate these complexities and rectify issues before enforcement becomes problematic.

Ray White's use of the Tapi property maintenance system, now across more than 18,000 of the network's 23,000 rental properties, is one such tool. It allows managers to log maintenance requests and pay for work (within set limits) in a 'buy now, pay later' format, easing the path to compliance and allowing landlords to spread the costs over time.

"We expect to see more tenant-driven initiatives encouraging renters to report non-compliant landlords," Snelling says.

"You don't have to be unscrupulous or negligent to get caught out, all tenanted homes must comply by 1 July, and there's no longer a 120-day grace period for new tenancies."

PRICE IT RIGHT, OR MISS THE WINDOW

With market dynamics shifting, Snelling says landlords must answer a critical question: 'Do you want your property rented, or do you simply want it to be available for rent?'

"Because there's such a big difference in this market, and it comes down to leasing strategy and service delivery.

"The abundance of listings means tenants can afford to be selective, often shopping around, making multiple applications before committing. For landlords, that can mean longer vacancy periods if the offer doesn't stack up.

"Take care of good tenants and be pragmatic about what you're offering," Snelling advises. "Tenants have more options than they've had in years, and if your property doesn't shine, they'll move on."

EMPOWERING LANDLORDS TO MAKE THE MOVE

Recognising a moment of change, Ray White launched a nationwide campaign aimed at helping landlords re-evaluate their existing management arrangements.

"To empower landlords to make smarter choices, we launched the Make the Move campaign on 1 April. It's already been an overwhelming success, so much so that many offices are extending the promotion through May."

Designed to ease the transition from existing property managers, the campaign includes meaningful incentives worth up to \$1,000 for landlords who join the company. These range from contributions towards HHS upgrades to financial support for maintenance, free landlord insurance, and charitable donations on the landlord's behalf.

"It's not unlike banks offering cashbacks to win new customers," Snelling explains. "Our participating teams handle the entire switchover process, including notifying the current manager, so it's stress-free and straightforward."

Snelling says the offer has struck a chord with landlords dissatisfied with their current service levels, bringing forward hundreds of transitions in the past month alone.

NAVIGATING THE TIDE

With structural change underway across the property sector, Snelling says adaptability is critical for success in the months ahead.

"The market is what it is. Our teams are delivering great outcomes, but it takes focus, training, and the right tools to navigate today's challenges," he says.

Ray White continues to invest in leasing strategy training for its nationwide property management teams, recognising that while conditions may be challenging, opportunity remains for those who stay ahead of the curve.

"Our value lies in our ability to proactively manage properties to maximum effect for our landlords, while ensuring tenant satisfaction and minimising vacancies," Snelling says.

"Regardless of market, professional property management makes a measurable difference, and in 2025, that's more valuable than ever."

For more information about Ray White's Property Management offering visit pm.raywhite.com.



