

NZ's **first choice** for
Kiwis searching property.



What we'll cover today

- + Rental trends
- + Supply & demand - a deep dive into regions
- + Property market trends
- + What's happening in the jobs sector
- + What's new on Trade Me Property and maximising your rental listings



NZ Rental Price Index



Rental prices
have increased

6%

Since May 2022

trademe
property

Recent movements

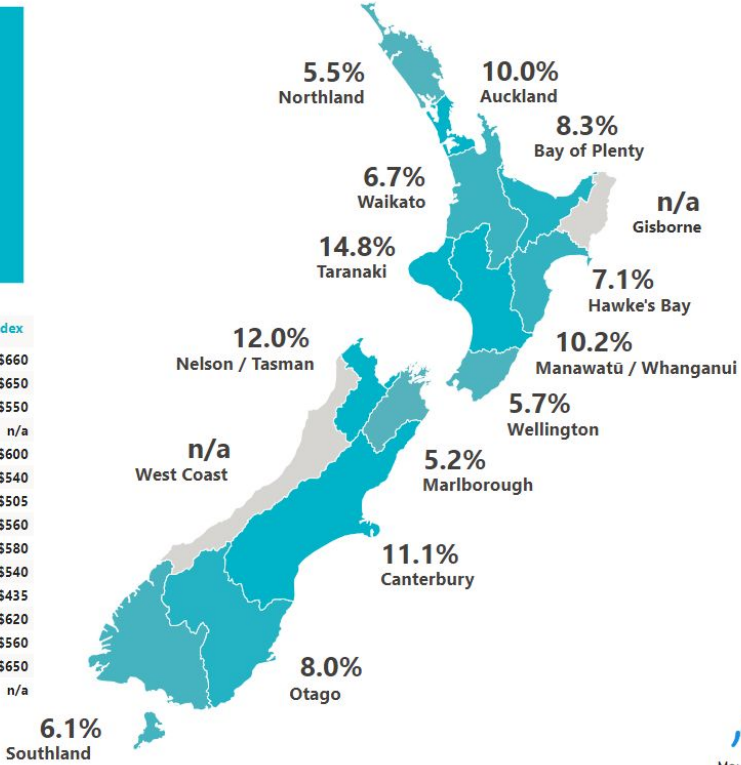
- + Record high median weekly rent hit \$620 in June
- + Records set for smaller property types
- + Supply is down across the country -19%
 - + Auckland down -35%
- + Demand is up significantly +35%

Recent movements

- + Auckland retains highest median rent
- + Queenstown returns to pre covid rental prices
- + Taranaki growth is strong up \$80 YOY



Region	Rental Price Index
Auckland	\$660
Bay Of Plenty	\$650
Canterbury	\$550
Gisborne	n/a
Hawke's Bay	\$600
Manawatū / Whanganui	\$540
Marlborough	\$505
Nelson / Tasman	\$560
Northland	\$580
Otago	\$540
Southland	\$435
Taranaki	\$620
Waikato	\$560
Wellington	\$650
West Coast	n/a



Snapshot of NZ

The rising cost of living is already having a significant impact on spending decisions around the country. Kiwi still plan to buy vehicles and property, but they're prepared to make certain compromises to come in on budget. Changing jobs also presents an opportunity to earn more, and this is the driving force behind many job hunters searching elsewhere.



We surveyed 2,198 Kiwi

Who searched for a property, job or vehicle in NZ on Trade Me in 2022.

52%

are spending more than they were two years ago

38%

said the rising cost of living is having a significant impact on their spending decisions

57%

were located in or around one of the three main regions: Auckland, Canterbury or Wellington.

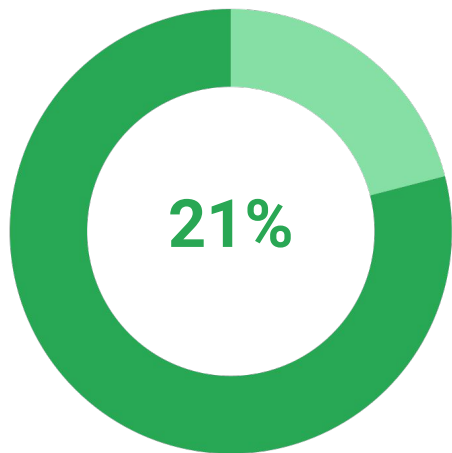
65%

own a property

22%

rent their home

Property seeker intentions for 2023



of respondents intend to
buy a home this year.



55% of investors think now is a good time to buy



38% of homeowners think now is a good time to buy



27% of renters think now is a good time to buy



47% of investors & homeowners think house prices will decrease in the next 12 months



42% of renters think house prices will decrease in the next 12 months

Main motivation **for buying** is...

25%

Upsizing

22%

Moving to somewhere
else in New Zealand

The biggest concerns
for buyers are...

- + **31%** Rising interest rates
/ mortgage payments
- + **20%** Inflation and the
rising cost of living
- + **13%** Lack of suitable
properties on the market

What property **buyers**
are willing to
compromise on to stay
within their budget...

28%



Location

28%



Size of property (number of
bedrooms, bathrooms etc.)

23%



Size of section/land

13%



Type of property

An aerial photograph of a coastal region. In the upper portion, there is a residential area with several houses, some with swimming pools, and a paved road with a few cars. The middle section shows a dense line of green trees and vegetation. The lower portion of the image is dominated by a large body of water, which appears to be a bay or a large pond, with visible ripples and some darker patches that might be rocks or submerged vegetation. The overall scene is a mix of developed land and natural coastal features.

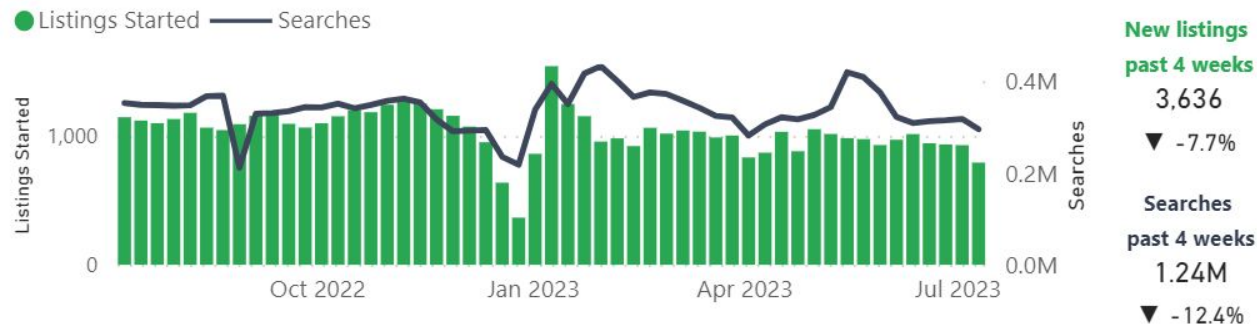
Supply & Demand

A deep dive into the regions

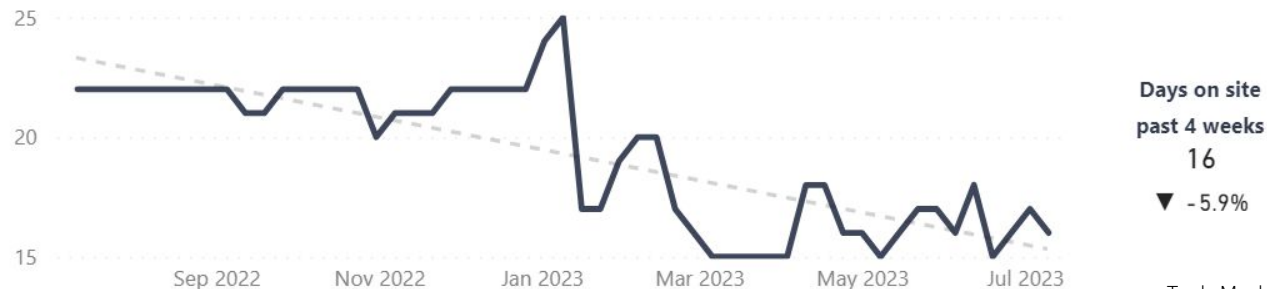
Residential rental supply & demand

Past 3 months - Auckland

The weekly number of **searches** and **new property listings** on Trade Me Property in your market.



