



Rental market update

Gavin Lloyd & Nicole Gillies
April 2022



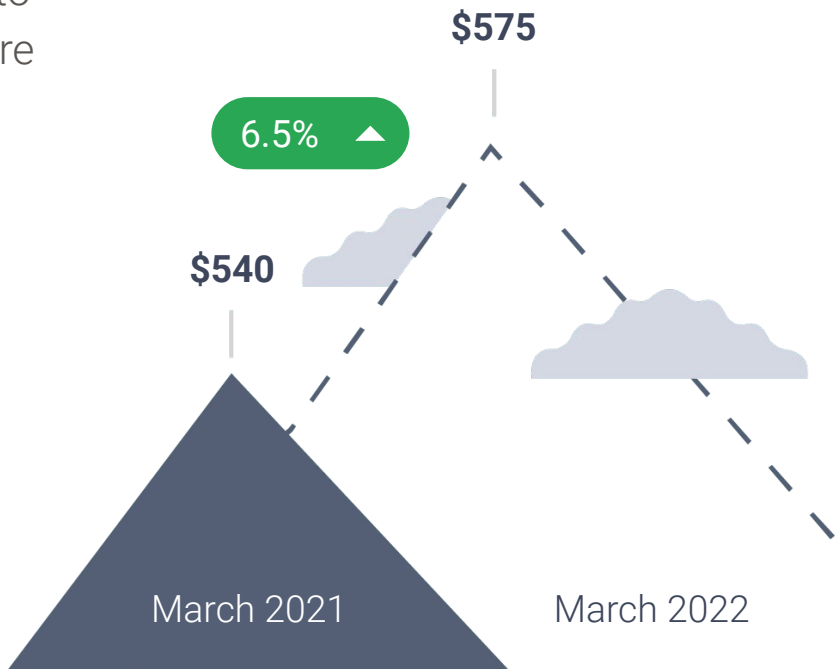
Agenda

- + A look back at the rental market over the past year
- + Renter intentions for 2022
- + Emerging trends: The transition to digital and impact of working from home
- + The breakdown: Our major cities and our regions
- + Listing best practice
- + Trade Me Property tools

Recapping the past year

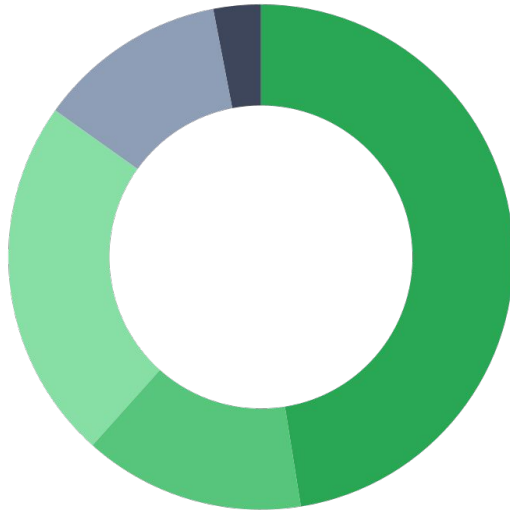
In the past twelve months we've seen rents rise consistently and every month it gets more expensive to rent a property in New Zealand. Add to that the rising cost of food and fuel, and tenants are having to dig deep into their wallets to pay for everyday necessities.

Not only are tenants facing record prices, there's also less rentals on the market to choose from. Nationwide, the number of rentals dropped 6% when compared to March 2021.



Renter intentions for 2022

With rising rental costs and a cooling housing market, many renters are looking to step foot onto the property market this year, with some Kiwis prepared to move cities to do so.



- **47%** intend to buy a property in the same city.
- **14%** intend to buy a property elsewhere in NZ.
- **23%** intend to move to a rental in the same city.
- **12%** intend to move to a rental elsewhere in NZ.
- **3%** intend to move overseas.



The infographic consists of two vertical panels on a dark green background. The left panel features a light green vertical bar on its left side. The right panel features a light green vertical bar on its left side, which aligns with the right edge of the left panel. Each panel contains a large percentage at the top and a descriptive sentence below it.

56%

of renters intend to
move homes this year.

