



# RAY WHITE NOW

REAL-TIME RESIDENTIAL  
MARKET INSIGHTS

12 JANUARY 2021



Dear Property Owner,

Our 32nd edition of Ray White Now welcomes the second week of real estate trading for 2021. There has been a lot written throughout the last quarter of 2020 that gave an overall view on the confidence in the real estate market and how that may look this coming year.

The main areas of focus have been around the levels of property available, which is commonly termed as supply and demand. The changes in interest rates with banks now competing more determinedly for residential lending. In line with lending policy, the Reserve Bank announced the reintroduction of LVR criteria which will require higher deposit levels from those looking to leverage property as an investment from 1 March 2021.

Our results for December were extraordinary, with our company achieving a sixth personal-best sales month in a row; trading over \$1.9 billion in real estate property transactions which was 86.5 per cent up on 2019. While there have been noted substantive price increases across the market, sales numbers were up 73.2 per cent while listings coming onto the market rose by 12.9 per cent. We will take a deeper look into the December results by Ray White and look at the latest real-time data from realestate.co.nz around new listings, inventory levels and also asking prices.

This week Westpac announced a new low interest rate of 2.29 per cent and while it has terms and conditions, we see this as being a frontrunner in a competitive environment around interest rates for the first quarter of 2021.

Significant changes in the Tenancy Act highlights the need for landlords to be well educated and Ray White has put together, through our property management division, a series of videos to allow landlords to self-educate about the changes coming into place.

We enter 2021 with a high level of confidence that the majority of key indicators will continue to support positive market conditions. We believe in the current market that the transparency of auction is important as a measure of market competition. While there are various factors that influence the price of property, marketing combined with positive agent skills cannot be underestimated.

Our real-time data indicates that there is a low level of property available for buyers however we expect this to change over the coming weeks with a good number of new listings coming to the market.

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 \$1.902 billion worth of property transactions and currently manages a portfolio of 19,228 properties through our property management division.

We take this opportunity to wish you a very happy New Year and look forward to assisting you with your real estate needs.

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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# DECEMBER SALES FINISH THE YEAR STRONGLY ALL INDICATORS SHOWING A POSITIVE OUTLOOK FOR 2021

**We now begin trading in the second week of 2021 and there continues to be significant momentum in all sectors of the real estate market.**

The results for December were one of the highest in regard to residential property sales across New Zealand for the real estate industry.

The latest data from the Real Estate Institute of New Zealand shows continuing tight supply and high demand almost everywhere across the nation. The annual review of New Zealand's residential property market in 2020 has shown a 24.7 per cent increase in the overall volume of sales, up from \$48.7 billion for the 11 months ending November 2019 in comparison to the \$60.8 billion for the 11 months ending November 2020. The number of residential properties sold across New Zealand

for the 11 months ending November 2020 totalled 75,800 which is a 6.2 per cent increase on the same period in 2019, when 71,405 properties were sold.

This week realestate.co.nz released their real-time market data on information relating to their website in regard to inventory levels, new listings to the market and price positioning.

One of the most significant areas that determine pressure on price is that of supply and demand. While the months of December and January are months where there are less listings coming onto the market, this year, while there has been an increase in listings, the sales volume has oversold the new listings by more than 40 per cent.

When we take a closer look at the graphs provided by realestate.co.nz it shows the available housing stock is 29.1 per cent less than December 2019. Overall, there are currently 12,932 properties available and this is a significant drop. Some of the areas to record the highest drop in available housing stock include the Wairarapa (58.5 per cent), Coromandel region (50.3 per cent), Northland, Waikato, Nelson and Bays, Bay of Plenty, Hawkes Bay, Manawatu, Whanganui, and Marlborough recording reduced stock levels between 40 and 50 per cent.