The **median number of days a property is available on site** on Trade Me Property in your market. *



Trade Me data 17 April 2023 -19 July 2023

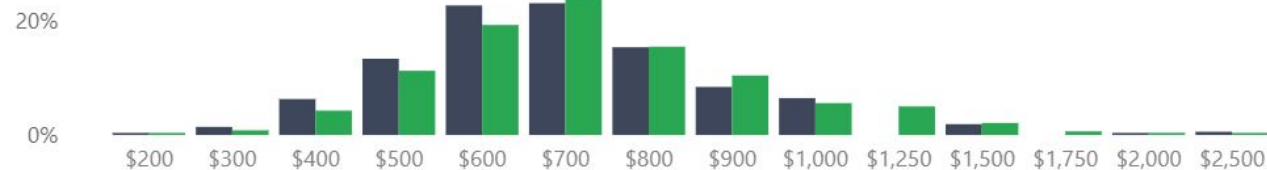
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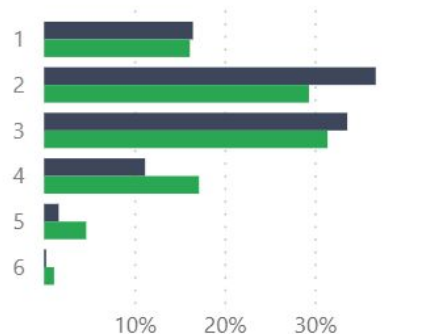
Demand (searches) and **Supply** (new listings) by property price

Property Prices **

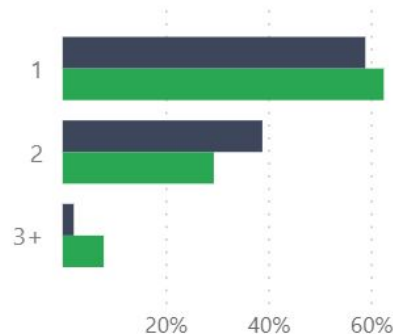
● Demand ● Supply



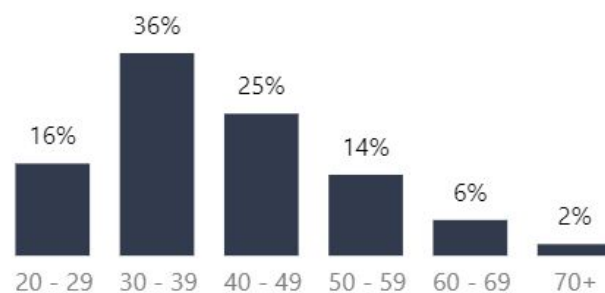
Bedrooms



Bathrooms



Demand by Age

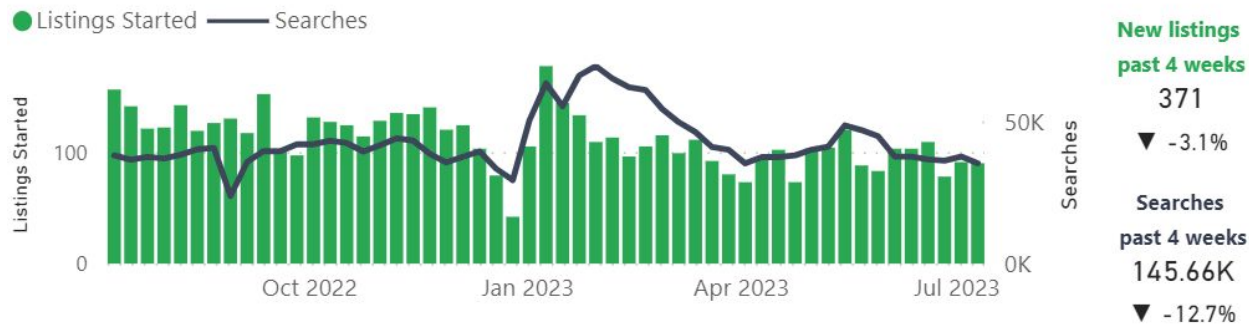


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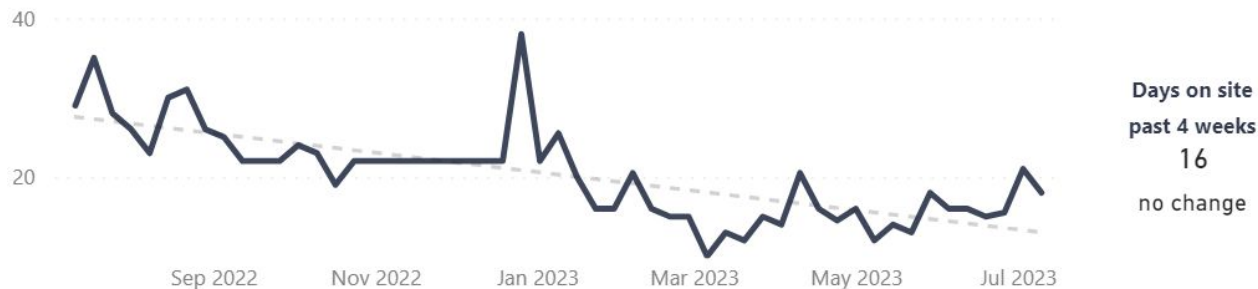
Residential rental supply & demand

Past 3 months - Auckland CBD

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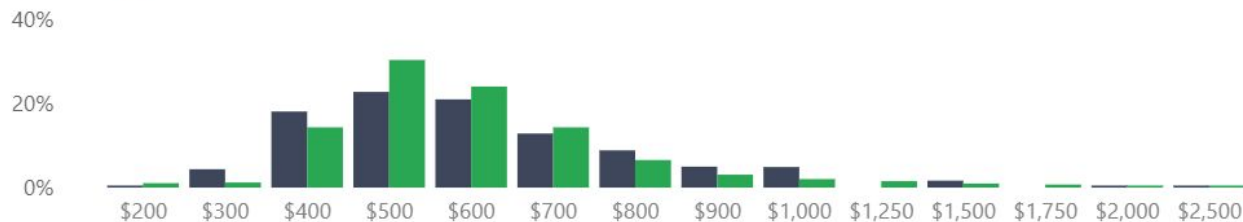
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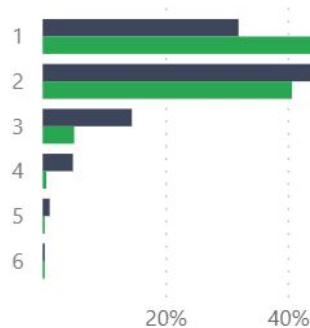
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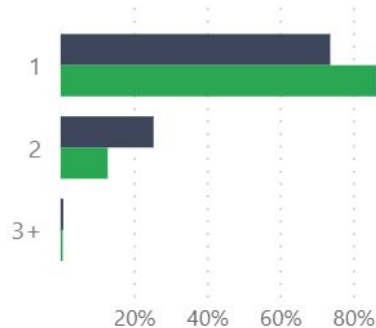
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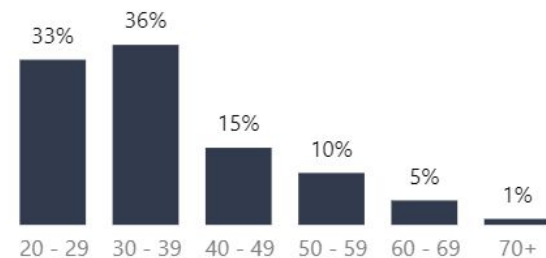
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Bathrooms



