

**RayWhite**

# RAY WHITE **NOW**

Real-time residential market insights  
30 November 2020 - New Zealand



Dear Property Owner,

The first week of December is upon us and the real estate market has continued to gather momentum, with record numbers of new properties coming to the market and also record numbers of property sales.

It is a time of the year when sellers start to consider their options for selling over the Christmas and New Year period. While in past years we have always continued to transact property, this year there will be opportunity for sellers to be able to actively market their property and potentially even auction their property in the last part of December and the first part of January. We do expect buyers will be in the market and active over this time of the year and there is considerable opportunity to be able to present property to the market positively during this time.

Looking at our real-time data this week, there has been a continuing lift in the supply of property coming to the market. While this is evidenced through the record number of auctions being submitted, it is also wider across New Zealand with various regional markets showing strong supply of new property coming to the market. This is the fifth week we have seen an increase of property listings and we have added a further 75 to 2,634. This is 26.45 per cent ahead of the same time last year. With interest rates remaining at a record low level there is strong investor interest, which we discuss more within the contents of Ray White Now. The investor interest is adding significant strength to the number of sales occurring across the market and while there is a slight disparity with the increase in listings, sales are up by 11.61 per cent on the same time last year, lifting to 1,839 over the past 28 days.

Throughout the report we also look at mortgage lending which reached another high in October, with the latest Reserve Bank monthly mortgage figures showing that \$7.8 billion worth of mortgages have been advanced during the past month which has created a further record on the back of September.

Our Landlord Academy presentation for landlords ended last week. We invite all potential landlords to consider the forthcoming changes which are wide and varied for the rental market. Our video updates are available to you on an open platform - [landlordacademy.co.nz](http://landlordacademy.co.nz)

Ray White Now is produced in conjunction with real-time data from our 182 offices across New Zealand. Ray White, on a monthly basis, completes over \$1.65 billion worth of property transactions and currently manages a portfolio of 19,228 properties through our property management division.

We welcome your enquiry to assist with your real estate needs across New Zealand.

Regards

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

Carey Smith

Ray White New Zealand Chief Executive



Ray White Waipu Salesperson and Auctioneer James Alexander in front of the new office calling the auction of 30 Taranga Road, Langs Beach on Saturday which sold under the hammer.

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# SUPPLY CONTINUES TO INCREASE TO NEW HIGH LEVELS

## NOVEMBER RESULTS CONTINUE STRONGLY

As we move into the first week of December there continues to be significant momentum in the real estate market, and we are noticing a continued upswing of new properties coming to the market. Our new listing levels are the highest they have been in 2020 and this is allowing purchasers more choice, not only around the number of properties coming to the market but also locations and prices.

The Reserve Bank of New Zealand this week released its new mortgage data for October 2020 which showed a record number of mortgages being allocated across the real estate market. While September was a national record for property lending this increased in October largely due to the first home buyer and investment market being particularly active.

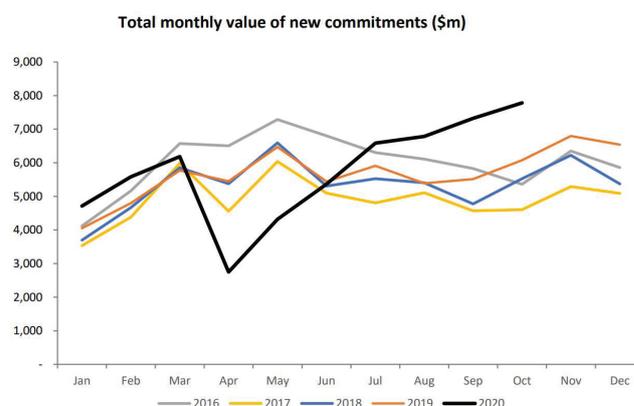
The total monthly new mortgage commitments were \$7.8 billion in October which is the highest month on record since the survey began in 2013. It is a further increase of \$0.5 billion from September 2020. What is clearly evident is the change in the market conditions during the past 12 months which has seen lending increase by 28.1 per cent on October 2019.

First-time buyers accounted for 17.9 per cent of new mortgages in October and while this was down from September, their share of commitment actually rose to 24.4 per cent. Roughly a quarter of all lending went to first home buyers. The annual growth of year-on-year new mortgage commitments to first home buyers showed 26.6 per cent while the annual growth in new commitments to investors was a staggering 58.8 per cent.

While Auckland has seen strong price rises and the number of sales increase, other areas across

New Zealand were evenly split with first home buyers being active across the majority of markets. With the loan to value ratios being lifted in May 2020 there has been an increase in the high LVR new mortgage commitments which saw investors increase their exposure to the real estate market by 22 per cent in October.

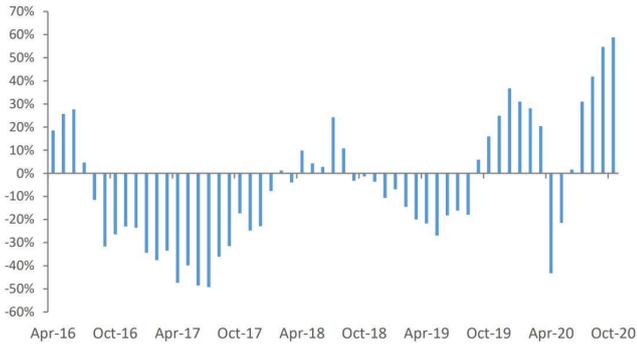
The following graph shows the total monthly value of new commitments across all markets. It has risen considerably on previous years and this indicates the number of mortgages that for the past four months have been on a steady increase.



Source: [rbnz.govt.nz](http://rbnz.govt.nz) - Loan to valuation ratio – new commitments summary October 2020

While the annual growth for new commitments to first home buyers peaked at 50 per cent in September, it is now the growth in investors coming into the market which has reached 58.8 per cent. When you have a look across the months in the graph you can see the market movement of investors prior to Covid in March 2020 and how that dropped during April and May and then started to recover in June and has taken off to new levels for August, September and now October.