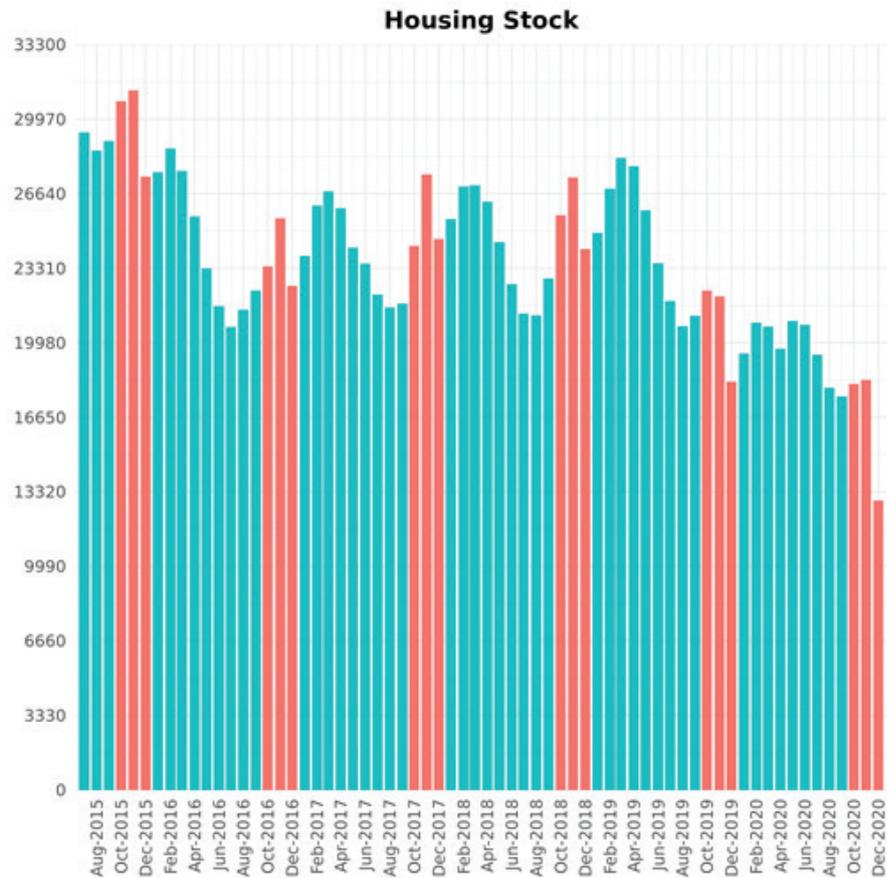
The effect of less properties available to purchasers continues to have an effect given the buyer pool remains very strong, particularly in the area of the first home buyer and investor. Looking at the total listing inventory

available, there is approximately eight weeks' worth of property if the sales numbers continue at the same volume, with the lowest areas of stock availability being Nelson and Bays, Bay of Plenty, Manawatu, Whanganui, Wairarapa, and Wellington.

The Wellington market, in particular, is showing its lowest stock level ever and while this can be a blessing for those who are considering selling; for those who are buying it is becoming increasingly difficult to find properties available. However, this may change during the first quarter of 2021 providing new listings come on to the market.

Property asking prices have remained relatively steady leading up to the new year. Overall price changes throughout 2020 showed an increase of 13.6 per cent in comparison to 2019, with record highs across many areas. Of particular note, the country's biggest increase came in the Central North Island and their average asking price moved to \$685,044. Overall, there was a marginal lift in December 2020 with the national average asking price lifting to \$799,190 which was a rise of 0.3 per cent on November 2020.

Other areas to see rises included Northland, Nelson and Bays, Central Otago/Lakes, Wellington and also Otago.



Source: interest.co.nz

Select chart tabs »

Wellington

Wellington



Source: realestate.co.nz

Source: interest.co.nz

One of the most important measures are the new property listings coming to the market and this increased by 19.2 per cent compared to December 2019. The new listings were welcomed by the market and there were a total of 6,592 properties, with the majority of the lift coming