Demand by Age

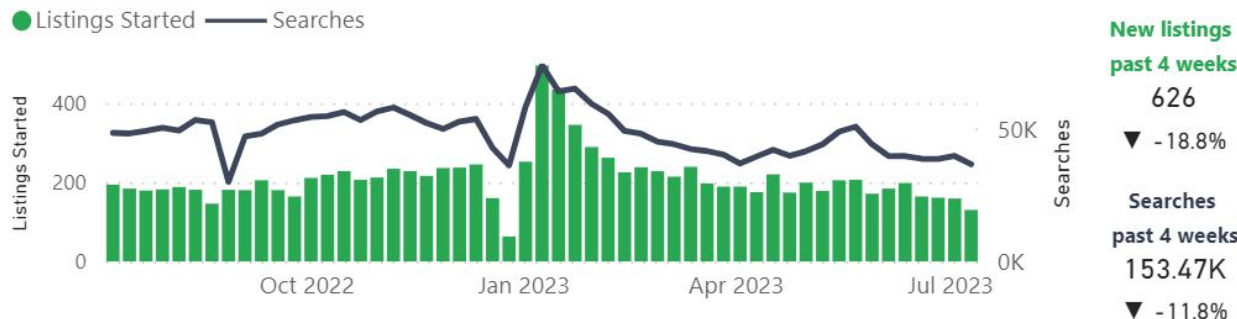


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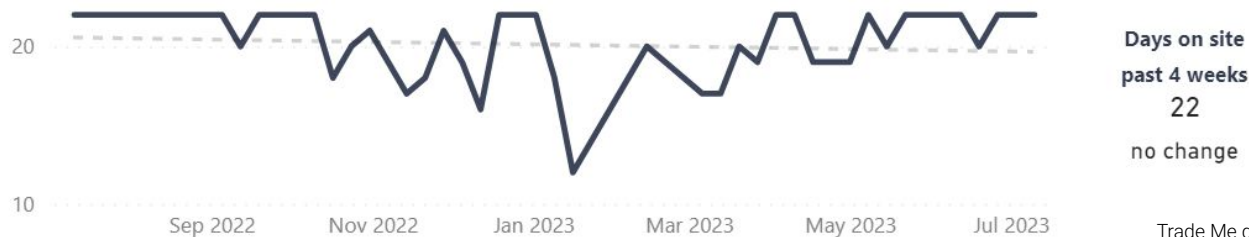
Residential rental supply & demand

Past 3 months - Wellington

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Residential rental supply & demand

Past 3 months - Wellington

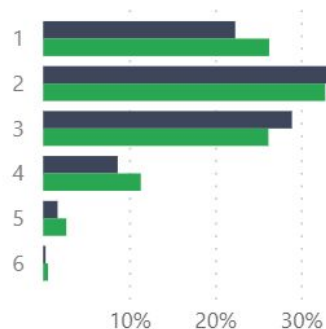
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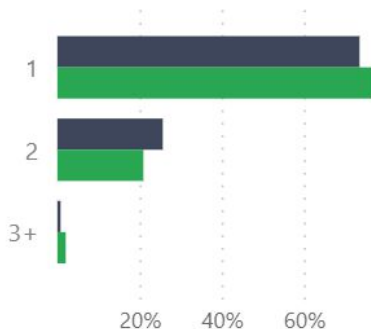
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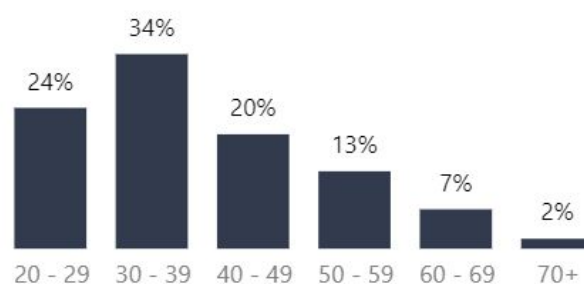
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Bathrooms



Demand by Age

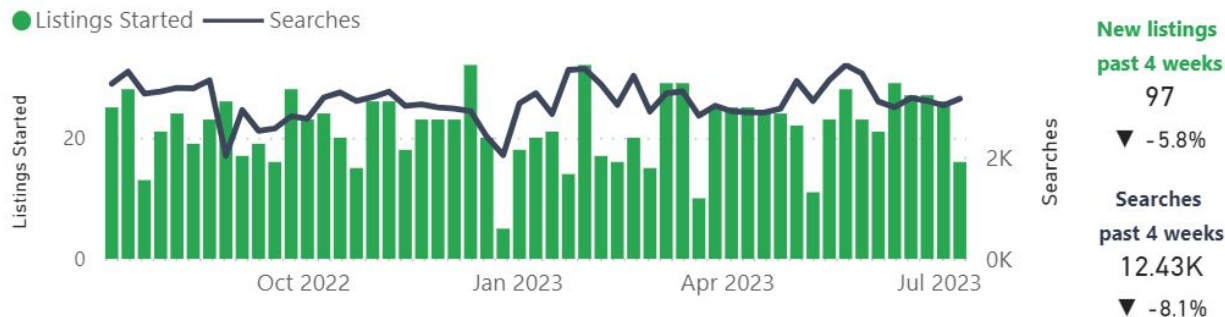


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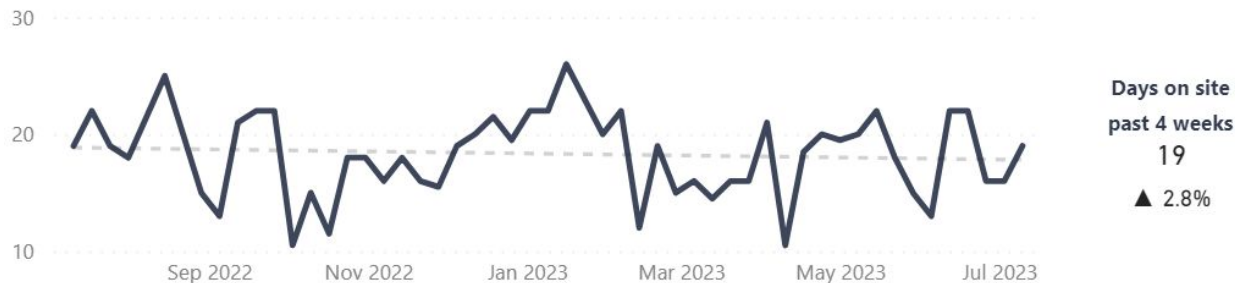
Residential rental supply & demand

Past 3 months - Taranaki

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Residential rental supply & demand

Past 3 months - Taranaki

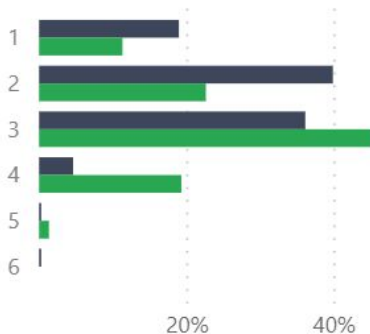
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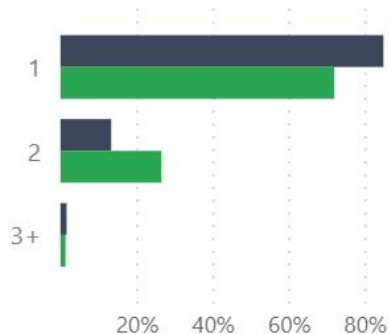
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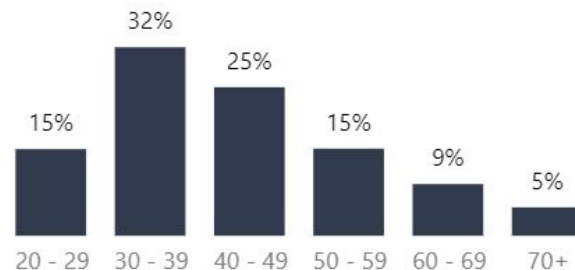
Bedrooms