**Annual growth in new commitments to investors (%)**

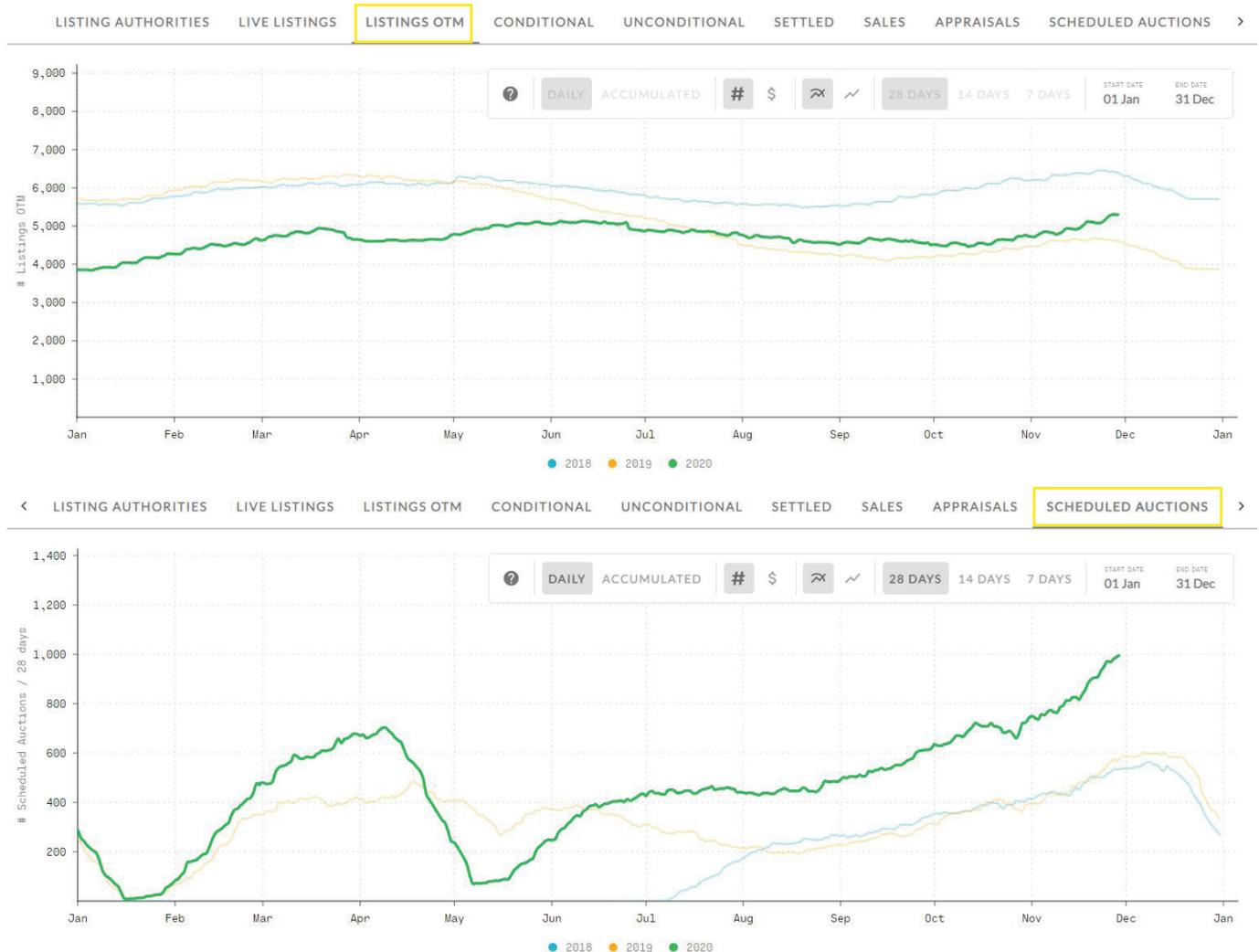


Source: [rbnz.govt.nz](http://rbnz.govt.nz) - Loan to valuation ratio – new commitments summary October 2020

Having a look more closely at our Ray White data our inventory levels continue to lift and for the first time in 2020 have lifted above 5,000. When we look at the Ray White live listings, they have surged above 2,600 for the first time in 2020. This is allowing purchasers more choice and while sales continue at a high momentum, the opportunity for purchasers to come into the market has never been better. There is a good balance between

the number of new properties coming to the market and the number of sales which are occurring. This should give further value to buyers who are considering their options throughout the various areas and price ranges across New Zealand. Our live listings are 26.4 per cent ahead of the same time last year, while our sales are still on the increase and are 11.61 per cent above the same time last year.

The number of scheduled auctions also hit 1,000 for the first time. In talking with several buyers and sellers, it is clear that auction is a preferred method of marketing with the transparency of purchasers being able to consider the market dynamics but also potential other buyers who they are in competition with. We continue to strongly recommend auction as the preferred method of marketing for a premium result. Overall submissions for auctions see these being 72 per cent above the same time last year, which shows the strength and the opportunity available to those who are marketing property.



Source: Ray White Pulse - Listings on the market (OTM) and Scheduled Auctions



## SELLING IN THE **CURRENT ENVIRONMENT**

It is fair to say that the property market in 2020 has defied almost every expectation and prediction since earlier this year. From the disruption of Covid-related restrictions in almost every aspect of our lives to the resilience the market has shown during its resurgence, we have now experienced sales at levels above those seen in 2019 consistently since May. Throughout all of this, there has been much speculation as to what may or may not happen, which necessitated this document being presented on a weekly basis for 28 consecutive weeks to provide a comprehensive overview of our data and provide you with an understanding of what is actually happening in the market right now.

There are a number of factors influencing the market at present but, ultimately they can be simplified into two categories - supply and demand. On the supply side of the equation, the traditional spring surge of listings continued to bring more property to market. However, listing numbers overall are 26.45 per cent higher than the same period in 2019. So why are listings increasing? Some owners are taking advantage of the favourable

selling conditions; some are taking the opportunity to have a change of lifestyle; and for others a change in circumstances has governed their need to sell.

Then there is demand, which is also increasing and is showing sales results 11.61 per cent higher than last year. The strong demand for residential property has been apparent since late May/early June, around the same time the country moved to alert level 1 for the first time. This took many by surprise as the early predictions had been for a downturn in demand as well as property prices.

It seems contradictory to many that demand would be so high during a period of what otherwise has been relative uncertainty for the wider economy, and with sales numbers now consistently higher than last year, many may be asking the simple question - why?

Underpinning demand at the moment are historically low mortgage lending rates, some being advertised at 1.99 per cent fixed for 12 months. This has a tangible impact on purchasing power and this, coupled with the fact that



Photo: Daniel Coulson, Ray White New Zealand Chief Operating Officer and Auctioneer conducting Ray White Damerell Group auctions held in The Sapphire Room - Ponsonby Central, which sold 5/6 properties under the hammer with the evening clearance rate at 83%, with an average of 6 registered and 4.6 active bidders per property.

banks are now testing serviceability at lower levels, means that buyers can stretch further for the perfect property. As well as this, residential property has long been seen as a stable investment in New Zealand due to its long-term performance as a sound investment.

Having acknowledged this cycle is unlike anything that has been experienced in recent memory, it is much harder to predict where the market may head next. What is occurring at present though is the fundamental supply and demand dynamics at work. It is not generally typical for both of these drivers to increase at the same time and the result of this is the increasing transaction numbers currently being seen.

What does that mean for people considering selling now? All indicators suggest that there will be a continuation of the elevated listing levels coming to the market as we progress through summer which means that while there may be more buyers in the market than this time last year, there are also more sellers. This underlines the importance of choosing an agent that is capable

of exposing a property through targeted marketing, managing the higher levels of enquiry effectively and then at sale time, employing the correct method to extract the maximum price the market will pay.