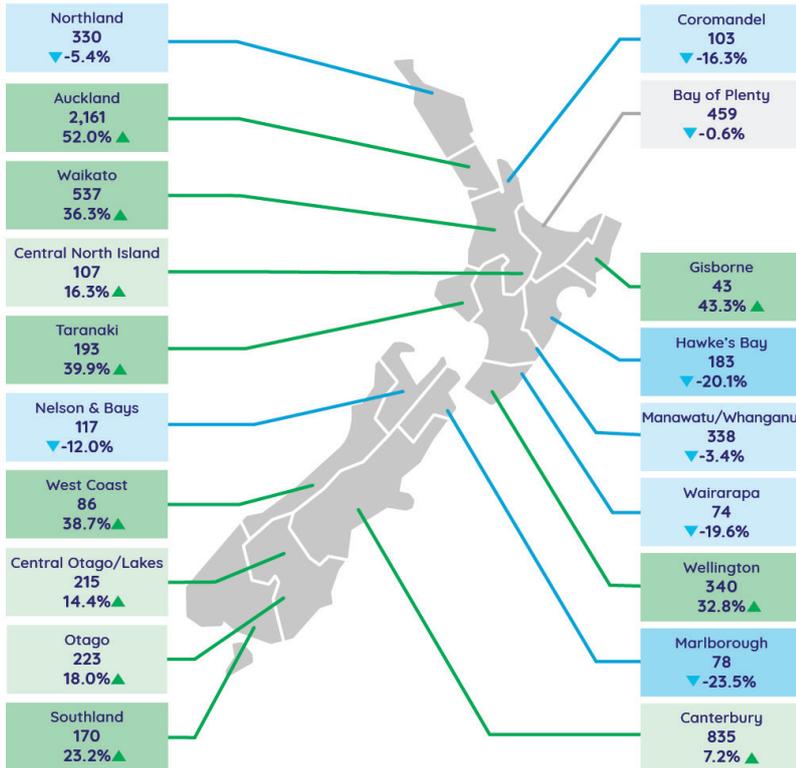
from Auckland where there was an increase of 52 per cent.

Other markets to show strong increases included the Waikato, Taranaki, Gisborne, Wellington, West Coast and Southland.

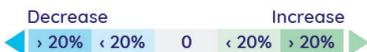
# Property new listings

realestate.co.nz

New property listings for December 2020  
**6,592**  
 Compared to December 2019  
**19.2%**



### Listing change



New listings are properties that have been added to realestate.co.nz during the month. This is compared to the number of new listings in the same month in the previous year.

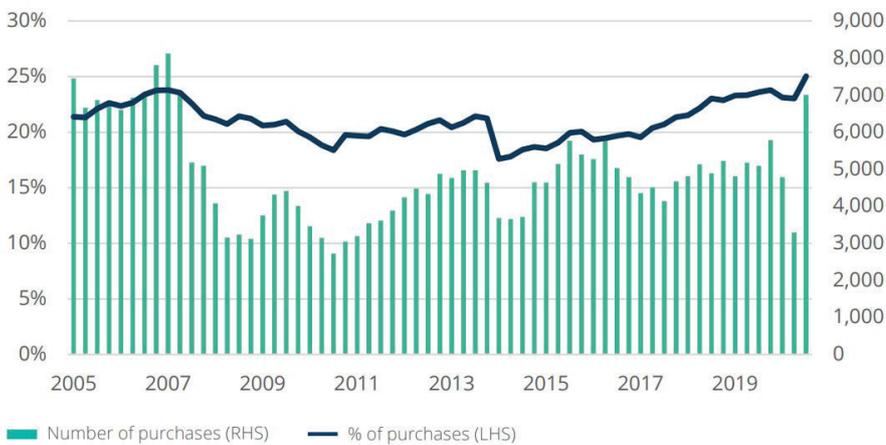
Actual data of new listings.

CoreLogic have this week produced their New Zealand First Home Buyer Report which shows the market share for first home buyers in 2020 reached 25 per cent in the third quarter, well above the previous average and the peaks of 2006/2007. The access to Kiwi Saver for deposits and the willingness of first home buyers to compromise on location and type of property have been factors behind the continuing surge of the first home buyer. The Wellington region stands out as having the highest first home buyer market share in 2020.

**“There has been no slowdown of interest from buyers across our market and we expect this to continue through the first quarter of 2021 and beyond.”**

- Adam Thomson, Director of A T Realty with Ray White offices in Manukau, Mangere Bridge, Mangere and Manurewa.