Bathrooms



Demand by Age

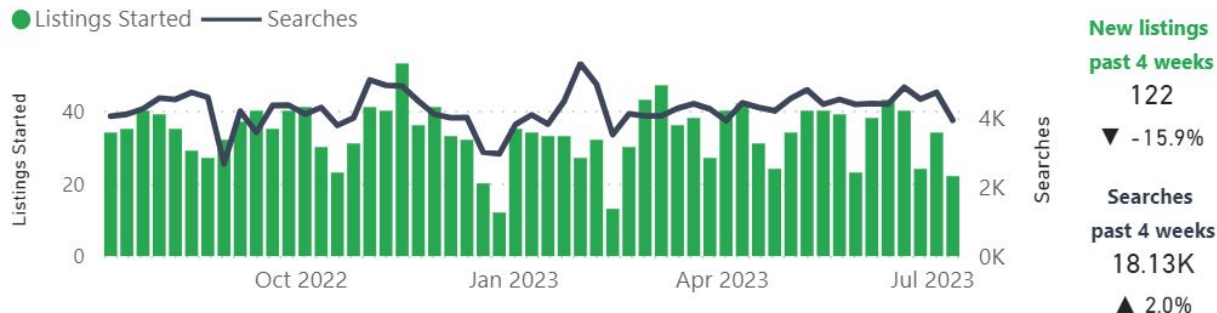


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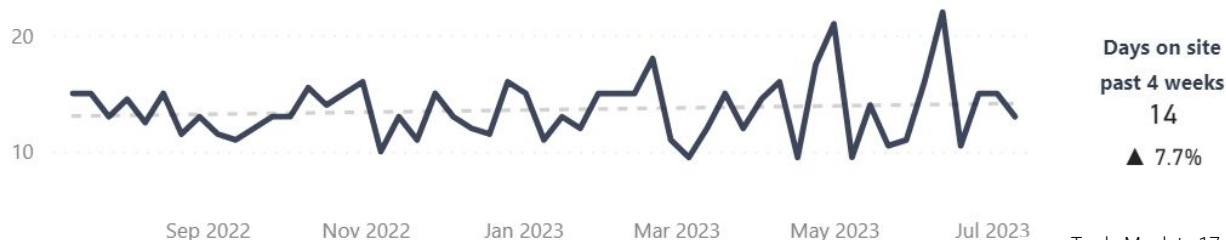
Residential rental supply & demand

Past 3 months - Hawkes Bay

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Residential rental supply & demand

Past 3 months - Hawkes Bay

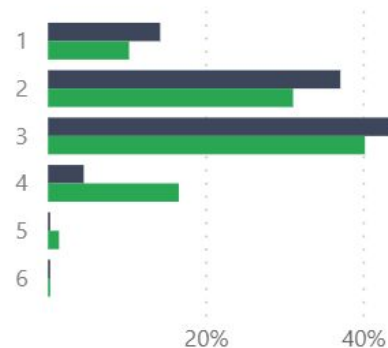
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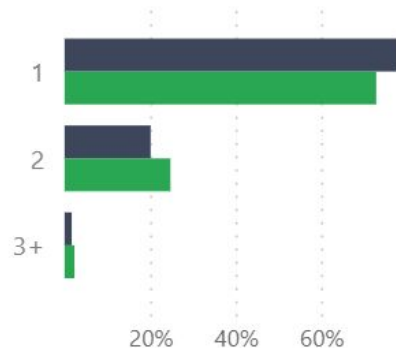
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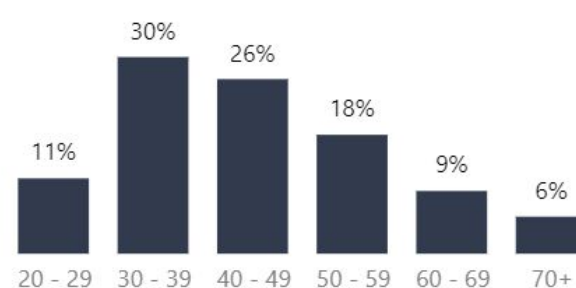
Bedrooms



Bathrooms



Demand by Age

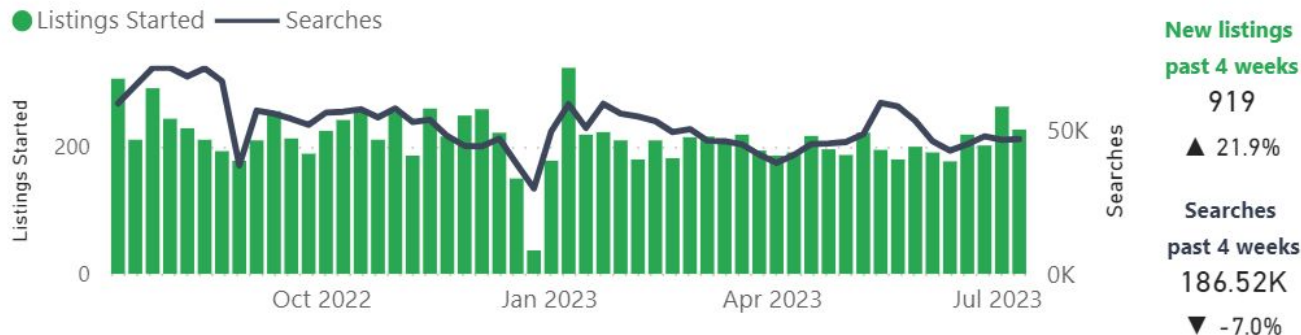


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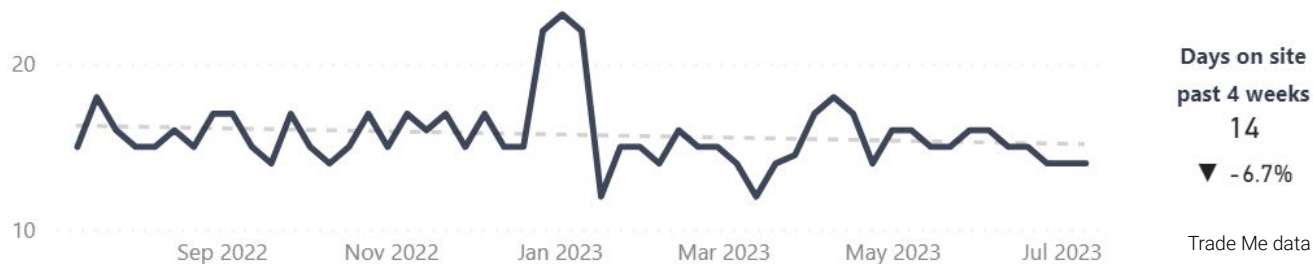
Residential rental supply & demand

Past 3 months - Christchurch

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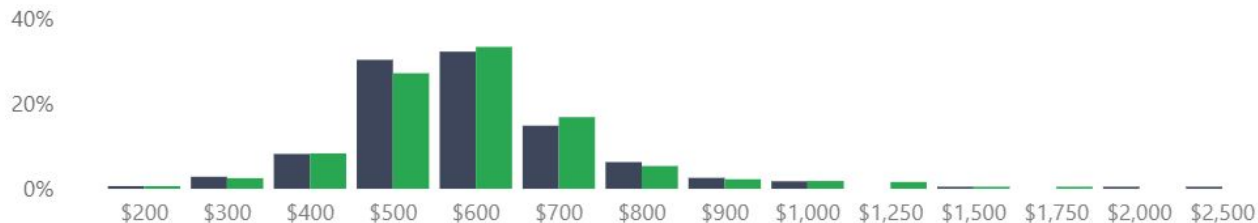
Residential rental supply & demand

