



# NEW ZEALAND LIFESTYLE RURAL MARKET UPDATE

## Lifestyle property market in 60 seconds

**Market finding its feet**  
Activity and pricing are steadying across most regions, with early signs of improving confidence among both buyers and vendors. Some residual caution remains, linked to the Middle East conflict, fuel pricing and cost of living, though this is expected to ease as clarity around the conflict improves.



**Rural sector underpinning confidence**  
Healthy returns across a number of primary sectors are keeping confidence high in provincial property markets. This is adding some additional support to the lifestyle property sector.



**Interest rate concerns starting to ease**  
Interest rates remain a key factor shaping the wider residential market, though rate anxiety appears to be settling. Rates have seen some recent rises as the Reserve Bank moves to control inflation, but remain well clear of previous highs, and buyers appear increasingly comfortable transacting at current levels.



**Presentation and price still winning buyers over**  
Buyers are gravitating towards lifestyle properties that are well presented and sensibly priced. Ease of access, everyday practicality and presentation are key drawcards. The super prime coastal lifestyle market has seen some particularly strong outcomes recently, as buyers continue to chase top-tier properties.



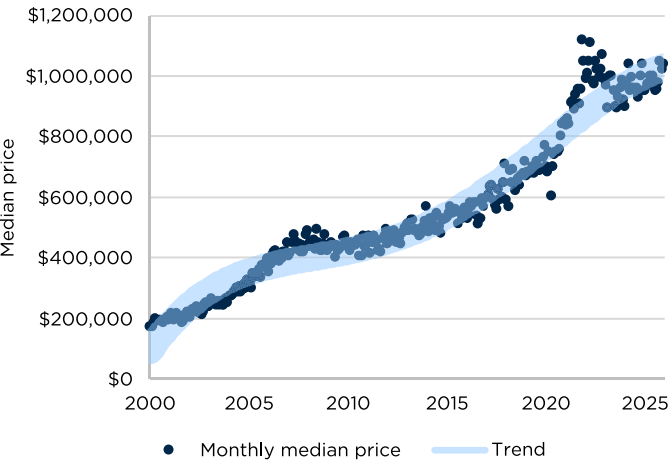
**International and lifestyle demand holding firm**  
Space, flexibility and connectivity continue to draw buyers toward lifestyle living, alongside changing life-stage needs. Updated Active Investor Plus (Golden Visa) settings are also lifting international interest in premium lifestyle and waterfront properties, especially at the top end. Sensitive land rules narrow the range of properties available to these buyers, such as channelling their activity into properties under 5 hectares.



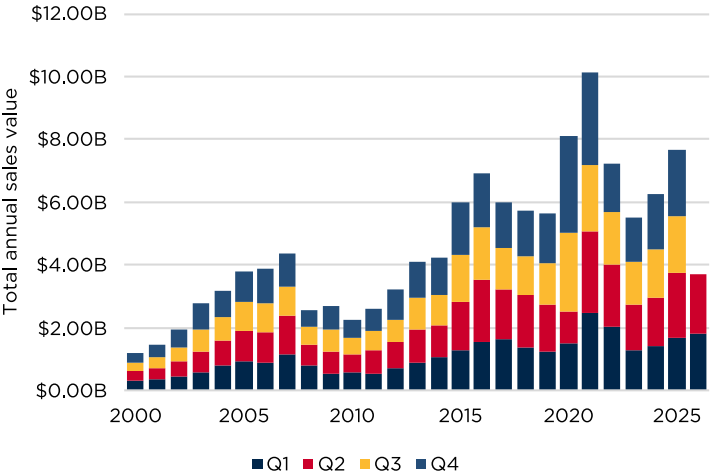
**Election at full noise but impact on market limited**  
Buyer caution around election time is a familiar story, though the evidence for it is mixed — it tends to show up mainly when the political debate has the housing market in its crosshairs. With this election shaping up to focus on other priorities, the market looks likely to carry on without material impact.