National FHB activity

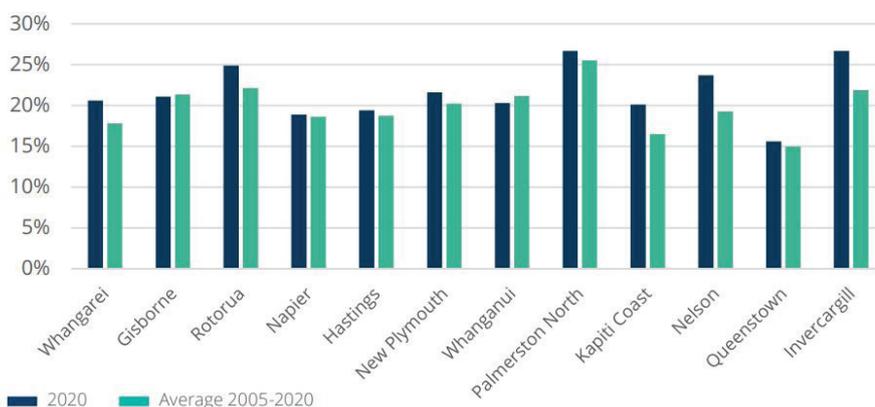


The median price for the average first home buyer was \$565,000. And while this was across New Zealand there has been a tendency for buyers in the first home category to look for areas outside of the main cities.

The full first home buyers report can be accessed from [corelogic.co.nz](http://corelogic.co.nz).

In an overall suburb analysis of top performing areas in 2020 CoreLogic put together a summary for residential property across New Zealand.

FHB % share of purchases



### National Top Performing Suburbs 2020

**ALL RESIDENTIAL PROPERTY**

**TOP SALE PRICE**  
7 Rarere Road, Auckland **\$12,250,000**

<b>HIGHEST MEDIAN VALUE</b> Herne Bay, Auckland <b>\$2,681,650</b>	<b>HIGHEST GROSS RENTAL YIELD</b> Runanga, Grey <b>10.3%</b>
<b>LOWEST MEDIAN VALUE</b> Runanga, Grey <b>\$150,950</b>	<b>LOWEST GROSS RENTAL YIELD</b> Omaha, Auckland <b>1.4%</b>
<b>GREATEST 12 MONTH CHANGE IN MEDIAN VALUES</b> Outer Kaiti, Gisborne <b>39.7%</b>	<b>3 BED HOUSE - HIGHEST RENT 12 MONTH CHANGE</b> Whakatane - Whakatane Rural <b>43.4%</b>
<b>LOWEST 12 MONTH CHANGE IN MEDIAN VALUES</b> Lake Hayes, Queenstown <b>-10.9%</b>	<b>3 BED HOUSE - LOWEST RENT 12 MONTH CHANGE</b> Queenstown Lakes - Queenstown Central <b>-29.9%</b>
<b>GREATEST 5 YEAR CHANGE IN MEDIAN VALUES</b> Kawerau, Kawerau <b>200.7%</b>	<b>SHORTEST DAYS ON MARKET</b> Heidelberg, Invercargill <b>7</b>
<b>LOWEST 5 YEAR CHANGE IN MEDIAN VALUES</b> Avonhead, Christchurch <b>0.3%</b>	<b>LONGEST DAYS ON MARKET</b> Port Waikato, Waikato <b>207</b>

Source: CoreLogic Best of the Best 2020

# SELLING IN THE CURRENT CLIMATE

**After a short break over the traditional holiday period, the residential real estate market is once again showing significant strength on the back of results achieved in late 2020.** New listings into the Ray White Group are up 11.11 percent when compared with the same period last year and sales are up significantly at 37.91 percent above the levels achieved over the same period.

In any market the fundamental influences on price are supply and demand. In residential real estate, these are simplified into listings and sales. Throughout the first couple of months and the second half of 2020, both listings and sales were consistently higher than those achieved in the previous year and as indicated above, the early signs are that a comparison on early 2020 data shows an increase this year as well.

When we take a closer look at the market at present, you may wonder who is currently doing all of the buying and selling. Closing out the year in 2020, a very active period saw heightened levels of sales and listings in the market. Inevitably, there were those that did not get a chance to transact prior to the New Year. Many owners took a 'list now, launch later' approach, meaning that their property had been listed and available, so those



buyers that remained active over that period were able to purchase. If their property remains available after the Christmas break, they then enter a full marketing campaign.