Past 3 months - Christchurch

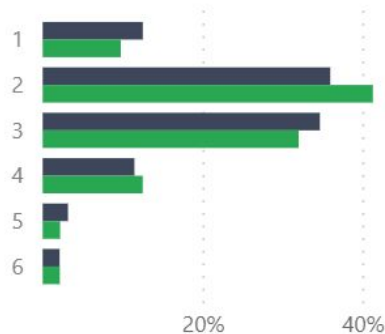
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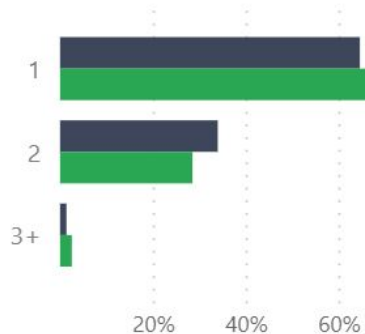
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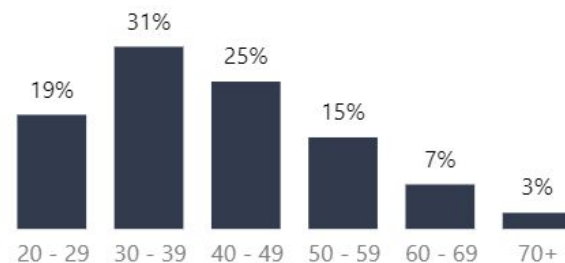
Bedrooms



Bathrooms



Demand by Age

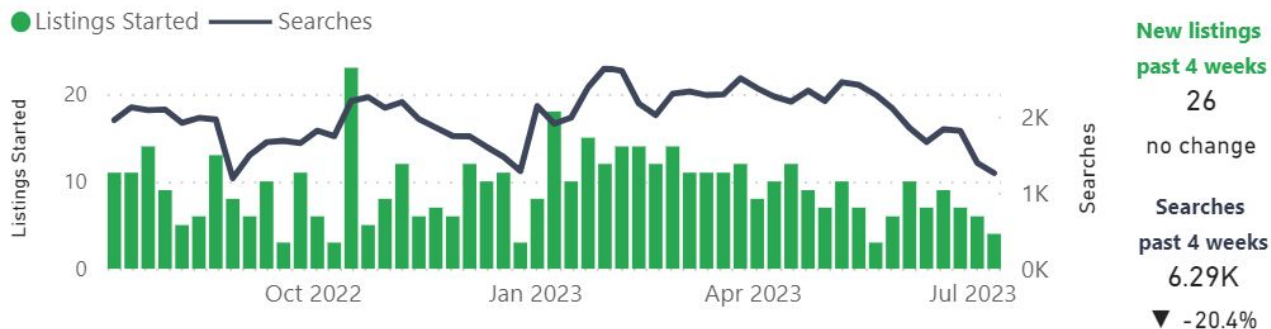


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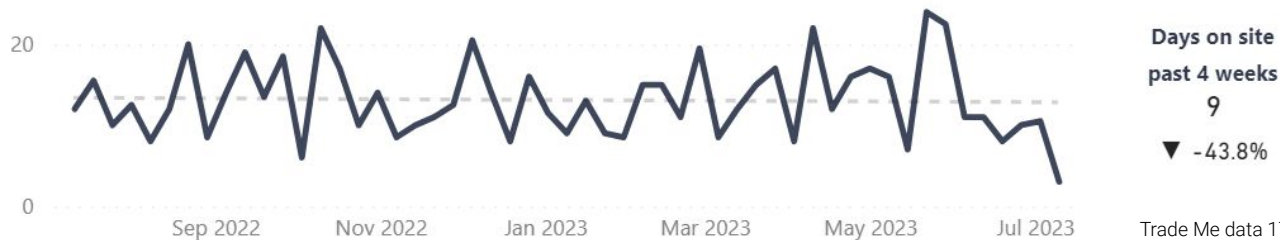
Residential rental supply & demand

Past 3 months - Queenstown Lakes

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Residential rental supply & demand

Past 3 months - Queenstown Lakes

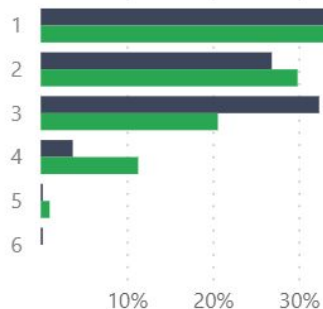
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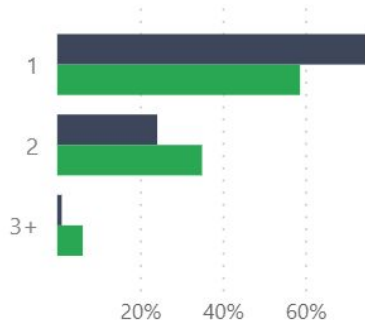
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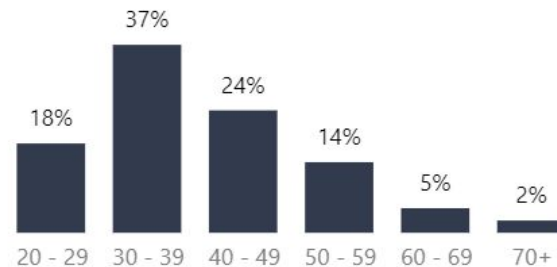
Bedrooms



Bathrooms



Demand by Age

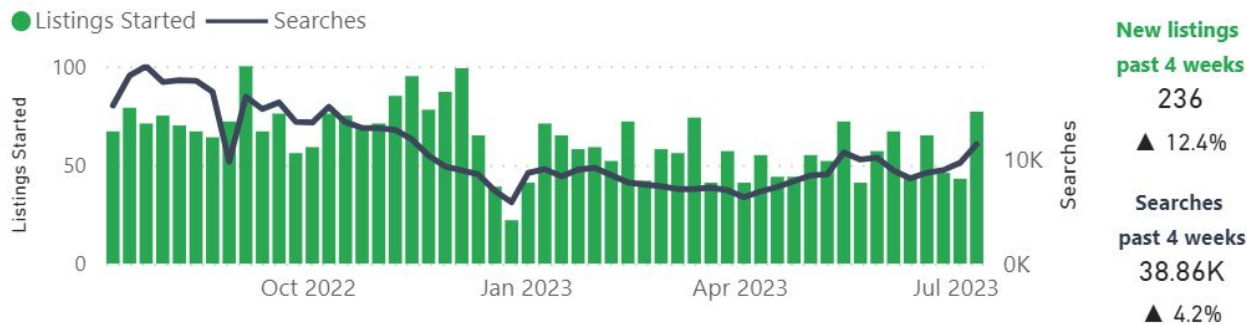


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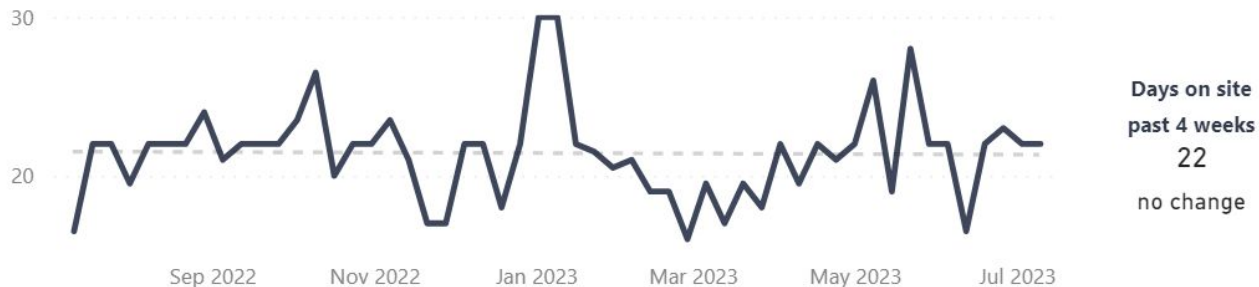
Residential rental supply & demand