Median price



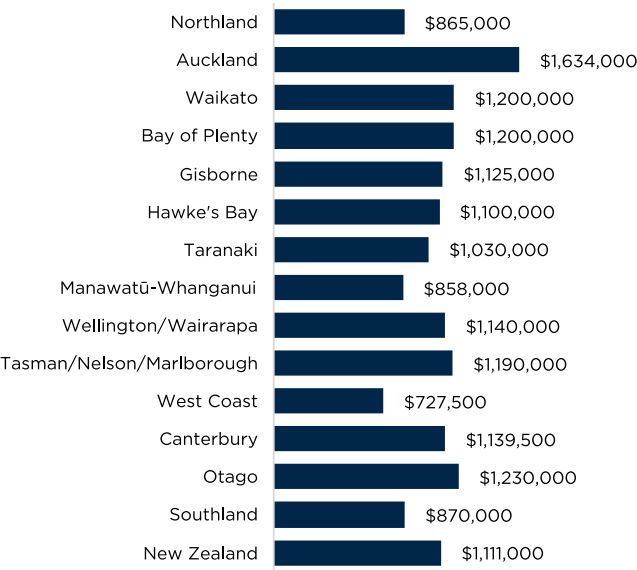
Annual value of sales



**Data:** REINZ, Lifestyle properties. "Mid-range" levels based on lower and upper quartiles (middle 50% of the market). They do not represent the minimum or maximum rates in the market, and are based on total land area inclusive of any buildings, improvements and infrastructure.

# Market indicators

Median price by region: farmlet



Median price by region: bareland



## Market indicators by region

| Region                    | Farmlet           |                    | Bareland          |                    |
|---------------------------|-------------------|--------------------|-------------------|--------------------|
|                           | Mid-range price   | Total numbers sold | Mid-range price   | Total numbers sold |
| Northland                 | \$0.68M - \$1.12M | 555                | \$0.32M - \$0.60M | 182                |
| Auckland                  | \$1.26M - \$2.21M | 628                | \$0.74M - \$1.50M | 124                |
| Waikato                   | \$0.91M - \$1.60M | 866                | \$0.40M - \$0.75M | 179                |
| Bay of Plenty             | \$0.93M - \$1.52M | 439                | \$0.50M - \$0.95M | 57                 |
| Gisborne                  | \$0.78M - \$1.38M | 57                 | \$0.30M - \$0.57M | 14                 |
| Hawke's Bay               | \$0.81M - \$1.58M | 221                | \$0.20M - \$0.55M | 81                 |
| Taranaki                  | \$0.77M - \$1.24M | 235                | \$0.30M - \$0.50M | 49                 |
| Manawatū-Whanganui        | \$0.68M - \$1.11M | 437                | \$0.22M - \$0.40M | 110                |
| Wellington/Wairarapa      | \$0.85M - \$1.39M | 319                | \$0.33M - \$0.57M | 83                 |
| Tasman/Nelson/Marlborough | \$0.90M - \$1.50M | 221                | \$0.34M - \$0.70M | 59                 |
| West Coast                | \$0.59M - \$0.92M | 70                 | \$0.20M - \$0.31M | 53                 |
| Canterbury                | \$0.90M - \$1.40M | 744                | \$0.40M - \$0.65M | 175                |
| Otago                     | \$0.74M - \$2.20M | 271                | \$0.35M - \$1.09M | 98                 |
| Southland                 | \$0.67M - \$1.07M | 198                | \$0.22M - \$0.41M | 84                 |
| New Zealand               | \$0.82M - \$1.47M | 5,261              | \$0.30M - \$0.70M | 1,348              |

**Data:** REINZ Lifestyle. "Mid-range price" is based on lower and upper quartiles (middle 50% of the market). They do not represent the minimum or maximum rates in the market. Sales metrics for each year above are for the 12 months to 30 June.