There are also purchasers who were unsuccessful in securing a property prior to the end of the year that have either remained active or recommenced their search early in 2021.

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. 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 that are looking for their new home, there are those that are also 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.

While the majority of data from other sources in the market is reflective of last year's activity, our ability to provide real time, accurate information allows both buyers and sellers to make informed decisions

when it comes to transacting real estate. Even with this advantage, 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, a purchaser is willing to pay.

# 11.11%

New listings into the Ray White Group are up 11.11 percent when compared with the same period last year and sales are up significantly at 37.91 percent above the levels achieved over the same period.

# WHY ARE WE SEEING STRONG RESULTS NOW?

Real estate markets are driven by several factors; however, the two basic fundamentals of supply (the number of total properties for sale) and demand (the number of buyers active in the marketplace) play a significant role in establishing market conditions that favour sellers or buyers. In general terms, when supply is low and demand is high, conditions are favourable for sellers. Conversely, when supply is high and demand is low, conditions are favourable for buyers.

**So what are we seeing now?**

# 307.8%

Scheduled auctions

Our December scheduled auctions were up 307.8 per cent proving auction as a preferred method of sale, widely accepted by both buyer and seller due to the transparent process and competition created.

# 37.91%

Sales volumes

The high level of demand is evident on a continuing basis, with sales numbers up 37.91 per cent on the same time last year.

**Supply**

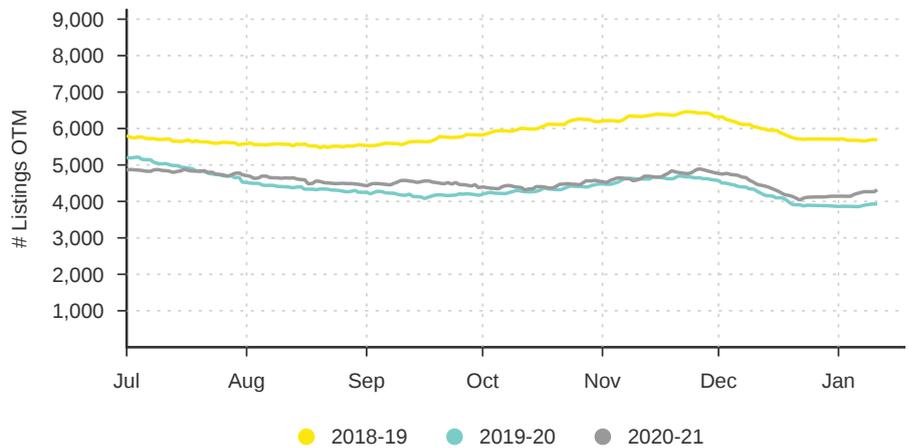
As we enter the second week of January, we are seeing the expected seasonal decline in the number of new listings coming to the market. However, if you look at the numbers closely, in comparison to this time last year the supply-side is actually up

11.11 per cent which indicates sellers continue to have confidence in the depth of the market. Realestate.co.nz reported new listings 19.2 per cent up year-on-year to 6,592, with 1,064 more properties coming onto the market in December when compared

to the same time last year. Our December scheduled auctions were up 307.8 per cent proving auction as a preferred method of sale, widely accepted by both buyer and seller due to the transparent process and competition created.

**Chart 1:  
Listing on the market**

This chart shows that the number of listings on the market is up 11.11 per cent compared to this time last year.



**Chart 2:  
Live listings**

This chart shows the total number of live listings are up 12.65 per cent compared to this time last year.



**Demand**

When looking at the number of potential buyers in the market, there are several considerations we take into account. The number of buyers looking online for property, the number of buyers who enquire on properties for sale, the bidding activity we see each week across our auctions, and the number of people actively

gaining pre-approval for finance to purchase a property. The high level of demand is evident on a continuing basis, with sales numbers up 37.91 per cent on the same time last year.

rates and affordability around the purchasing of property.