Past 3 months - Dunedin

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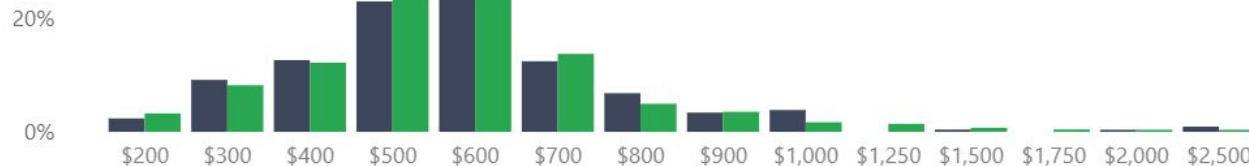
Residential rental supply & demand

Past 3 months - Dunedin

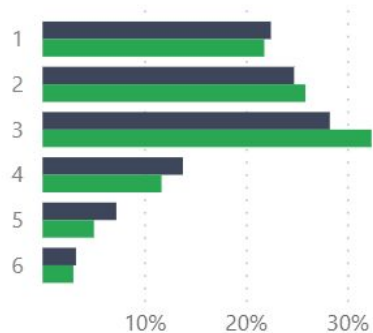
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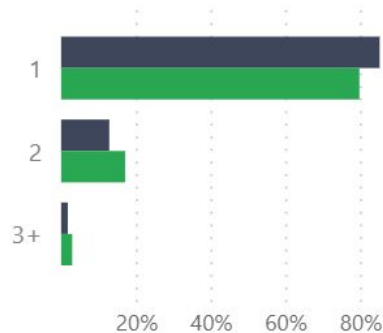
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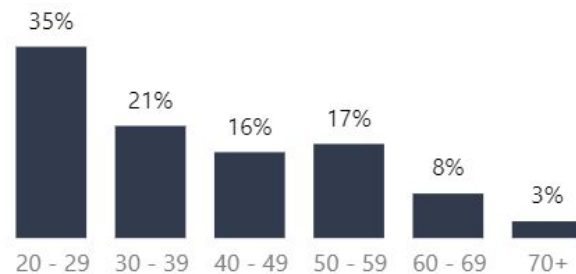
Bedrooms



Bathrooms



Demand by Age

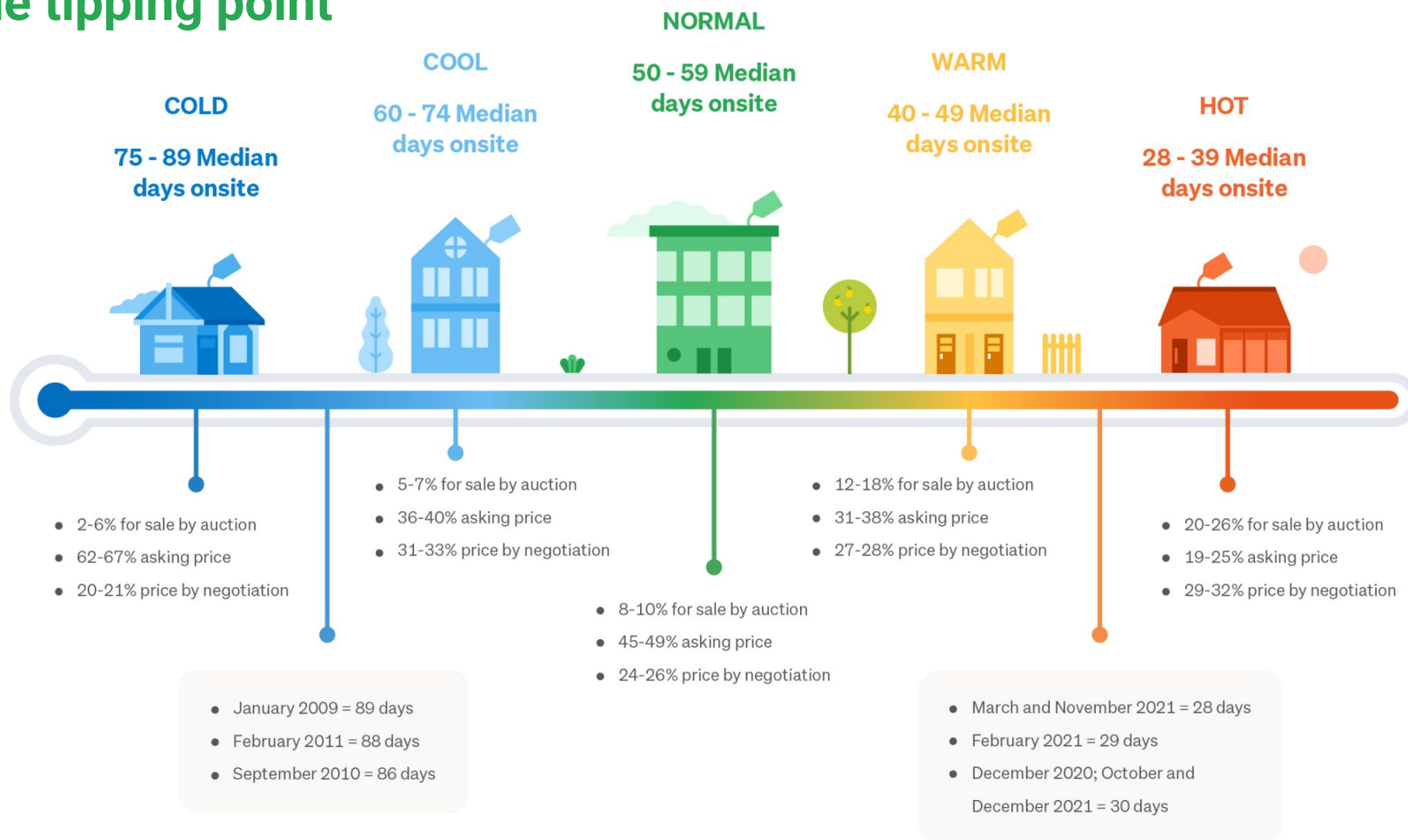


Trade Me data 17 April 2023 -19 July 2023

Market trends



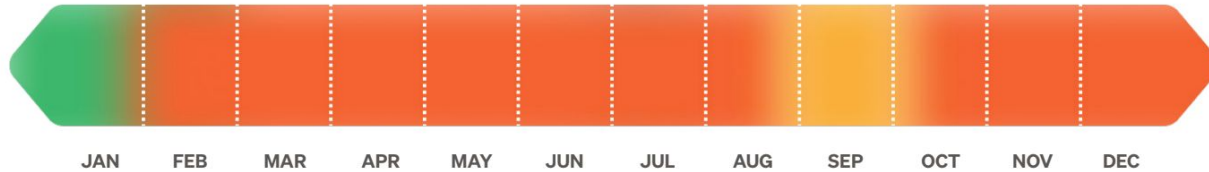
The tipping point



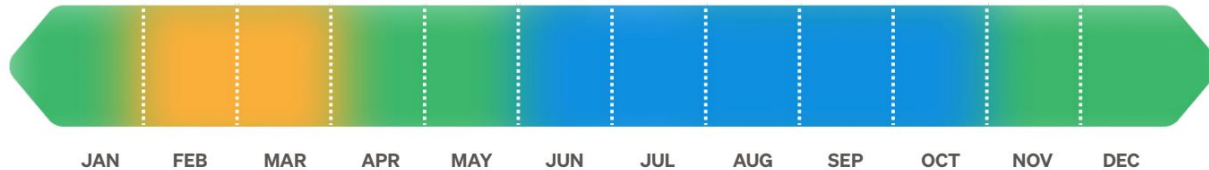
A closer look at the past two years

2021 bucked seasonal trends with a 'hot' market continuing through the winter months. This is another example of how unusual recent market conditions have been.