27%

of renters would rent or buy a house
without viewing it in person first or
at least consider it depending on the
situation. 6 in 10 renters are more
willing to do this now than they were
prior to Covid-19 lockdowns.

The transition to digital

Kiwis would consider renting a house without seeing it in person **as long as...**



Someone they trusted
could view it for them, or



There were a lot of high quality photos,
video and/or could take a virtual tour, or



It was a new home, or



It was due to relocation or an event such
as Covid-19 and couldn't be helped

"We moved from Auckland to Tauranga and couldn't find a suitable rental until the week before my husband started his new job, despite two trips down to Tauranga for viewings. We had a virtual viewing with an agent for our current rental."

"It depends on the circumstances. I would prefer to view a home in person because photos or video don't always give an accurate picture, but if it was a brand new built home or it was out of the area, then I may consider moving without viewing it in person first."

The impact of working from home on search behaviour

Properties with studies, offices or spare bedrooms can make working from home easier, but affordability and practicality remain key issues. This is impacting search behaviour in our main centres, and is a driver of interest in more affordable regions nearby.



Properties for rent in Auckland with four or more bedrooms have seen 7% less watchlists on average compared to smaller homes.



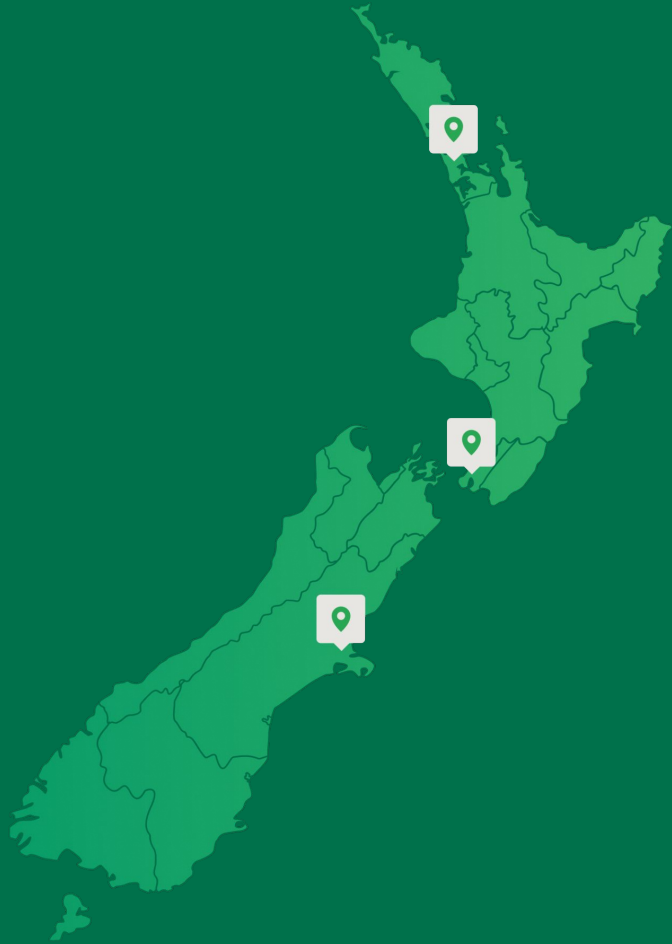
Properties for rent in Auckland listed without an 'office' or 'study' as receive 6% more watchlists on average.



Regions like Kapiti Coast and South Wairarapa have seen a 29.7% increase in demand since August 2021 (start of the 'Delta' lockdown).



The most popular type of property in Kapiti Coast and South Wairarapa are three bedroom homes.



The breakdown: Our major cities

Auckland



Auckland is the second most expensive region to rent in the country.



1-2 bedroom properties have seen the biggest increase in median weekly rent at 3.8%.



Median weekly rent for March is \$610, **up 4.5%** YoY and equals the highest amount we've seen for Auckland.



The most affordable suburbs are:
City centre (\$450), Manukau (\$475) and Tuakau (\$520).



The most expensive suburbs are:
Long Bay (\$930), Westmere (\$975) and Ponsonby (\$895).

Wellington



Wellington is the most expensive region to rent in the country. Porirua is the most expensive district in the country.