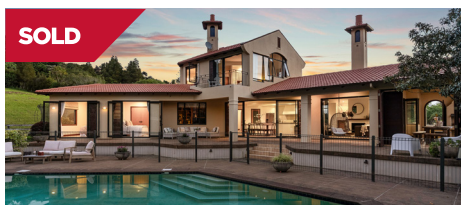


# Notable transactions



**1014 Snooks Road, Maungakaramea**

**Land area** 1.358ha  
**Sale price** \$1,180,000  
**Contact** Mike Williams



**282A Coatesville-Riverhead Highway, Coatesville**

**Land area** 1.2875ha  
**Sale price** \$2,930,000  
**Contact** Ailsa McArthur & Paul Arundel



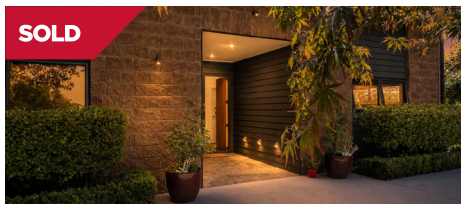
**122 Brownhill Road, Whitford**

**Land area** 2.7042ha  
**Sale price** \$2,540,000  
**Contact** Michael Chi & Angela Rudling



**179B Crawford Road, Te Puna**

**Land area** 1.505ha  
**Sale price** \$1,183,000  
**Contact** Robyn Mangos & Phil Mangos



**308B Hautapu Road, Tamahere**

**Land area** 2.24ha  
**Sale price** \$2,500,000  
**Contact** Peter Kelly & Angus Kelly



**210C Okauia Springs Road, Matamata**

**Land area** 12.84ha  
**Sale price** \$2,300,000  
**Contact** Vaughan Nowell & Sam Troughton



**178B Pond Road, Matamata**

**Land area** 8ha  
**Sale price** \$1,800,000  
**Contact** Mike Fraser-Jones & Neville Jacques



**55 Todd Duncan Drive, Hamurana**

**Land area** 4.35ha  
**Sale price** \$1,725,000  
**Contact** Doug Dibley



**122 Hitiri Road, Kinloch**