Method of sale is a significant consideration that sellers will be faced with. There are many forms of offering your property for sale; whether it be through a tender process, by negotiation, an asking price, or an auction. Ultimately, these methods can be simplified into two categories: 'price' and 'no-price'. In the current market, there is a real risk that you could under-price your property without testing what the market might pay. In many cases creating a competitive and transparent environment in which buyers can compete for a property can yield the strongest sales result. Auctions at present are achieving exceptionally high clearance rates, multiple registered and multiple active bidders - data which we will detail for you in the following pages.

# WHY ARE WE SEEING STRONG SALES RESULTS NOW?

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

So what are we seeing now?

## Supply

As we enter the first week of December, we are seeing a continued increase in the number of new listings coming to the market. If you look at the numbers that are occurring each week, the supply-side remains strong in comparison to this time last year, being up 26.4 per cent.

## 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 volumes up 11.61 per cent on the same time last year.

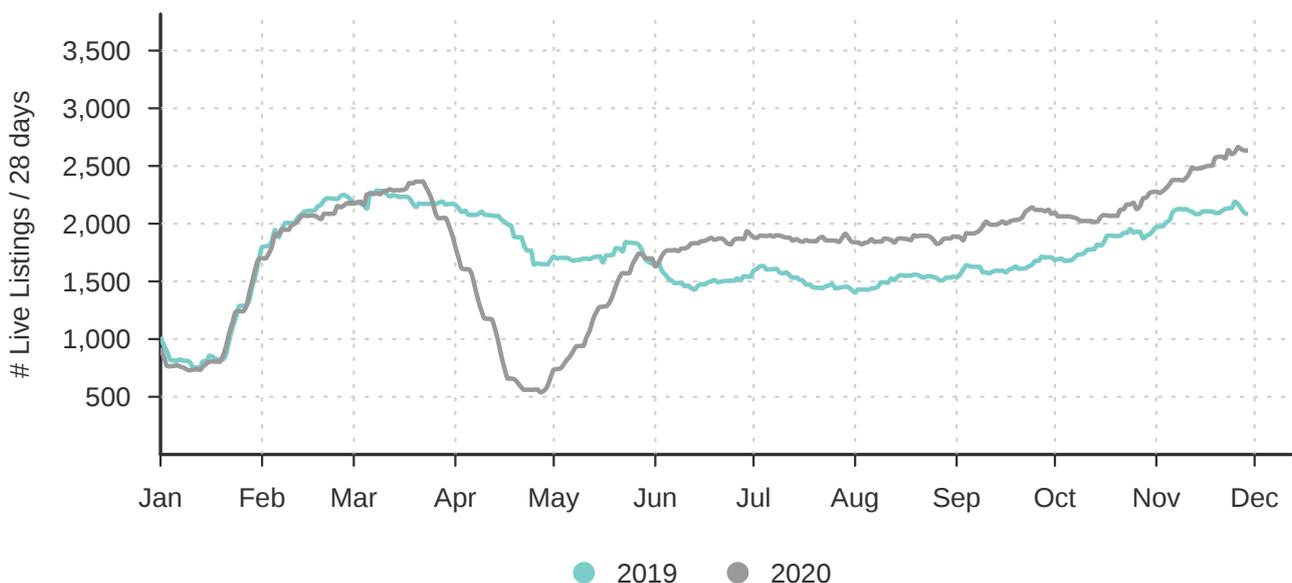
## So what factors are continuing to create confidence in the market?

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

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

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

**Live listings** This chart illustrates the number of live listings that are currently on the market up to 30 November 2020.

