



New Zealand's super prime residential market in 60 seconds

Biggest trends

Wider residential market starting its recovery

Independent forecasters are typically predicting house prices will rise over the next two years. Early signs of recovery are shown through improving sales volumes, although prices remain flat. In the short term, price growth has been held back by the large supply of homes currently on the market for sale in most regions.



Interest rates the one to watch

Lower interest rates are boosting confidence in the market and are likely to be the most important driver of the market in the short-term. At a bigger picture level, risks around tariffs and global trade have added uncertainty to the market



Super prime market heats up, cautiously

Enquiry levels are rising, with Auckland's super prime market showing stronger momentum than other regions. With a relatively high volume of listings on the market, buyer interest is largely focused on properties with standout features, and price negotiations are often taking extended periods to conclude.



Interesting facts

Buyer profiles vary by region

Buyer profiles vary across regions. In Auckland, super prime homes are typically bought as primary residences. In Queenstown and Wanaka, they often serve as holiday homes. Tauranga's buyers are often seeking modern homes or waterfront sites for new builds.



Space, space, space

Oversized homes remain a defining feature of the super prime market. While tennis courts are often mentioned as anecdotes, listings are more likely to include wine cellars, home theatres, and guest suites. These features reflect buyer preferences for spaces that offer not just daily functionality, but a sense of luxury, privacy, and exclusivity.

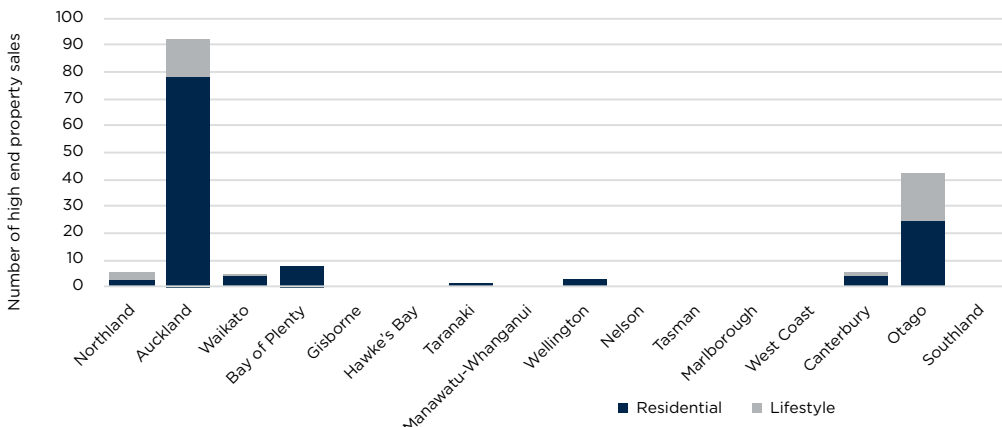


Privacy comes at a premium


Super prime buyers often spend extra for homes that offer seclusion without sacrificing location. Gated entrances, long driveways, and mature landscaping are common features. True luxury lies in being close to everything, while remaining hidden from sight.



Number of super prime sales by region and type



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Super prime residential:
We define super prime residential as residential and lifestyle properties that sold for more than \$7.5 million (Auckland region) or \$5.0 million (other regions). Our methodology involves use of raw data from REINZ supplemented by detailed investigations by Bayleys. Sales cover April 2024 to March 2025. We revise our methodology from time to time. Our latest results may not be fully interchangeable with historic results.

Notable transactions



SOLD
346 Coatesville-Riverhead Highway, Coatesville, Auckland

Features 5 bedrooms, 4 bathrooms
Sale price \$9,300,000
Contact Ailsa McArthur, Chelsea Allen



SOLD
28 Beach Parade, Oneroa, Auckland

Features 4 bedrooms, 3 bathrooms
Sale price \$8,200,000
Contact Mana Tahapehi



SOLD
34 Rawene Avenue, Westmere, Auckland

Features 5 bedrooms, 2 bathrooms
Sale price \$12,500,000
Contact Vicki Wallace, Sam Wallace, Gary Wallace



SOLD
26-28 Arthur Street, Freemans Bay, Auckland

Features 4 bedrooms, 3 bathrooms
Sale price \$7,750,000
Contact Blair Haddow



SOLD
27 Marine Parade, Herne Bay, Auckland

Features 5 bedrooms, 6 bathrooms
Sale price Confidential
Contact Edward Pack



SOLD
10 Okahu Street, Orakei, Auckland

Features 7 bedrooms, 7 bathrooms
Sale price \$11,280,000
Contact Sarah Liu



SOLD
5 Coates Avenue, Orakei, Auckland

Features 5 bedrooms, 5 bathrooms
Sale price \$8,250,000
Contact Vicki Wallace, Sam Wallace, Gary Wallace