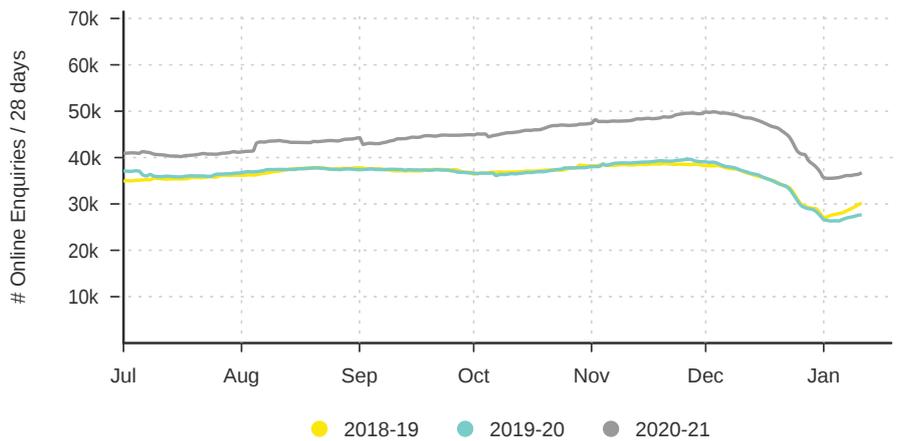
The number of first home buyers coming into the market is increasing significantly as they take their opportunity to purchase at interest rates that are the lowest on record, starting from 1.99 per cent.

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

The long-term forecast of low interest

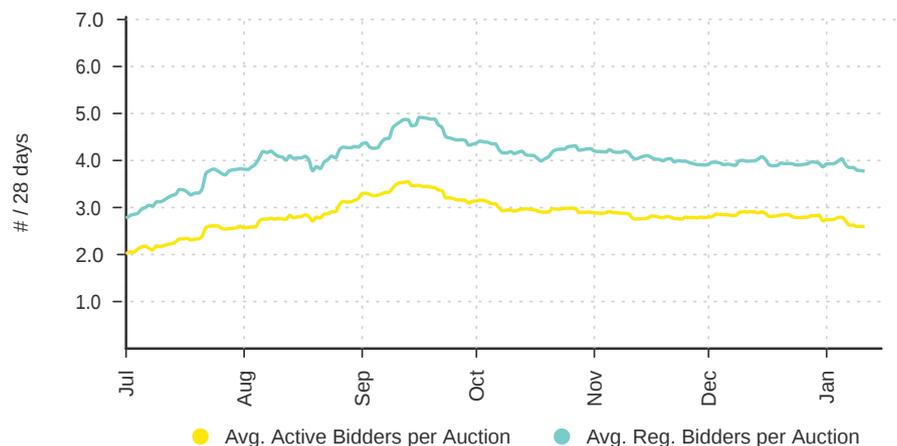
**Chart 3:  
Online enquiries**

This chart compares the number of online enquiries made through Ray White websites over the 2019 and 2020 calendar years. It shows that online enquiries are 32 per cent above levels at the same time last year.



**Chart 4:  
Bidding by month**

This chart illustrates that the average number of registered bidders per auction has been increasing through 2020 as at 12 January 2021.



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

Coupled with high levels of confidence and the removal of LVRs back in May 2020, investors looking for better returns, fears that prices may keep rising and the imminent reinstatement of LVRs are all contributing to the high level of activity we are seeing in the market now.

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

Buyers behaviour remains constant; with their journey starting out by looking at property online. Evidence shows through our Ray White

website that buyer online enquiries have surged on this time last year.

To expand on this, industry real estate portals such as oneroof.co.nz, realestate.co.nz and trademe.co.nz/property are also reporting compelling evidence related to online enquiries.

The next organic move in a buyer's journey is to view the property, proceeding to offer or bidding at auction. We can evidently report on this through our transparent real-time data.

The final consideration that we look at when measuring the volume of demand in the market and arguably the most significant is the number of people obtaining pre-approvals for finance.

Buyers having the maximum financial capacity to purchase a property is one of the key leading indicators when it comes to buyer confidence. Loan Market, our loan brokerage partner, has reported over \$2 billion in pre-approved loans across New Zealand. These are buyers that are ready to proceed with offers where no finance clause is required.

As we continue to see strong numbers across these buyer metrics, we often ask ourselves why?

