



Time to lean into tomorrow

Off the back of rising rural confidence, Bayleys is helping landowners make smart, well-timed decisions.



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BAYLEYS NATIONAL
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New Zealand's rural property market has entered spring with a sense of momentum and optimism, underpinned by strong fundamentals across key primary sectors and a reasonably deep pool of active buyers. Confidence has been quietly rebuilding, driven by resilient dairy, red meat, apple and kiwifruit returns, and supported by capital distributions to Fonterra farmer shareholders that have created

an additional cohort of well-funded purchasers.

Across the country, buyers are competing for quality assets, and with listings down around 30 percent in many regions, the reduced competition is sharpening enquiry and drawing interest outside of traditional search areas, particularly for larger-scale farming properties where supply is now extremely limited.

This tightening of stock marks a significant shift from last spring, when the market carried a hangover of listings. Bayleys successfully moved the bulk of that inventory, and today there is a genuine shortage of quality rural property for sale.

In several regions, values have stabilised following strong gains over the past 15 months, with some top-end dairy units in Mid and South Canterbury and parts of Southland

selling for 30 to 40 percent more than a year earlier. Buyers are not overpaying, but they are competing, and competitive bidding is setting fair market value, giving confidence to both parties and reinforcing the liquidity available right now.

This environment presents a compelling opportunity for farm owners considering a once-in-a-lifetime decision to sell within the next two to three years. Many older landowners are understandably cautious, particularly with succession planning becoming more complex.

Natural family succession is no longer occurring as it once did, and the push-pull between operating profit and optimal age-and-stage decision-making is real. When operating profit ramps up, farmers often hold on, but history shows that liquidity can be followed by correction and waiting too

long can mean missing the window to realise full value.

Now is an excellent time for rural landowners to think carefully about the future, explore options, and understand how their lifetime's work can be recognised in a strong, competitive market.

Other sectors are navigating more nuanced conditions. Viticulture is working through a period of adjustment as growers manage oversupply and softer export demand, while arable operators continue to grapple with cost pressures and profitability challenges. Yet innovation, diversification and adaptability are helping many farmers position themselves for the opportunities ahead. Technology is driving production gains in the sheep and beef sector, and initiatives such

as the India free-trade agreement are helping to solidify long-term confidence across the primary industries.

Lifestyle property demand also remains steady, from rugged bush blocks to legacy holdings designed for intergenerational ownership. The lifestyle market has its own natural cycle, where changing needs, shifting priorities, and age-and-stage realities ultimately determine when owners choose to make a move.

In this evolving landscape, Bayleys' advisory role has never been more important. As the most awarded real estate brand in New Zealand at the recent REINZ Awards, and outperforming in the rural sectors, Bayleys' Country team operates across every market size and every region, backed by an unrivalled national network. We haven't lost sight of cycles, succession or the long-term implications of moving rural assets on. Our connected, full service platform allows us to shift buyers around the country, introduce opportunities in regions they may

not have previously considered, and help farmers grow portfolios for scale, efficiency and future resilience. Banks are holding significant deposits and looking to utilise them, and some rural landowners are diversifying into other asset classes, again supported by Bayleys' nationwide reach.

There is strength in numbers, and Bayleys has the clout to get the job done.

For the first time, *Country* features a selection of Australian properties marketed by Bayleys' Australian real estate partner, McGrath, highlighting the strength of our trans-Tasman relationship. With strong buyer activity, limited supply, and a positive outlook across key sectors, this spring represents a valuable moment for rural landowners to assess their next steps.

Those considering a sale in the coming years should be talking to Bayleys now to understand the market, explore succession pathways, and take advantage of the liquidity and confidence that define the rural sector today.

BAYLEYS COUNTRY: WHO WE ARE

Bayleys is proud to be New Zealand's largest full service real estate agency.

With a presence in all major cities, provincial towns and regions, we have an unmatched buying power with key media, and a vast referral network – both of which help to optimise sales opportunities for our clients.

Since 1999, we have become this country's number one rural real estate brand in every region, with our dedicated team of country salespeople selling more farmland and lifestyle property in New Zealand than any other agency.



Bayleys' international alliances give our clients direct access to buyers across key markets. Through Knight Frank's global network of 323 offices in 50 markets, and McGrath Estate Agents' strong presence along Australia's eastern seaboard, we connect seamlessly across borders and the Tasman. These partnerships ensure Bayleys can deliver premium service, market insight, and unmatched reach for every property.

OUR INDUSTRY RECOGNITION

#1 REINZ
REAL ESTATE INSTITUTE
OF NEW ZEALAND

Bayleys is proud to have been recognised at the REINZ Awards for Excellence in Real Estate, and yet again be named the best rural real estate brand in New Zealand.

- Rural Region of the Year 2026 - Bayleys won all regions
- Medium Rural Office of the Year 2026
- Small Rural Office of the Year 2026
- Rural Sales Team of the Year 2026
- Rural Sales Partnership of the Year 2026

1,700
SALES AND LEASING
TRANSACTIONS

\$3.6B
OF PROPERTY
SOLD OR LEASED

100+
SALESPEOPLE

* Bayleys Rural and Lifestyle data for the period 1st April 2025 – 31st March 2026