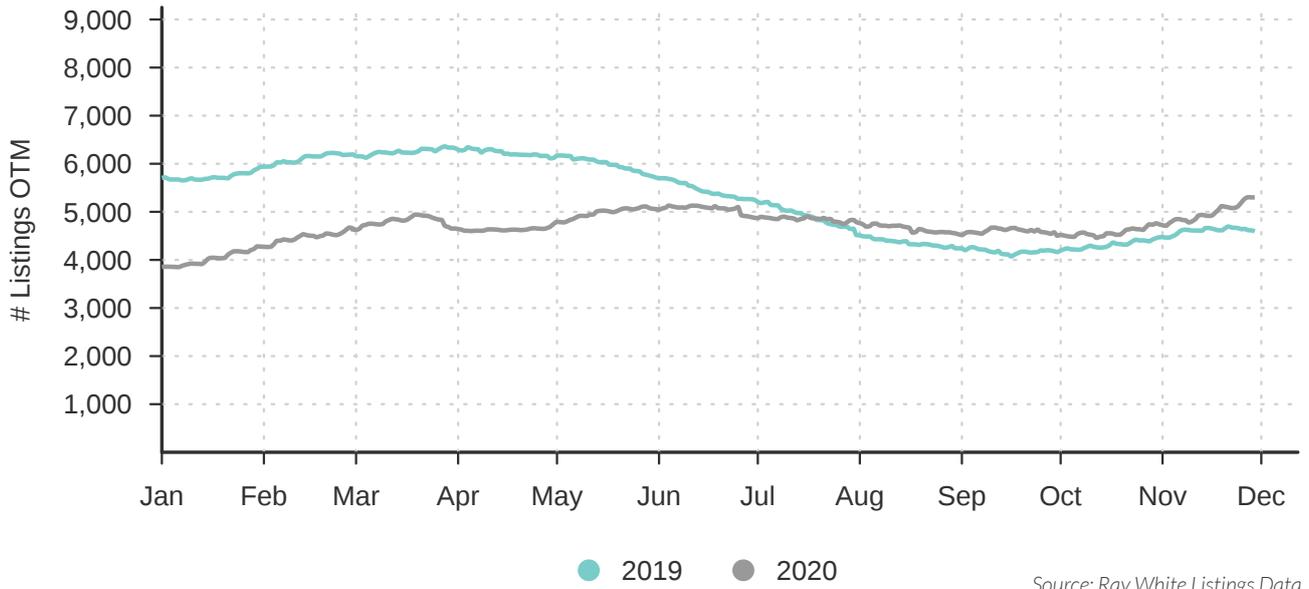


Source: Ray White Listings Data

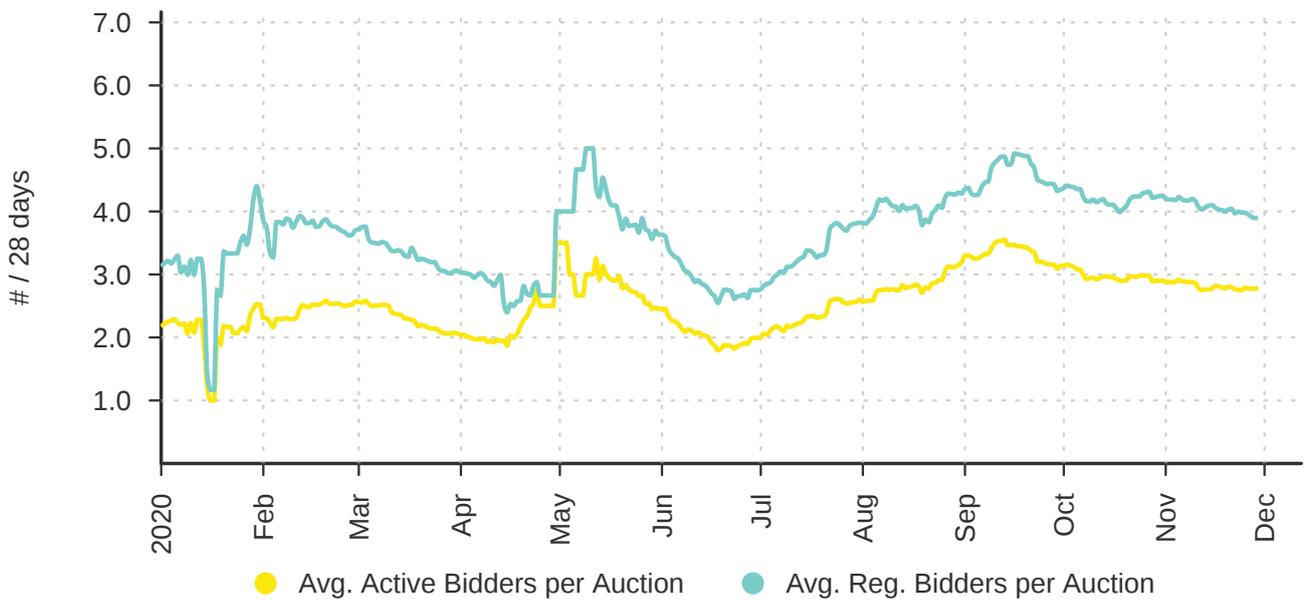
Coupled with high levels of confidence and the removal of LVRs back in May, investors looking for better returns and fears that prices may keep rising all contribute to the high level of activity we are seeing in the market now.

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

**Listings on the market** This chart illustrates how the number of listings on the market has recovered as of 30 November 2020 to be above last year and climbing.



**Bidding by month** This chart illustrates that the average number of bidders per auction has remained consistent through 2020 as of 30 November 2020, which is up on last year. This is certainly an area that is underpinning prices continuing at strong levels.



Buyers behaviour remains constant; with their journey starting out by looking at property online. Evidence shows through our Ray White website that buyer online enquiries have surged on this time last year. To expand on this, industry real estate portals such as oneroof.co.nz, realestate.co.nz and trademe.co.nz/property are also reporting compelling evidence related to online enquiries.

The next organic move in a buyer's journey is to view the property, proceeding to offer or bidding at auction. We can evidently report on this through our transparent auction data. In the last seven days, Ray White offered 196 properties for auction, up 92.5 per cent on last year, with an auction day clearance rate of 81.6 per cent we attracted on average 3.9 registered buyers.

When we observe different aspects of the market, one point that remains positive is our active days on market. This is the average number of days a property takes to sell in current market conditions. In October, the median number of days to sell a property nationally decreased five days from 34 to 29 when compared to last year. This is the lowest it has been for the month of October in 17 years. This is evidenced by the strength of the market, favourable lending rates coupled with supply and demand which is placing downward pressure on the average days it takes to sell a property and upward pressure on prices.

The strength of the market was underscored by strong sales volumes, with 8,830 residential properties sold in October. That was the highest number of properties sold in any month of the year since May 2016 and the highest in the month of October since 2006.

Whilst the long-term decline in stock continued in October, with only 18,141 homes available for sale in New Zealand – an 18.7 per cent decrease on the same month last year.

Buyers having the maximum financial capacity to purchase a property is one of the key leading indicators when it comes to buyer confidence. Loan Market, our loan brokerage partner, has reported over \$1.2 billion in pre-approved loans across New Zealand. These are buyers that are ready to proceed with offers where no finance clause is required.

### **So what factors are contributing to buyer confidence?**

Interest rates continue to underpin purchasers buying power and today interest rates are at record low levels, advertised from 1.99 per cent fixed for one year with the OCR remaining at 0.25 per cent since 16 March 2020.

- Importantly, the consensus among economists is that they will remain at these low levels for the foreseeable future.
- Interest rates are a driver of home affordability and in many areas, while prices have risen in the last 12 months, corresponding interest rates have reduced.
- Banks and lenders remain very supportive of lending for residential property. The chart on page 13 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.

“

**“During the past two weeks we've had a strong increase in new properties coming to the market and being auctioned through our business. It is a time when many owners are wishing to sell their property to be part of the momentum in the market currently.”**

Jared Cooksley Business Owner, Ray White Mt Eden

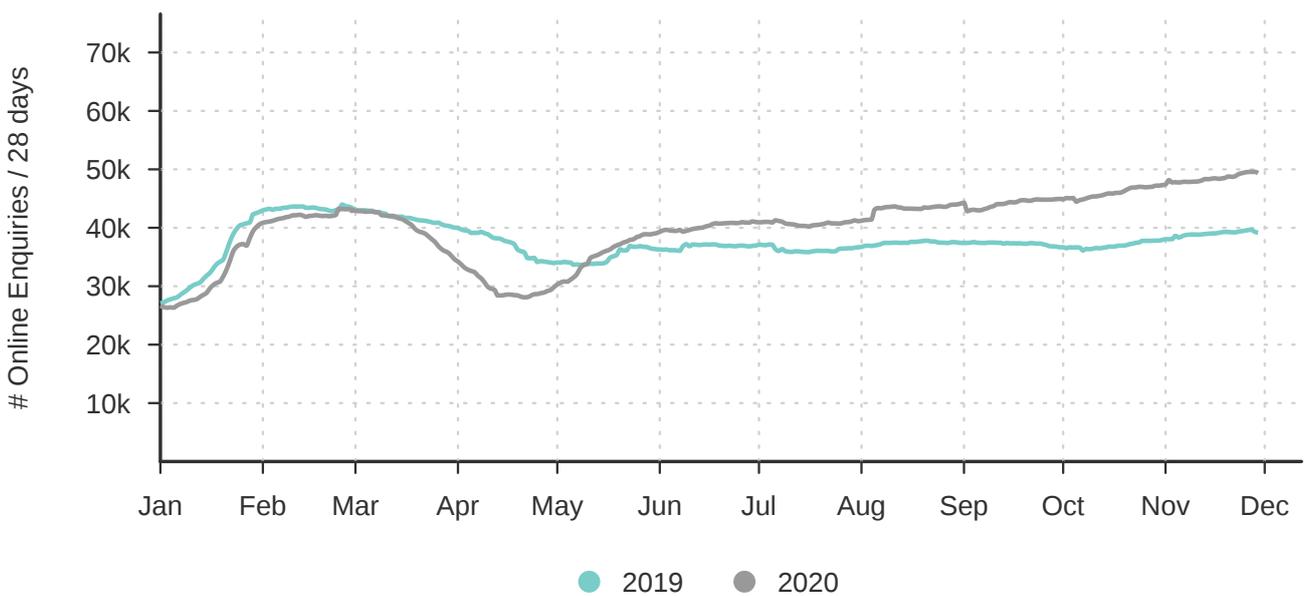
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**Loan pre-approvals** This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 18-19, and 19-20 financial years. It shows higher levels of pre-approvals now compared to 12 months ago.