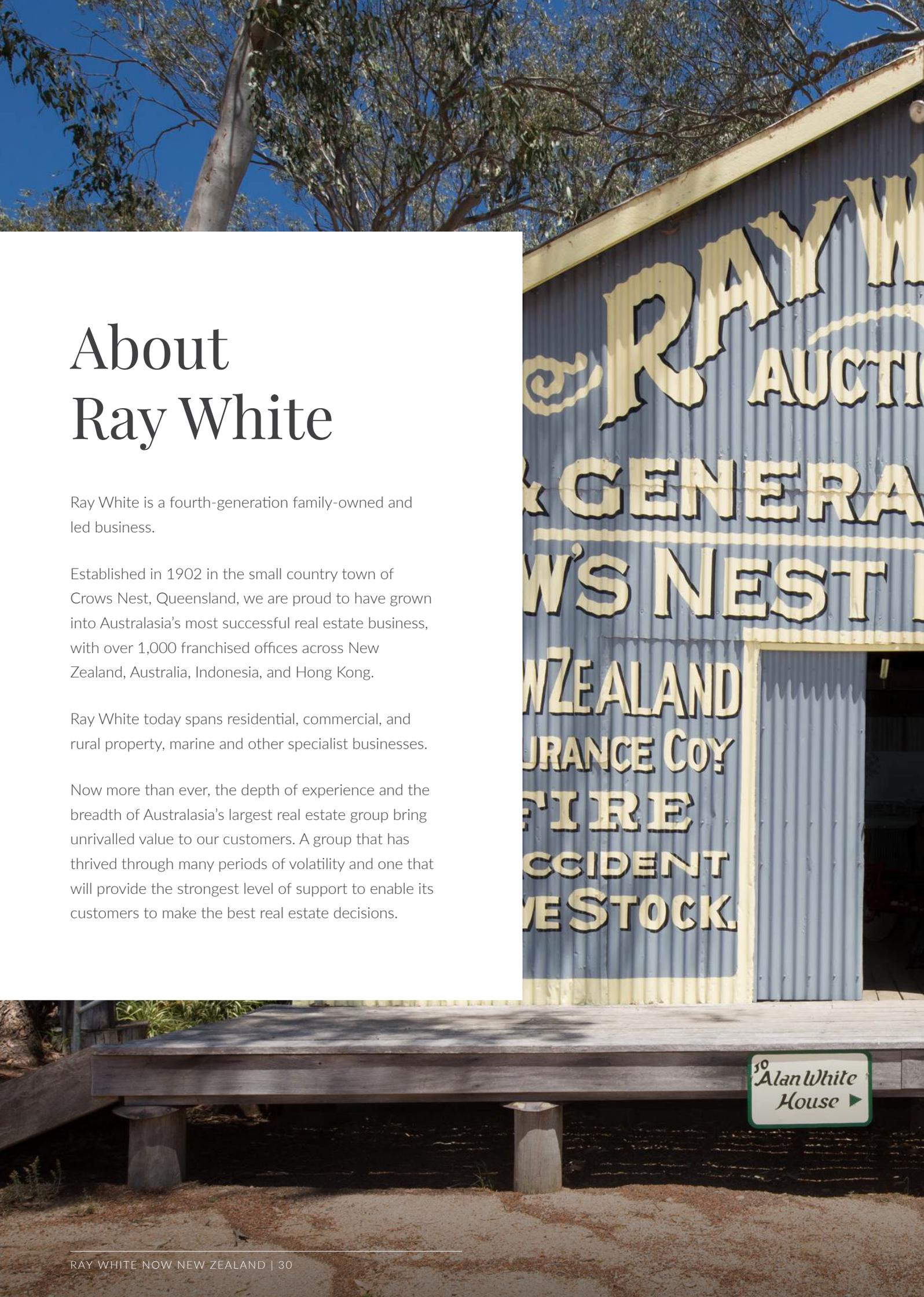
About Ray White

Ray White is a fourth-generation family-owned and led business.

Established in 1902 in the small country town of Crows Nest, Queensland, we are proud to have grown into Australasia's most successful real estate business, with over 1,000 franchised offices across New Zealand, Australia, Indonesia, and Hong Kong.

Ray White today spans residential, commercial, and rural property, marine and other specialist businesses.

Now more than ever, the depth of experience and the breadth of Australasia's largest real estate group bring 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
AUCTIONS
& GENERAL
CROWS NEST
NEW ZEALAND
INSURANCE COY
FIRE
ACCIDENT
LIVESTOCK

¹⁰ Alan White
House ▶

WHITE,
PIONEER,
REAL ESTATE
AGENT.
LAND OFFICE.
FARM
IMPLEMENT
& DAIRYING
MACHINERY

OFFICE

The first Ray White Real Estate office
Crow's Nest, 1902
Moved to this site and restored in 1994
by the White family.

Ray White's first auction house, 'The Shed' Crow's Nest, Queensland.



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