SOLD
20 Rawene Avenue, Westmere, Auckland

Features 4 bedrooms, 5 bathrooms
Sale price \$28,000,000
Contact Sarah Liu



SOLD
206 Victoria Avenue, Remuera, Auckland

Features 4 bedrooms, 3 bathrooms
Sale price \$7,750,000
Contact David Rainbow, Harry Cheng



SOLD
34B Arney Crescent, Remuera, Auckland

Features 5 bedrooms, 4 bathrooms
Sale price \$7,880,000
Contact Lonny Tian, Sarah Liu



SOLD
84 & 84A Lucerne Road, Remuera, Auckland

Features 4 bedrooms, 4 bathrooms
Sale price \$14,300,000
Contact David Rainbow, Harry Cheng



SOLD
18 Lucerne Road, Remuera, Auckland

Features 6 bedrooms, 4 bathrooms
Sale price \$7,651,666
Contact Gary Wallace, Vicki Wallace, Andrew Wallace

Notable transactions



122 MacLeans Road, Bucklands Beach, Auckland

Features 6 bedrooms, 6 bathrooms
Sale price \$10,080,000
Contact Sarah Liu



220B Beverley Terrace, Whangamatā, Auckland

Features 4 bedrooms, 3 bathrooms
Sale price \$7,850,000
Contact Dale Sholson, Gordon McGregor



81 Marine Parade, Mt Maunganui, Tauranga

Features 3 bedrooms, 3 bathrooms
Sale price \$7,400,000
Contact Conrad Doyle, Kay Ganley



323 Plummers Point Road, Whakamarama, Tauranga

Features 5 bedrooms, 3 bathrooms
Sale price \$5,500,000
Contact Sarah Campbell



73A Beach Road, Matua, Tauranga

Features 3 bedrooms, 2 bathrooms
Sale price \$5,000,000
Contact Sally Francis, Jan Hodges



339 Oceanbeach Road, Mt Maunganui, Tauranga

Features 4 bedrooms, 2 bathrooms
Sale price \$5,370,000
Contact Richard Wright, Rebecca Wright



3-5 Maida Vale Road, Roseneath, Wellington

Features 5 bedrooms, 4 bathrooms
Sale price \$5,500,000
Contact Matt Hourigan, Ben Atwill, Ann Curtis



12 Minaret Ridge, Wanaka, Otago

Features 4 bedrooms, 3 bathrooms
Sale price \$9,000,000
Contact Sharon Donnelly, Scott McGoun



270 Beacon Point Road, Wanaka, Otago

Features 6 bedrooms, 4 bathrooms
Sale price \$5,000,000
Contact Sharon Donnelly, Scott McGoun



251 Beacon Point Road, Wanaka, Otago

Features 4 bedrooms, 3 bathrooms
Sale price \$5,250,000
Contact Sharon Donnelly, Scott McGoun



214 McDonnell Road, Arrowtown, Otago

Features 6 bedrooms, 4 bathrooms
Sale price \$6,770,000
Contact Sarah McBride, Sarena Glass

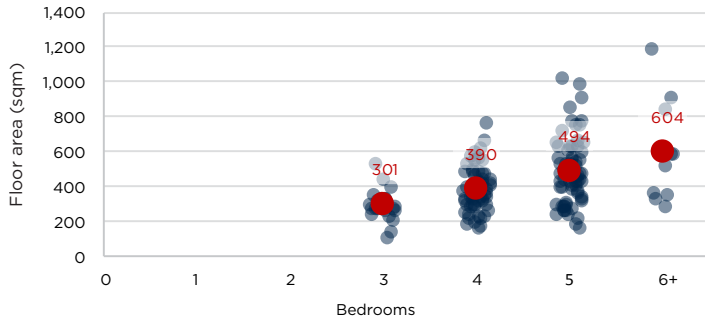


64 Domain Road, Dalefield, Otago

Features 4 bedrooms, 3 bathrooms
Sale price \$6,750,000
Contact Sarena Glass, Sarah McBride