Source: Loan Market

**Online enquiries** This chart compares the number of online enquiries made through Ray White websites over the 18-19, and 19-20 financial years. It shows that there are more online enquiries now than 12 months ago.



Source: Ray White Online Analytics

# IF I AM CONSIDERING SELLING, WHY SHOULD I GO TO MARKET NOW?

The heightened attention for the residential real estate sector continues in the broader media with discussion around prices having shifted from “how far will they fall?” earlier in the year, to the complete opposite today which is more aligned to “how high can they go?” There are a number of factors that contribute to the public and therefore media fascination with housing in New Zealand, but ultimately it stems back to the long-term stability that kiwis have experienced with residential real estate for as long as any of us can remember.

With so much media attention and emotion around house prices in New Zealand, there is always a risk that a quickly rising market can just as quickly become a political issue in which those in charge of policy are urged to do something to contain or control conditions. We have seen commentary around this in recent weeks and the latest reports are of the Finance Minister urging the Reserve Bank Governor to consider housing more strongly in monetary policy decisions.

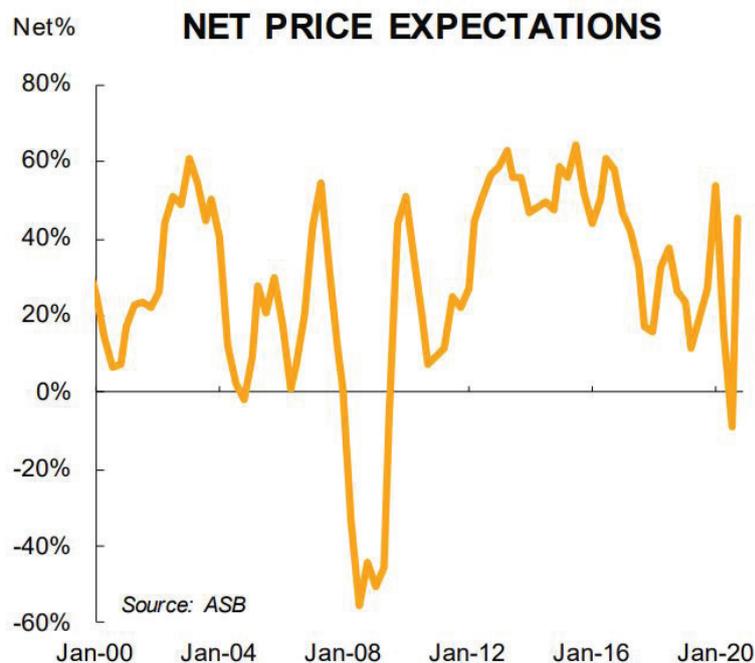
So what signal does this send to the wider market? It would be reasonable to draw the conclusion that the Government would like to slow the pace of house price growth, which could impact those considering selling in the next 12 to 18 months. In the immediate to short term, the picture that is being presented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

The latest ASB Housing Confidence Survey states “The NZ public’s house price expectations flipped back to strongly positive in the third quarter (three months to October). A net 45% of respondents expected house prices to rise over the coming 12 months. That’s a marked recovery from the net 9% expecting price falls in the three months to July. In other words, it wasn’t just economists’ house price expectations that were wrong-footed by the April/May lockdown months.”

The data also showed a net 67 per cent of respondents

expected house price growth in the month of October alone which according to the ASB is the highest level in the 24-year history of the survey.

This level of price growth confidence is being experienced broadly across properties that Ray White is currently marketing and is being represented in the sales data discussed in this



Source: ASB - Housing Confidence - Three months to October - November 2020

document. Also worth considering is the fact that earlier this year the Reserve Bank of New Zealand suspended Loan to Value Restrictions - this is the tool used to limit lending to purchasers with lower deposits. Having been taken by surprise with the level of activity in the residential sector, the Reserve Bank indicated that it would look to re-implement these in March next year. Two of the main banks have now moved to reinstate these restrictions early. Those wishing to take advantage of the fact that investors may have more buying power now than in early 2021 may look to bring forward their plans to market and sell their home.



Very happy first home buyers of 1/333 Burwood Road, Christchurch after bidding and winning at auction after it was brought forward. Proudly marketed by Ray White Metro City Salesperson Rebecca Toone.

Just as a rapidly improving market can catch buyers, sellers, and commentators off-guard, as we have recently experienced; it can also change course again without a great deal of warning. There are several factors in the wider economy that are supporting confidence at present, but it is also important to be aware of potential impacts on the market later in the year and into 2021. Let's take a closer look at why some economists are still predicting a price decline in the next 12 months.

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

- Rising unemployment
- The end of the mortgage deferment scheme
- The revision and potential reimplemention of LVR restrictions in March 2021
- The end of the wage subsidy schemes
- The potential of low mortgage rates rising
- A possible recession

- 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

There is now a short window of time remaining for those that wish to achieve an unconditional sale prior to the holiday period, but in contrast to previous years, it is expected that we will likely be in for a shorter end of year break than usual when it comes to property. This is due to the fact that many will not be travelling overseas and will stay closer to home, allowing the opportunity to view property, as well as transact. It is for this reason that if you are looking to capitalise on the current selling conditions, this could be achieved both in December and early in 2021.



## 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.

Fortunately, we continue to see confidence in buyers with job security working in industries not materially impacted by the current economic environment.



Photo: Ray White New Zealand Chief Operating Officer and Auctioneer, Daniel Coulson calling the on-site auction for Ray White Manukau Salesperson Charlie Brothers of 287 & 289 Massey Road, Mangere. The property sold under the hammer for \$3.05M.