3-4 bedroom properties have seen the biggest increase in median weekly rent at 5.8%.



Median weekly rent for March is \$630, **up 6.8%** YoY although down from December and January's high of \$650.



The most affordable suburbs are: Masterton (\$530), Petone (\$540), Wellington central (\$550), Aro Valley (\$550), and Trentham (\$550).



The most expensive suburbs are: Roseneath (\$900), Churton Park (\$850), and Oriental Bay (\$850).

Canterbury



Canterbury is the most affordable of our main centres to rent.



5+bedroom properties have seen the biggest increase in median weekly rent at 21.5%.



Median weekly rent for March is \$490, **up 12.6%** YoY and equals the highest amount we've seen for Canterbury.



The most affordable suburbs are:
Linwood (\$370), Richmond (\$405) and Phillipstown (\$420).



The most expensive suburbs are:
Avonhead (\$615), Halswell (\$600), and Wigram (\$600).



The breakdown: Our regions



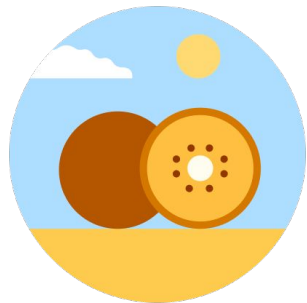
Northland

Median weekly rent for March is \$520, **up 6.1%** YoY although down from last month's high of \$545.



Waikato

Median weekly rent for March is \$520, **up 7.2%** YoY and a new high for the region.



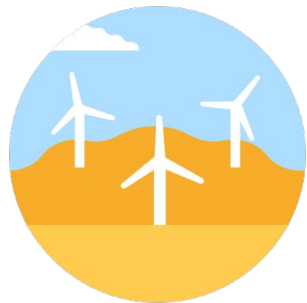
Bay of Plenty

Median weekly rent for March is \$600, **up 9.1%** YoY and a new high for the region.



Hawke's Bay

Median weekly rent for March is \$565, **up 5.6%** YoY although down from January's high of \$570.



Manawatū-Whanganui

Median weekly rent for March is
^ \$500, **up 13.6%** YoY and a new high
for the region.



Taranaki

Median weekly rent for March is
^ \$530, up **17.8%** YoY although down
from February's high of \$550.

Our regions



Marlborough

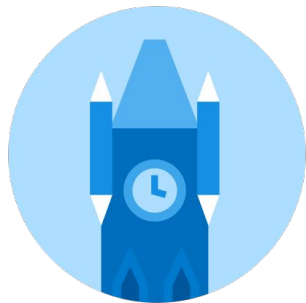
Median weekly rent for March is \$500,
^ **up 8.7% YoY** and equals the highest
amount we've seen for Marlborough.



Nelson-Tasman

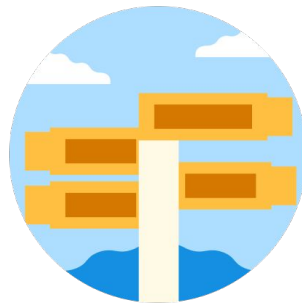
Median weekly rent for March is
^ \$500, **up 4.2% YoY** although down
from January's high of \$550.