**Land area** 5.1452ha  
**Sale price** \$2,900,000  
**Contact** Sophie Sandham & Flash Sandham



**77 Algernon Road, Longlands**

**Land area** 2.382ha  
**Sale price** \$2,060,000  
**Contact** Gretchen Paape & Kris August



**153 St Georges Road, Havelock North**

**Land area** 2.0285ha  
**Sale price** \$1,860,000  
**Contact** Tim Wynne-Lewis



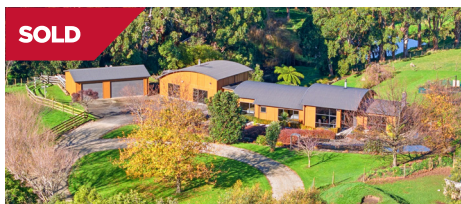
**511 Te Aute Road, Pakipaki**

**Land area** 10.022ha  
**Sale price** \$2,200,000  
**Contact** Kris August & Natasha Bousfield



**596 Riverside Road, Matokitoki**

**Land area** 2.4793ha  
**Sale price** \$1,400,000  
**Contact** Jacob Geuze



**29 Harrison Road, Fordell**

**Land area** 3.483ha  
**Sale price** \$1,300,000  
**Contact** Will Kellick

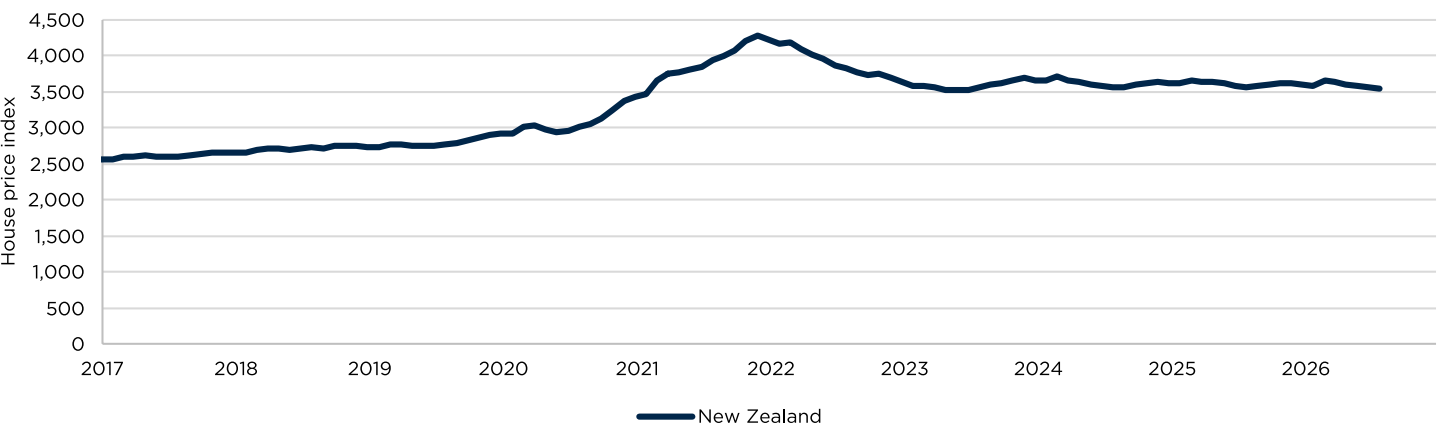


**254 Kohatu-Kawatiri Highway, Motupiko**

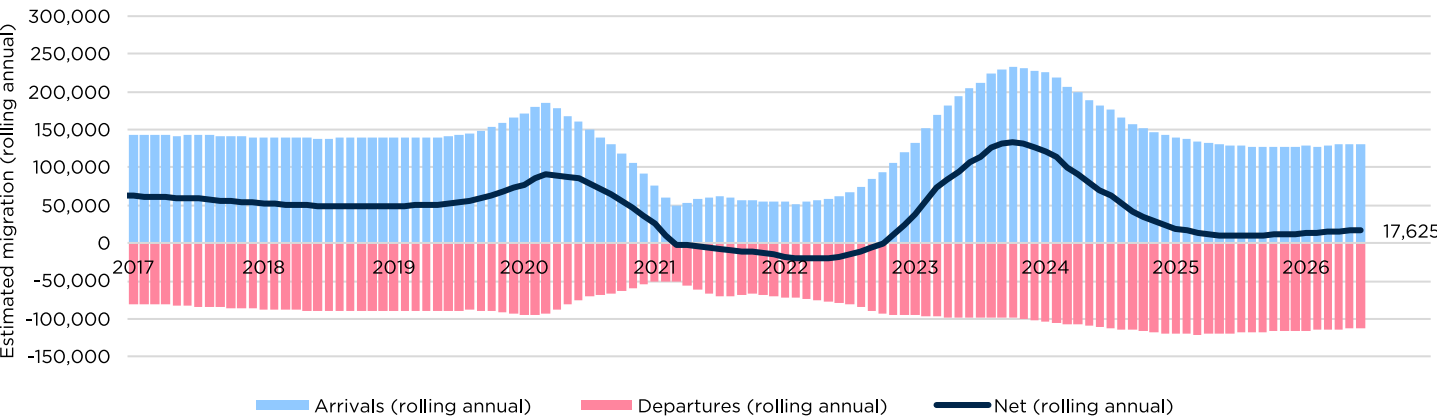
**Land area** 12.1465ha  
**Sale price** \$1,575,000  
**Contact** Sharyn Miller

# Market indicators

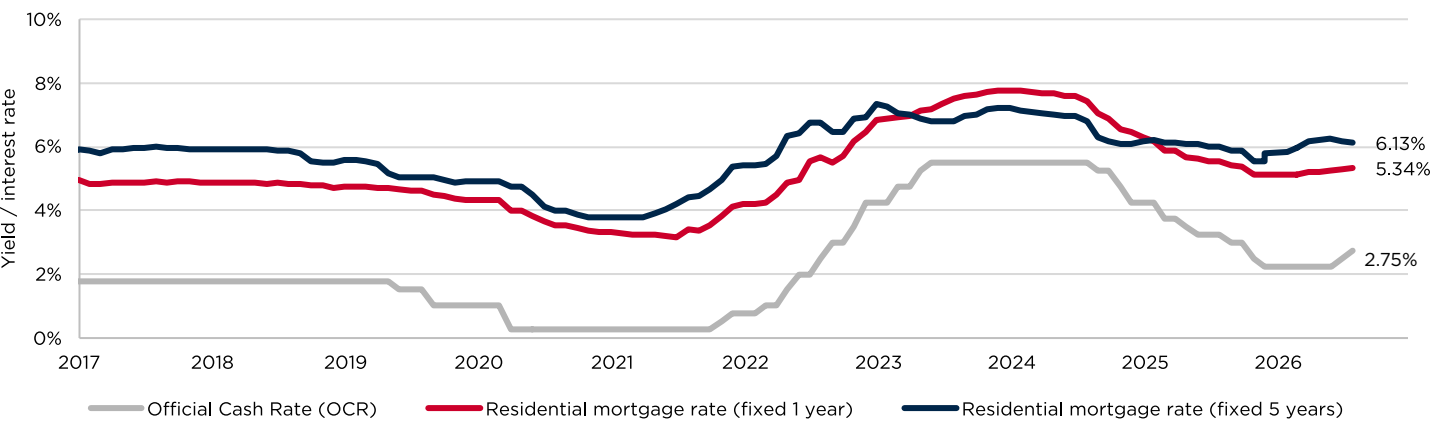
House price index over time



Migration flows



Interest rates



Data: REINZ, Stats NZ, RBNZ.

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