New Zealand 2021



New Zealand 2022



The rise of the regions

Despite house prices falling in some of our main centres, affordability remains top of mind for buyers as interest rates continue to rise. As a result, our regions continue to attract Kiwi from all over the country.

For those buying in 2023

One in five

say their main motivation is because they're relocating within New Zealand

Sustained growth

Marlborough

In 2022, the region saw the average asking price in the region exceed \$700,000.

Job listings **+8%**

Largest average salary increase in the country, coming in at **+6%**

One to watch

Otago

The region was one of only two to see an increase in average views per property listing.

Average asking price **+28%**

Job listings **+9%**

The next regional focus: Taranaki

Taranaki experienced double-digit house price growth in 2022 and while it's unlikely we'll see that again this year – if regional growth remains strong, Taranaki may also break through the \$700,000 mark in the next two years.

An aerial photograph of a coastal area. In the top left, there's a residential neighborhood with several houses, some with swimming pools, and a paved road. A dense line of green trees separates the houses from the water. The water is a deep blue-green color, with some darker patches visible beneath the surface. In the bottom right, there's a bright green grassy field. The entire image is set against a dark grey background.

Employment

What's happening in the jobs sector

More people are making the move to NZ

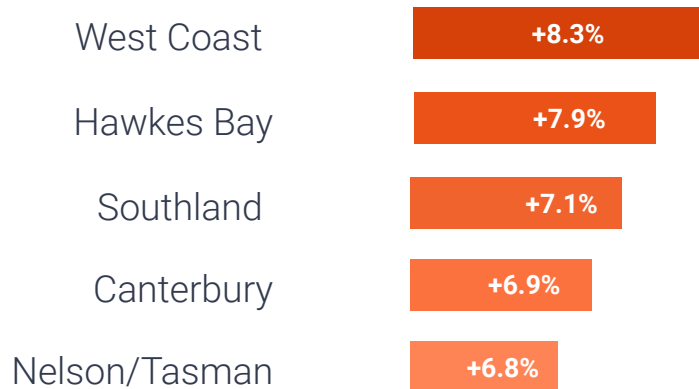
Record number of non-New Zealand citizen arrivals on work visas

- + **Migrant arrivals for February 2023 were up 29%**
compared to pre-COVID February years (2002–2019).*
- + **Non-NZ citizens were the driver of migrant arrivals.**
The 18,200 migrant arrivals of non-New Zealand citizens is provisionally the highest for any month.*
- + **Annual net migration** for Feb 2023 is 50,000.*





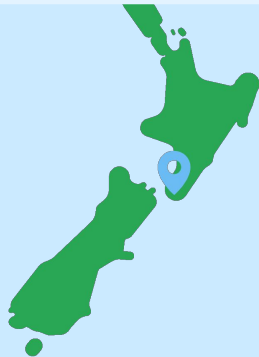
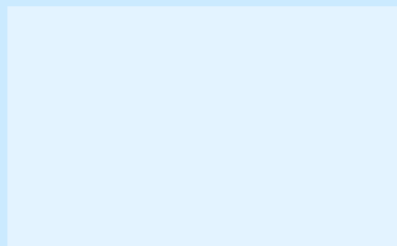
Regions that experienced the biggest increase in average salary



An aerial photograph of a coastal area. In the foreground, there's a body of water with visible underwater rocks and a sandy beach. A road curves along the shoreline, with several cars parked. Behind the road, there are several houses with different roof colors (blue, grey, brown) and green lawns. The background shows more houses and trees.

Maximising your listing

What's new on Trade Me Property



Listings have gone global

With Global Property Network

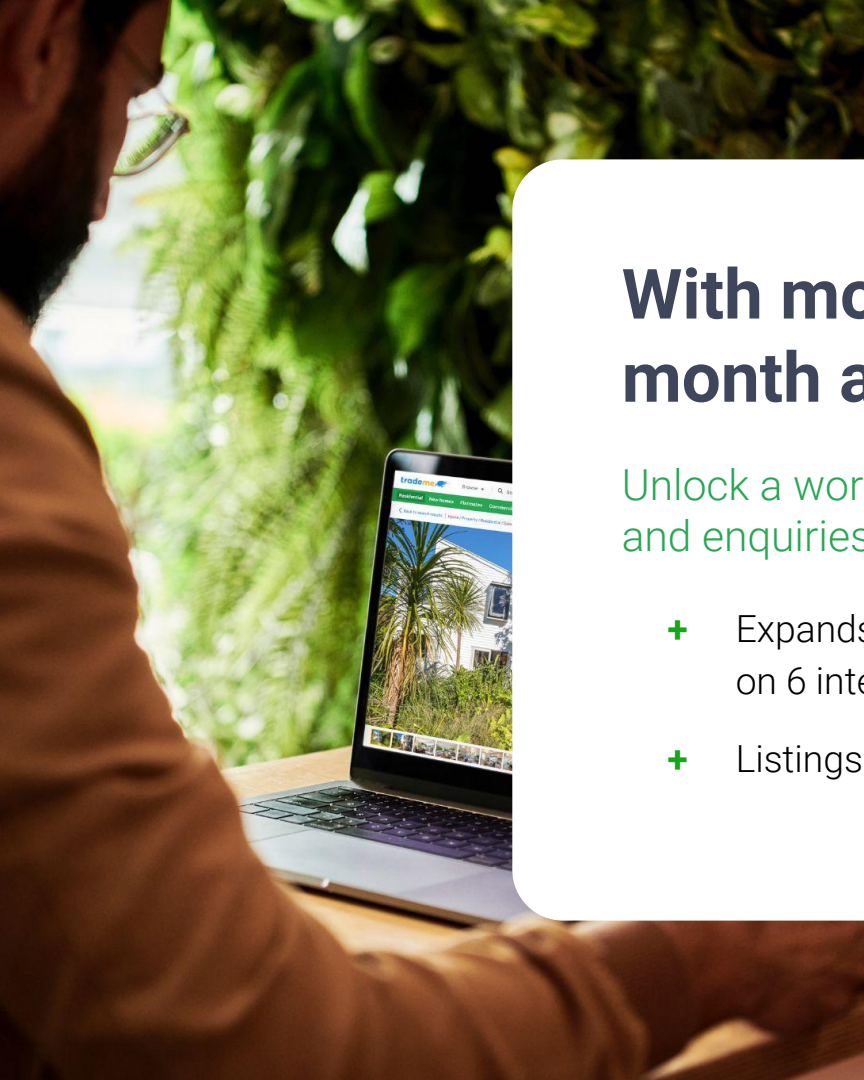


Reach this growing global property audience

Showcase your listing on six property portals around the world with Global Property Network



*Similarweb, top website ranking, May 2023



With more than 1.8 million visits per month and 11.8 million page views*

Unlock a world of opportunities and **attract overseas interest** and enquiries for your property straight to your inbox

- + Expands your reach by showcasing your listing on 6 international property partner portals.
- + Listings are shown in 10 different languages including English.



homes.co.nz
listing bundles

trademe
property, 

 **homes.co.nz**

Extend your rental listing reach with homes.co.nz

- + Rental listings reach extended to **1M+ monthly users** on homes.co.nz.¹
- + Increased **brand exposure** in front of curious homeowners and landlords.
- + 28% of **homeowners** using homes.co.nz own **more than one property**.²

The screenshot displays a rental listing on the homes.co.nz website. At the top, the navigation bar includes the homes.co.nz logo, links for Properties, Homeowners, Find Agents, Home Inspiration, and More, along with a Log in / Register button. Below the navigation bar, there are links for Back to map, City, and Suburb, and buttons for Share and Favourite. The main image is a large photo of a two-story house with a porch. To the right of the main image are two smaller photos showing the interior of the house, including a kitchen and a living room. Below the main image, there are links for Photos (24) and Map. The listing details include the address 12 Kōwhai Street, Suburb, City, listed today, and a price of \$800 per week. There are also icons for 3 bedrooms, 2 bathrooms, and 4 cars, and a link to View council records. Below this, there are sections for Pets: Not allowed and Smokers: Not allowed, and a Bond: \$3,200. The listing is titled 'Spacious, a rare find!' and includes a description: 'A remarkable abode that promises an unrivalled living experience. Nestled in a vibrant'. On the right side of the listing, there is a sidebar with a 'LOGO HERE' button, a placeholder for an agent's profile picture, the agent's name and agency, a 'Call' button, and a 'Make an enquiry' button.