Our regions



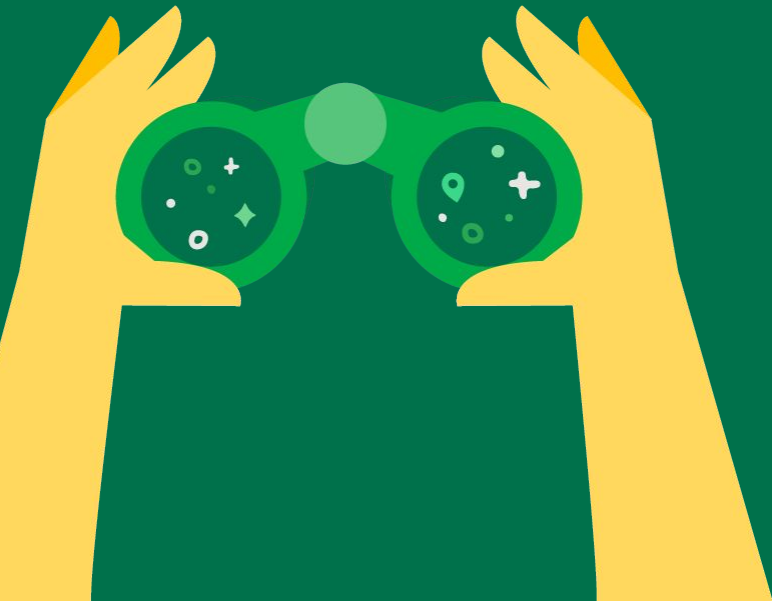
Otago

Median weekly rent for March is \$500,
^ **up 2%** YoY and equals the highest
amount we've seen for Otago.

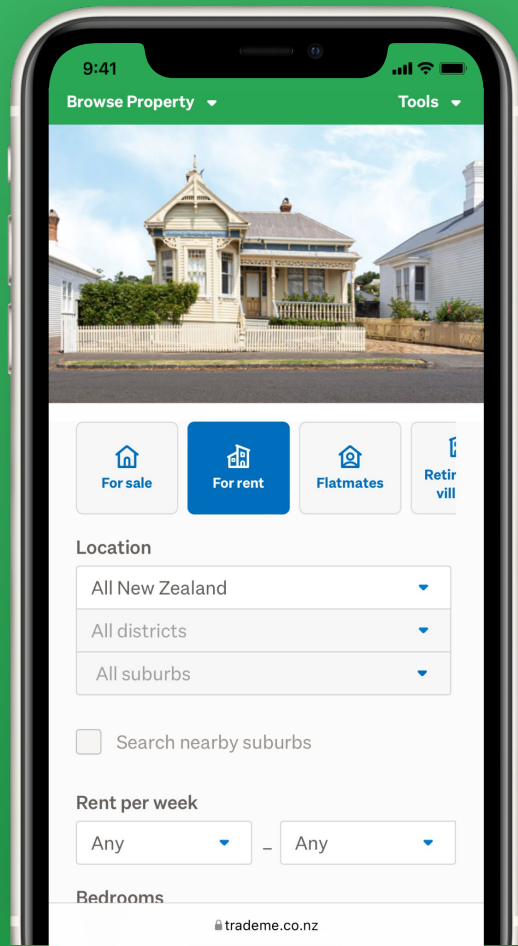


Southland

Median weekly rent for March is \$400,
^ **up 8.1%** YoY and equals the highest
amount we've seen for Southland.



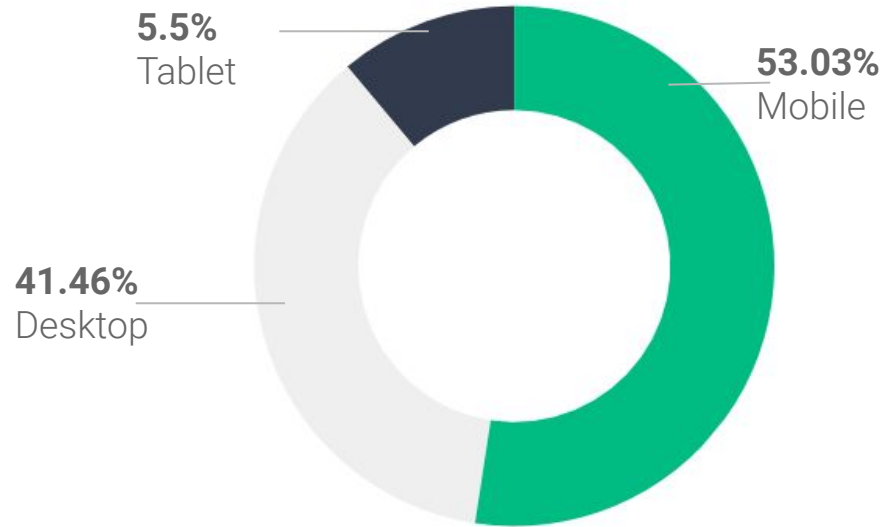
Listing best practice



130,000 Kiwis visit
our homepage **daily**
to conduct their rental
property search

How do they access Trade Me Property?

More than half our audience access Trade Me Property rentals via a **mobile device** and they are most active Monday - Thursday



What are people's search behaviours?