**“This has resulted in over 44,726 online enquiries being sent, a volume which is 32 per cent higher than the same period last year.”**

**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.

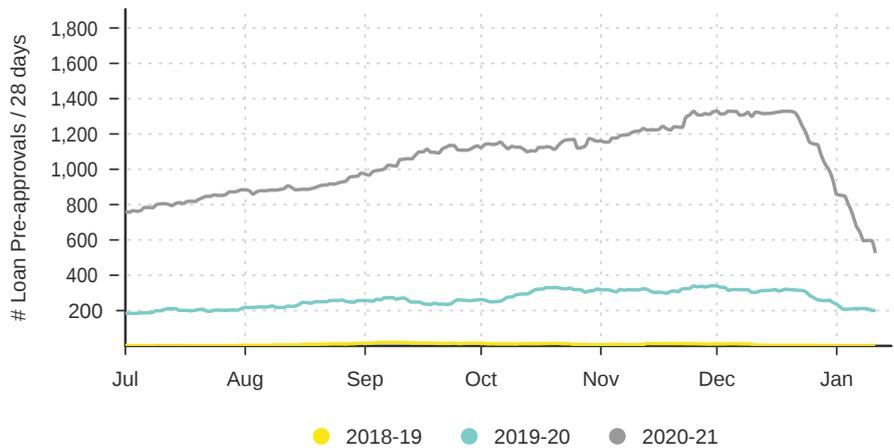
- Interest rates are a driver of home affordability and in many areas, while prices have risen in the last 12 months, corresponding interest rates have reduced.
- Banks and lenders remain very supportive of lending for residential property. Chart 5 shows the monthly home loan pre-approvals recorded by 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 and 2020 calendar years. It shows higher levels of pre-approvals now compared to 12 months ago.



# CONSIDERING SELLING? WHY GO TO MARKET NOW?

The December holiday period is often a time of reflection for people as they assess their plans for the following year. For many, after such an unpredictable year in 2020, those discussions would have centred around where and how they want to live in the future. Knowing the property market was in a robust state leading into the Christmas break, potential buyers would likely assume that the competitive nature of the market will continue into the New Year.

When we look at the two major factors that influence the market, we know that currently supply - or new listings are 11.11 per cent higher than they were this time last year. This means that comparatively more owners are bringing their property to the market for sale. This may have you wondering why or how then, if there are more properties for sale, it would be a good time to sell?

When we look at demand, or the number of sales that have occurred over the same period, they are 37.91 percent higher. Meaning that even though there is more property for sale, the level of activity from buyers is still outpacing that of sellers by

quite a margin when compared to the previous year.

So, if the pressure from buyers is continuing to build, wouldn't it be better to just wait until the prices keep rising, meaning that I can achieve a higher sale price?

This question is raised regularly and the answer is in two parts. The first is, it is incredibly hard to identify the 'top' of the market, until of course it has already been reached. By that time, however, the balance of power in the transaction then shifts to the buyer and downward pressure is applied to prices. The second factor to consider, particularly for those that are both sellers and buyers, is that when the price of your home goes up, so does the price of the one you're looking to purchase. If you are considering upgrading, a percentage increase on a more expensive home (the one you may be buying) will be greater than that on a less expensive home (the one you are selling), which in real terms would have a negative impact on affordability.

There are several factors in the wider economy that are supporting

confidence at present, but it is also important to be aware of potential impacts on the market this year.

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

- Rising unemployment
- The end of the mortgage deferment scheme
- The revision and reimplementation of LVR restrictions in March 2021
- Rising income support
- The potential of low mortgage rates rising
- An increase of consents and construction of 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'

Last year laid bare for all to see how hard the market and economy are to predict and it remains difficult this year as well. What we do know though is that right now the conditions when it comes to selling are very favourable.

# 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 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 this week announced a mortgage rate at 2.29 per cent - the lowest currently offered by any of the four major banks.

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.