¹ Perceptive, March 2022

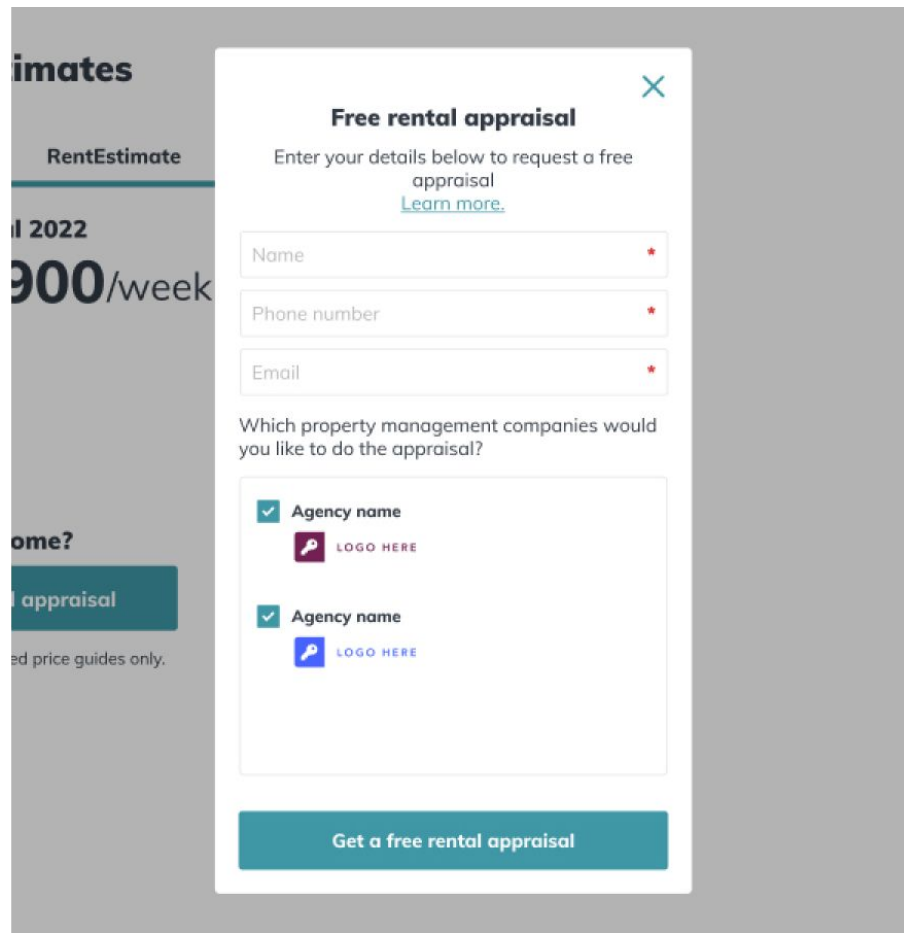
² homes.co.nz Google Analytics Data, May 2023

Get more leads as a Premium Listing Partner

Opportunities to win more listings

- + Reach **new potential clients** wanting to understand the market rent value of their homes.
- + You'll be promoted in a heavily active section of the website. Rental Estimates on homes.co.nz get **viewed over 100K** times per month.¹

¹ homes.co.nz Google Analytics Data, May 2023



The screenshot shows a web page with a dark header and a light gray background. On the left, the word 'RentEstimate' is visible. The main content area features a large, bold heading 'Free rental appraisal' with a close button (X) in the top right corner. Below the heading, there is a text prompt: 'Enter your details below to request a free appraisal' followed by a link 'Learn more.' There are three input fields: 'Name', 'Phone number', and 'Email', each with a red asterisk indicating a required field. Below these fields is a question: 'Which property management companies would you like to do the appraisal?'. There are two options, each with a green checkmark icon and the text 'Agency name'. The first option has a purple logo icon and the text 'LOGO HERE'. The second option has a blue logo icon and the text 'LOGO HERE'. At the bottom of the form is a large teal button with the text 'Get a free rental appraisal'.

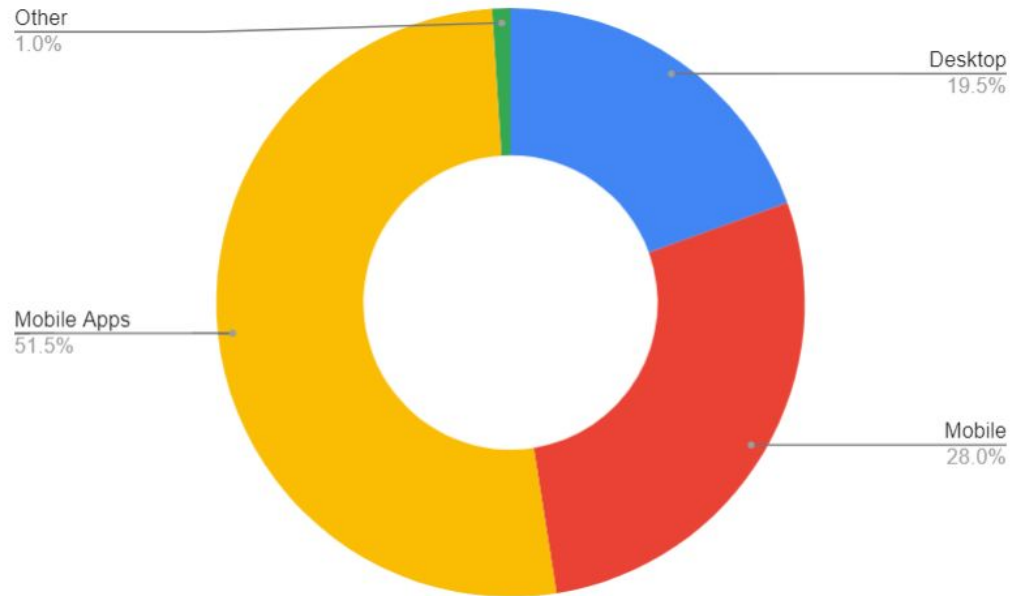
An aerial photograph of a coastal property. The top half shows a residential area with several houses, a swimming pool, and a paved road. The bottom half shows a large, clear blue swimming pool that extends towards the ocean, with a green lawn and trees in between. The ocean is visible on the left side of the image.

Maximising your listing

How get the most out of your rental listings
on Trade Me

How do they access Trade Me Property?

Over $\frac{3}{4}$ of our audience access Trade Me Property via a **mobile device** and rental searches are most active Monday - Thursday



Source: Trade Me Property site data, 15 May 22 - 14 May 2023.

What are people's search behaviours?

Featured First - default

Shows the most premium listings first

62.88%

Latest Listings

Shows latest listings first

29.7%

62.88% of people in New Zealand search rental property on the Default 'Featured First' search.

Source: Trade Me Property site data, 15 May 22 - 14 May 2023.

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

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



Thanks for joining us today

Here's how you can reach us

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