Featured First - default

Shows the most premium listings first

61%

Latest Listings

Shows latest listings first

31%

61% of people in New Zealand search rental property on the Default 'Featured First' search.

25,000 active renters and landlords view 67 properties on average every week*

Source: Trade Me Property Rental site data, April '21 - April '22.
Source: Trade Me Property Rental site data, Jan - June 2021.

Using the right keywords

Pool

Garage

Furnished

Short Term

Fully furnished

Studio

Properties

Rental

Carpark

Rural

Parking

When creating listing copy consider what key words renters might use when conducting a property search.

The list on the left of the page show the most common keywords used nationally when searching on Trade Me Property (rentals)

A few of these keywords could be easily integrated into the majority of listing copy. Most notably:

Furnished

Garage

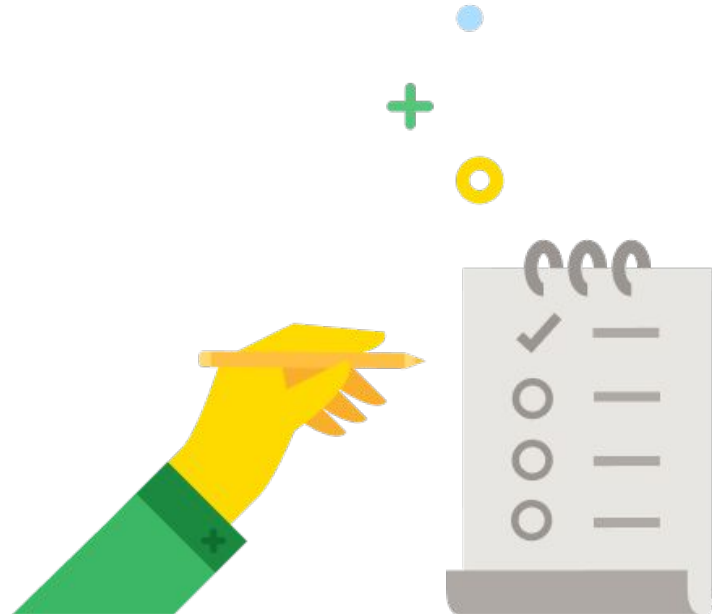
Pool

Copy tips to make your listing stand out

Keep copy clear and concise

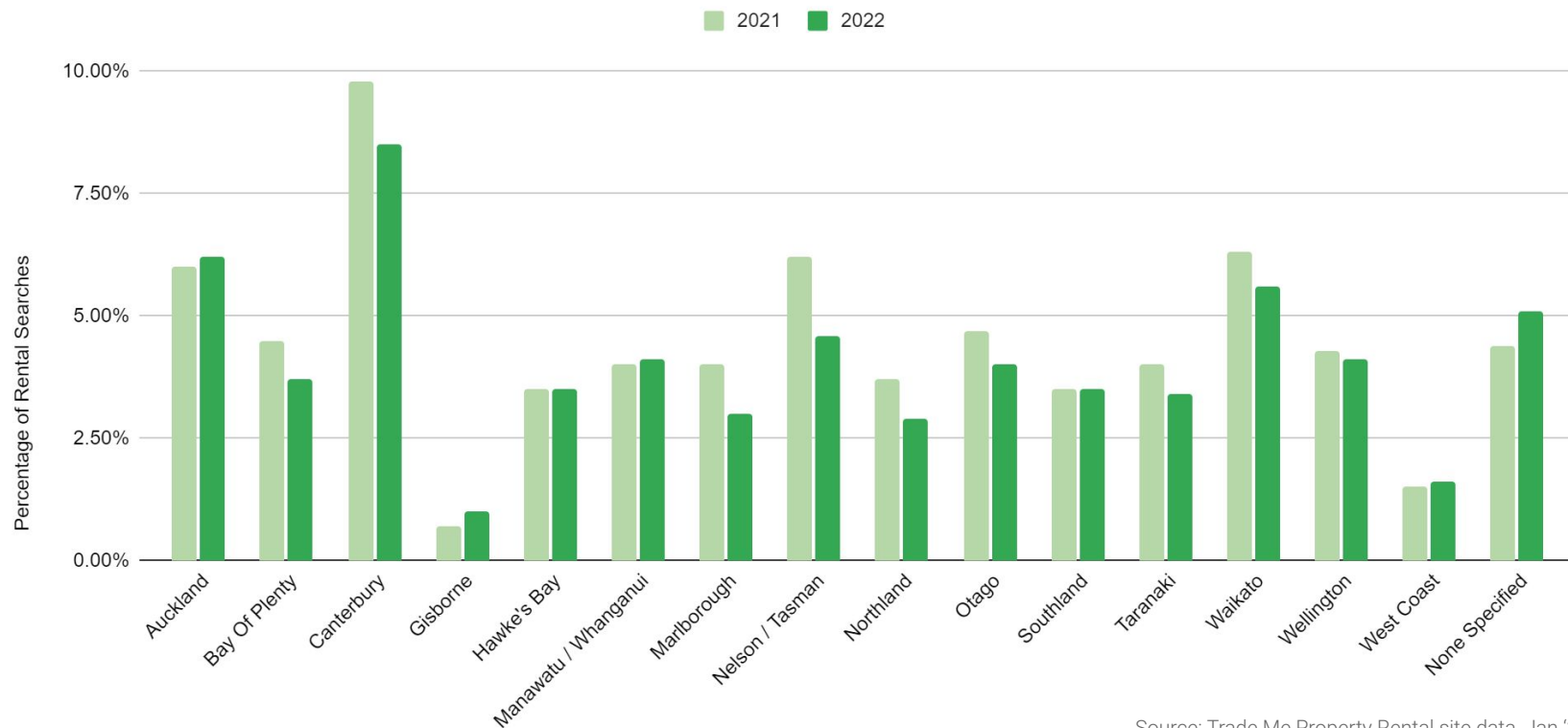
Include the important aspects of the listing at the beginning of the copy

Consider keywords renters might use when conducting a property search



Pet friendly rental?

Rental searches with "Pets Ok" ticked



Source: Trade Me Property Rental site data, Jan '21 - April '22.

Images rent properties



VS




Top photo tips

- + Landscape photos
- + Lighting
- + Use high quality images
- + Choose a strong lead image
- + Arrange photos in order of importance to a maximum 50



Make applying for your property a breeze with Renti

Renti allows you to find the right tenant for the property and process applications fast with comprehensive, accurate, and secure tenant screening. Background checks and tenant-purchased credit checks are instantly available with applications. Your reference questions are automatically triggered and **68% of references reply within 32 hours** of submission