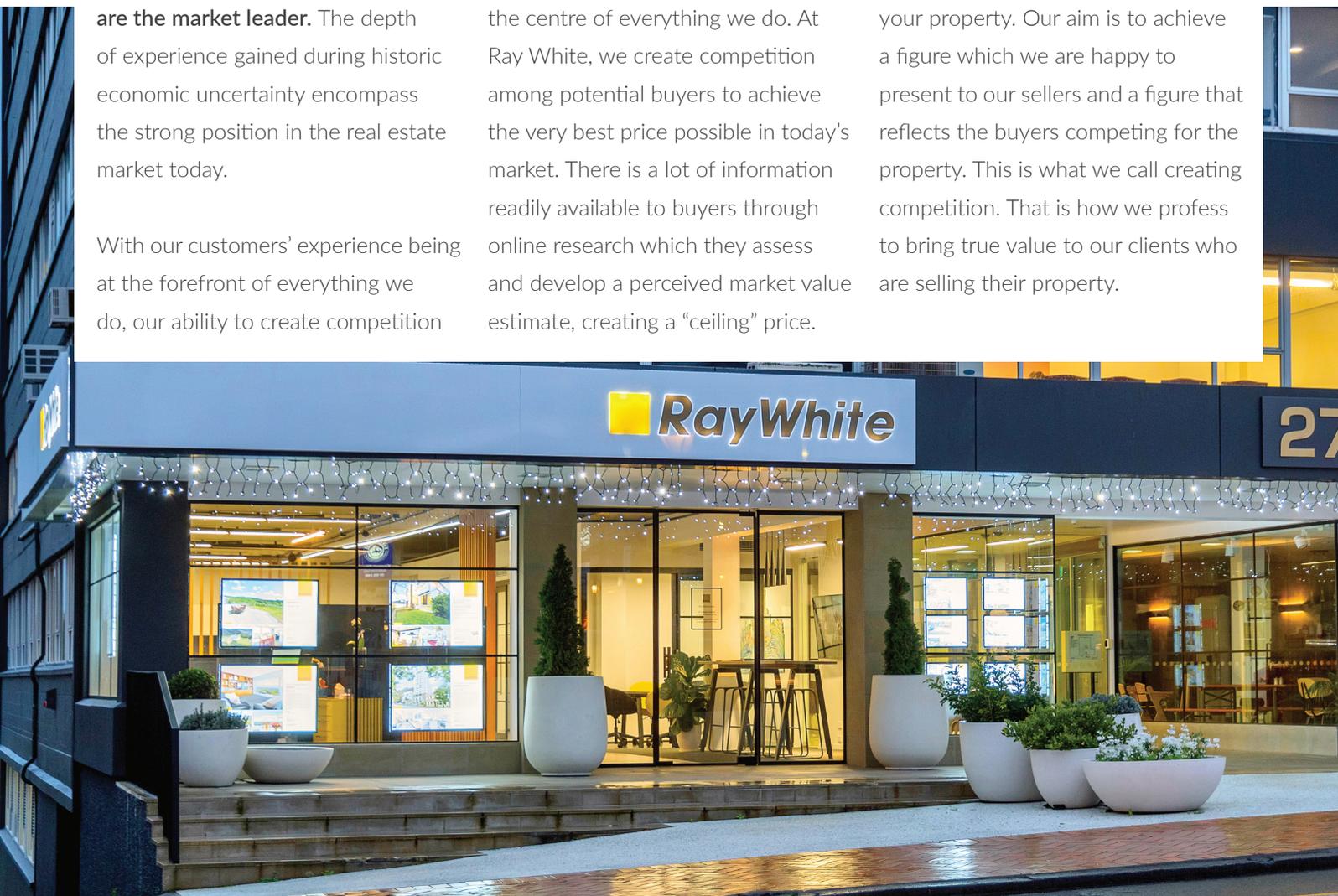
With our customers' experience being at the forefront of everything we do, our ability to create competition

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 busy auction room with a large crowd in Christchurch.

# 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 810 live listings, up 11.11 per cent on last year, with the number of sales up a whopping 37.91 per cent year-on-year.

In April, May and July 2020, Ray White was 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 Salespeople Alan Thorpe and Tom Harbott working with the buyers for an on-site auction.

### 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.

**“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.”**

# 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.

DECEMBER 2020

**\$6.10B**

Total unconditional value

**\$1.45B**

NSW

**\$967M**

QLD

**\$194M**

SA/NT

**\$199M**

WA

**\$828M**

VIC/TAS

**\$1.90B**

NZ

**\$257M**

COMMERCIAL

**\$214M**

RURAL



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



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