Features

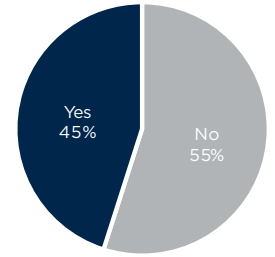
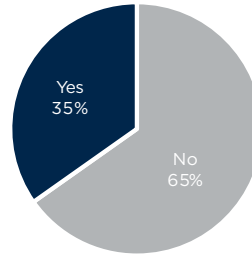
Floor area by bedrooms



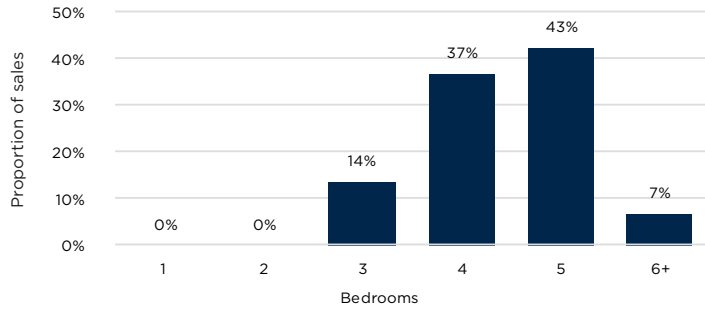
Auckland region

Other regions

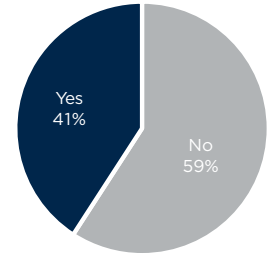
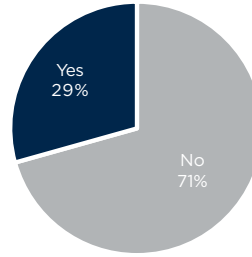
Waterfront location



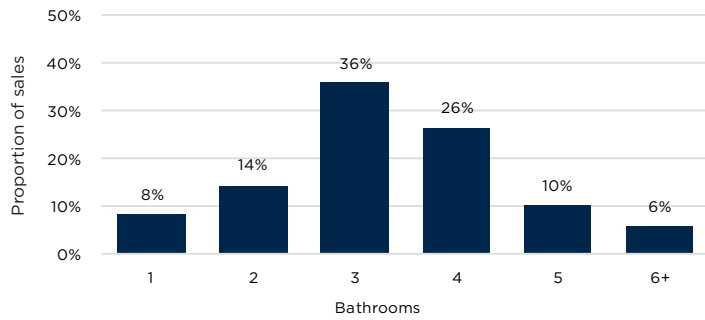
Number of bedrooms



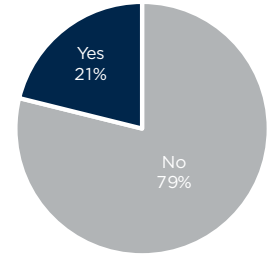
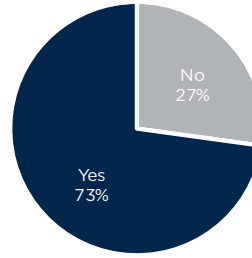
Substantial water view



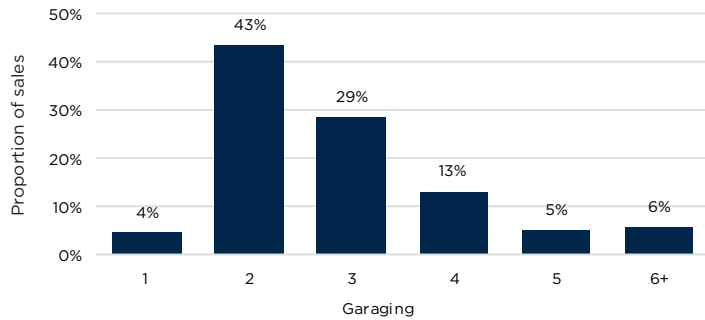
Number of bathrooms



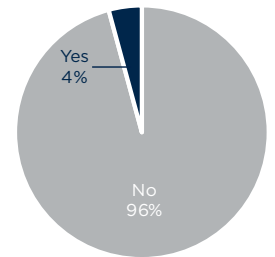
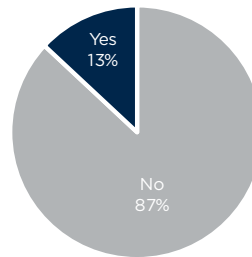
Swimming pool (excluding spas)



Number of cars garaged



Tennis court



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