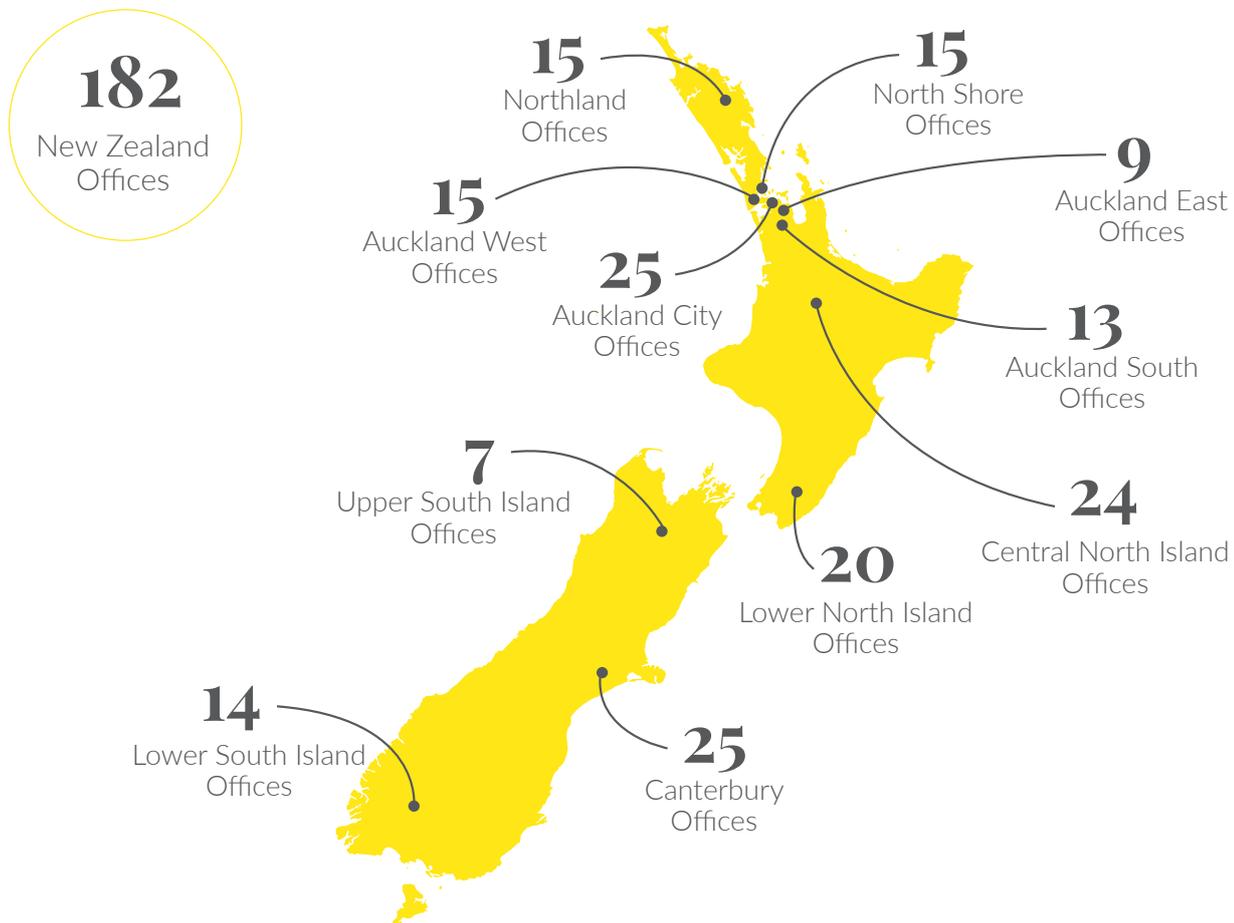
### **If there are future risks in the market, why should buyers enter the market now?**

For most people, it is only apparent that a market has hit the bottom when it starts going back up again. Buyers trying to 'game the system' and wait to pick the bottom could find themselves in a situation where a new set of market conditions apply. As a market starts to increase in value, listings become scarcer, buyer competition increases, interest rates have traditionally increased and purchasers run the very real risk of not securing their family home.

Longer-term, there seems to be broad agreement that New Zealand's fundamentals will remain strong. Property investment has, and will always be, a long term investment and if finance continues to be provided on the current terms, and we have no reason to see why not, the purchasing power of buyers is expected to remain strong and be the main driver of buyer confidence.



# WHY IS RAY WHITE CONSIDERED IN SO MANY MARKETS TO BE THE LEADER?



As a fourth-generation family-owned and led business, we have shown strong resilience and have built market share during many uncertain times, this is why we believe that in many markets we are the market leader. The depth of experience gained during historic economic uncertainty encompass the strong position in the real estate market today.

With our customers' experience being at the forefront of everything we do, our ability to create competition for our sellers in all markets with continuous enthusiasm has been our uniqueness.

Our role is to be the "Competition Creators" and keep the customer at the centre of everything we do. At Ray White, we create competition among potential buyers to achieve the very best price possible in today's market.

There is a lot of information readily available to buyers through online research which they assess and develop a perceived market value estimate, creating a "ceiling" price. What would challenge this perceived market value estimate by one buyer is the demand by other potential buyers.

Creating competition is the best way to achieve an exceptional result for your property. Our aim is to achieve a figure which we are happy to present to our sellers and a figure that reflects the buyers competing for the property. This is what we call creating competition. That is how we profess to bring true value to our clients who are selling their property.

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

- Our ability to create competition has been our uniqueness.
- Creating competition is the best way to achieve exceptional results for your property.

It's true that we are seeing more buyers active in the marketplace. This is reflected in our online traffic, our online enquiries, our bidder registrations, and the number of pre-approvals we are seeing. The major portals like oneroof.co.nz, realestate.co.nz and trademe.co.nz/property are also seeing a significant increase in their buyer traffic. So, with all these buyers looking to purchase property, shouldn't it be easier to find these buyers and sell a property without having to invest in a substantial marketing campaign? While this may seem like a logical approach, almost all our seller clients have an ambition to achieve not just any price but a premium price for their property when it sells. And so they should. Any real estate agent can sell a property for a price, however, to ensure that the premium price is achieved for your property we must exhaust every avenue to find the buyer who will pay more than any other buyer in the marketplace. From experience, there is a considerable difference between what the premium buyer will pay and what the next best buyer will pay for any property. In some cases, the difference can amount up to hundreds of thousands of dollars. When considering this, the investment in a complete marketing campaign can have a huge return on investment with the eventual sale price of your property.

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

So how can you be confident that you have achieved the very best price for your property?

The reality is for most property sales, we can't guarantee where the premium buyers will come from or where they will be searching for their property purchase. With this being the case, it's essential that you cover all bases to ensure you are putting your property in front of all potential buyers. Short answer is yes, Ray White is a marketing machine at its very essence. We don't build houses, we market them. We know it works. We

are essentially playing a contact sport and need to get in contact with as many buyers as we can quickly to secure you a sale at the best possible price. Creating competition is our end game. Our agent's ability to create competition for your property is what will ultimately drive the premium price. As listing

numbers rise, so too does competition and marketing matters as it can elevate your property above others.

Each of our sales and marketing professionals will tailor a marketing campaign to suit your property. There are a wide variety of platforms available for you to ensure every buyer has a chance of seeing your property, they include:

- Signboards - your 24 hour a day sales agent. Designed to capture the attention of locals who may be considering their next purchase or may know someone who is looking to buy into the area.



Ray White Remuera Salesperson Ben Ryken with the happy vendor of 3/23 Waiatarua Road, Remuera after the property sold under the hammer for \$1,710,000.

- Database marketing is an essential element to ensure that your agent can market your property to all buyers who have previously contacted their agency. Online property marketing portals - oneroof.co.nz, realestate.co.nz and trademe.co.nz/property dominate the online property space and you should consider being on both platforms.
- Social media - ask your agent to post across their business and office accounts.
- Paid social media - Be Seen is a targeted Facebook marketing tactic that has been developed for Ray White which allows for a cost-effective way of targeting buyers currently in the real estate cycle.
- Print media - advertising in your local paper is still a great way to get in front of your local community. Your buyer is probably already living in your neighbourhood and actively in buying-mode by looking at the paper.
- DLs and letterbox drops are designed to capture your local buyer or a neighbour who may know someone who is looking to purchase in the area.
- Professional photography, floor plan and videos are a must in 2020. Genuine buyers will start their emotional connection to a property from their first impressions.
- Possibly use a PR strategy as you can't put a price on the power of this media coverage for your sale. So effective is this publicity in generating buyer interest. It's so credible.