Kate Sheppard
Property manager at Renti
0212223334
sujin@renti.co

About Kate

This is where the bio that the applicant has written would sit. For now, I'm just going to leave a bunch of cheesy conversation here. Pecorino goat cheeseburger who moved my cheese cottage cheese

Smoker: no

Money owing to landlords: no

Has a criminal record: no

Other applicants

Sujin Lee

Bruce Lee

Download Application PDF

Send Tenancy Offer

View Application

Check Tenant

ID check

Identity verification ensures that there is a real who they claim to be. This prevents anyone from without authorisation, creating false identities.

Driver's Licence

Licence Number	AA012077	Version	111
Issue Date	2nd March 2014	Expiry Date	1st April 2024
✓ Verified by NZTA		✓ Middle Name Matched	
✓ Number Verified		✓ Last Name Matched	
✓ First Name Matched		✓ Date of Birth Matched	

Edit ID Details

View ID

Credit Check

A Credit Check enables landlords to assess a prospective applicant's financial background and mitigate the risks posed to their rental income by individuals under financial stress.

Check Results

Score Ranges

✓ Credit Check Completed

750

Average

Excellent	845 - 1000
Very Good	769 - 844
Average	650 - 768
Fair	495 - 649
Poor	1 - 494

Apply for this property

Summing it up

- + Think about your audience
- + Use keywords to ensure your listing displays in top keyword searches
- + Keep copy tight
- + Pet friendly? Make sure you let renters know
- + A photo speaks 1000 words
- + Maximise your listings and your time by using the right Trade Me Property tools and listing type

**Thank you
for listening**