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

## 1. MARKETING EXPOSURE



### **Most innovative auction business in New Zealand**

Our enviable position comes from an unwavering commitment to marketing and auctions - whether that be safely on-site or in-room.

Ray White New Zealand currently has 2,634 live listings, up 26.4 per cent on last year, with the number of sales up a whopping 11.61 per cent year-on-year.

In April, May and July 2020, Ray White was the highest listing months of property across New Zealand. In June 2020, Ray White passed through 20 per cent market share in New Zealand residential sales.

In October 2020, the Ray White Group achieved record sales volumes in market turnover and record sales volumes in market numbers.

Last week, Ray White New Zealand had 301 properties scheduled to go to auction, leading to a strong auction day clearance rate of 81.6 per cent - a big increase of 12.38 per cent when compared to the same week last year.



### **Tender and Exclusive Listing**

Our approach to tender and exclusive is aligned with our marketing methods of creating competitive situations between buyers to create the best outcomes for our vendor clients.



We have never lost faith in the value we can bring our vendors in a challenging market through effective marketing. If you choose to sell, we will be suggesting an investment in marketing as we believe it enables us to maximise competition and clearly illustrate your intent to sell and therefore attract genuine buyers. We appreciate that some people would prefer to sell quietly, or off-market, and while this is not a normal recommendation, we welcome discussion on all opportunities to take your property to the market.

***All our marketing methods are attracting increased buyers.  
There's only one winner; your property. List now.***



The new purchasers of 1/48 Noeleen Street, Glenfield which sold under the hammer for \$930,000. Proudly marketed by Ray White NorthWest Centre Salesperson Katy Cox.

## 2. GENERATING BUYER ENQUIRY

Being one of the largest real estate groups in the country has direct advantages for our sellers. Our ability to target the largest pool of buyers within a campaign is a strength which you can be confident will assist us in delivering the best possible result for you. In the current market conditions, it's critical to target the broadest possible audience and to be as efficient as possible in tailoring appropriate messaging to your potential buyers. After all, our focus is to seek out the buyer for your property that will pay more than everyone else.

We do this by having the greatest number of relationships with buyers in the market today. Combine our relationships with our use of technology, we can engage with buyers on a level that will ensure we can find the premium buyer for your property.

In addition to our ability to target broad audiences, Ray White Concierge, our communication specialists, unique to Ray White, can target one of the most influential audiences, our local communities. Our 118 years of real estate experience has enabled us to understand that a catalyst for creating competition is leveraging the local community and our data shows that in some cases, up to 60 per cent of property purchasers come from neighbours and their friends.

Ray White Concierge can communicate to property owners in surrounding streets, positioning your property to ensure that it is at the centre of our communities' attention. With our dedicated team of 100+ Ray White Concierge specialists, in coordination with our appointed agent, can deliver a layered community communication program including telephone calls, SMS and email, ensuring that the most influential people are alerted early to the sale of your property.

### 3. UNRIVALLED BRAND PRESENCE AND MEDIA PROFILE

As Australasia's largest real estate group, we are supported by a dedicated and highly experienced team of newshounds in our PR team who work seven days a week. The team excels at winning "earned media", the exposure that money cannot buy, it must be earned.

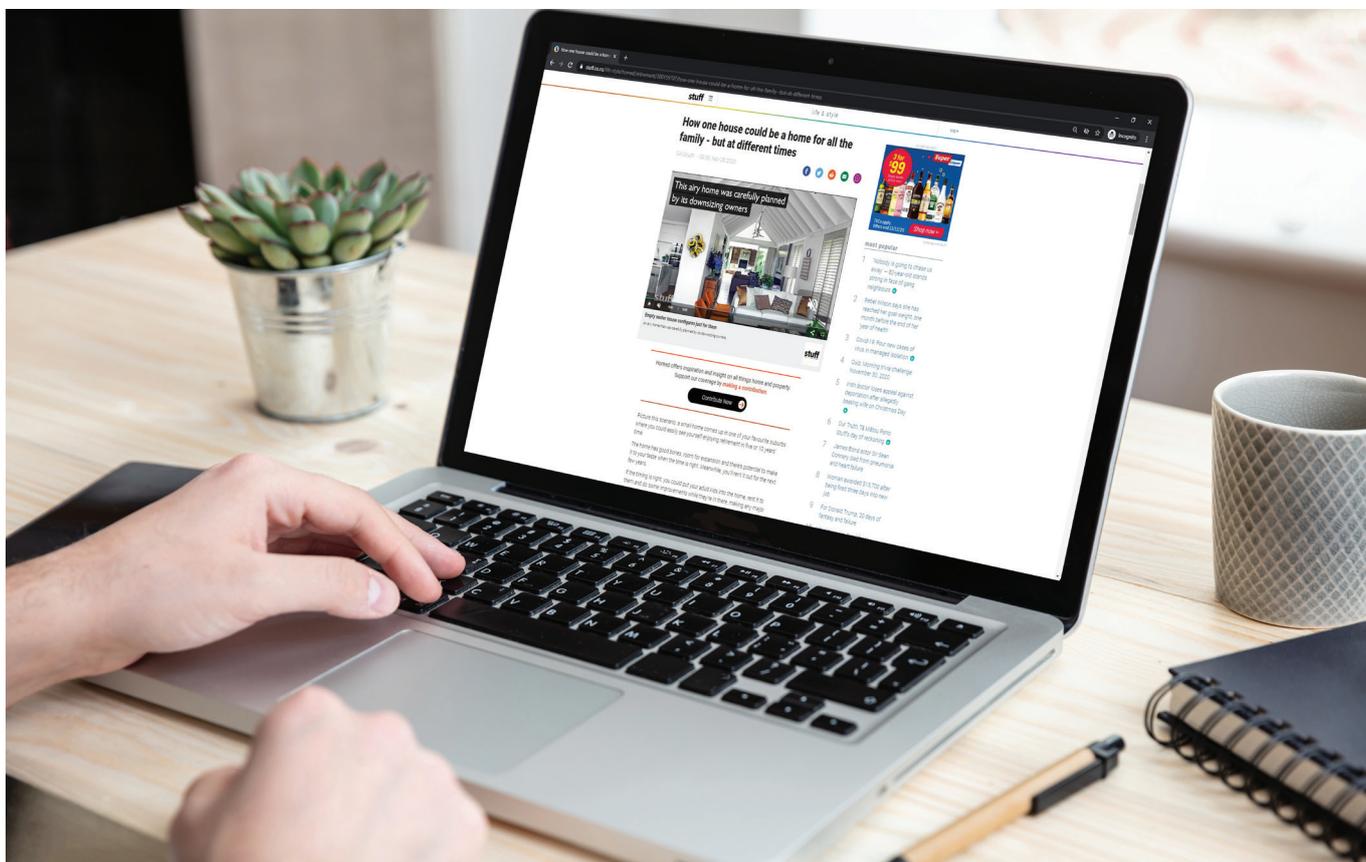
Our media exposure dominates all other brands in terms of publicity - which is the sweet spot. Our profile in newspaper advertising and editorials along with a large number of listings on oneroof.co.nz, realestate.co.nz and trademe.co.nz/property - is also huge.

To put a price on the power of our media coverage, in October, the Ray White Group as a whole achieved more

than \$57.77 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.

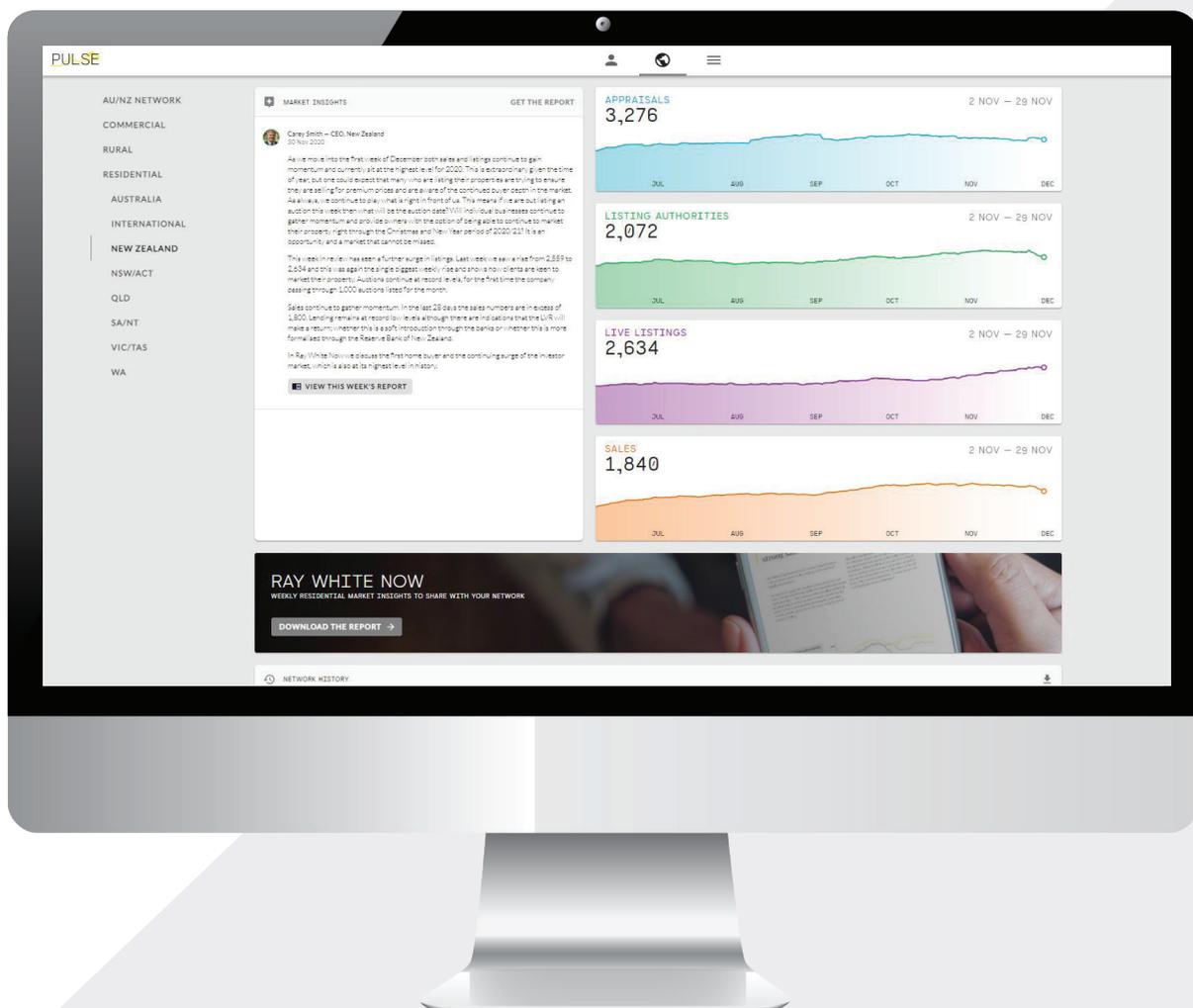


Online Article Stuff.co.nz: How one house could be a home for all the family - but at different times.

## 4. DEEP DATA SET

In times of uncertainty property sellers need facts, not media speculation, to be able to create informed decisions. Whether that be a decision to list your property on the market or to be in touch with real-time market conditions. The reliance on data and proof points has never been more important for good decision making.

As the most successful real estate group in Australasia, we have access to the largest pool of up to date information available and have the experience to help you analyse relevant data to help you make the right decision.



Ray White's innovative data portal, Ray White Pulse.



## FOR THOSE SEEKING MORTGAGE ADVICE

Loan Market, New Zealand's multi-awarding winning mortgage group, has been helping Kiwis with their financial goals for over 26 years (and counting). In these trying times brokers have been supporting clients to understand their options and help navigate the complex banking world and ensure everyone can get access to a competitive deal when it comes to loans.

While interest rates are at "all-time" lows now well below 3 per cent across all parts of the interest rate curve, access to credit is tight, as such, advice is essential. Loan Market has access to New Zealand's widest range of banks and lenders you know and trust. Talking to our Loan Market advisers will help navigate the options to ensure buyers are approved to their maximum buying power.

Banks are taking the Covid-19 outbreak as an opportunity to dramatically reduce their footprint permanently. Many Kiwis are now finding it very difficult to contact a banker to facilitate mortgage applications.

At Loan Market we are 100 per cent digitally enabled and able to assist right through all levels of lockdown. Covid-19 does not prevent us from providing advice and solutions to the buyers and sellers of real estate at Ray White.

We are currently sitting on over NZ\$1.2 billion of pre-approved buyers across New Zealand. This pool of pre-approved buyers is ready to make offers with no finance clause required and speaks to the strength of the market for vendors looking to sell now.

Lastly, if you are looking to buy currently you must get your mortgage application into us as soon as possible. The banking system is experiencing lengthy delays as they deploy extra resources into our channel to cope with the volume. Don't sit on your hands, contact your Loan Market adviser now.

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

# ABOUT RAY WHITE

Ray White is a fourth-generation family owned and led business. It was established in 1902 in the small Queensland country town of Crow's Nest and has evolved into Australasia's most successful real estate business, with 950 individual offices across New Zealand, Australia, Indonesia, and Hong Kong. Last year, Ray White sold \$44.22 billion, up 8.6 per cent year on year, worth of property - that's more than 66,000 properties. Every day, Ray White helps 36 buyers find their home across New Zealand.

Ray White today spans residential, commercial, and rural property as well as marine and other specialist businesses. Now more than ever, the depth of experience and the breadth of Australasia's largest real estate group brings unrivalled value to our customers. A group that has thrived through many periods of volatility, and one that will provide the strongest level of support to enable its customers to make the best real estate decisions.



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



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



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