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Future perfect

Rising demand for a quieter, more refined way of living is driving strong interest in premium lifestyle properties nationwide.

The promise of open space, cleaner air and a gentler daily rhythm is prompting a shift toward upper-end lifestyle properties that better reflect the way people want to live in the years ahead.

“Buyer demand is rising for premium lifestyle properties that stand out architecturally and deliver the kind of amenities that elevate everyday living,” says Bayleys national country manager, Raymond Mountfort.

“These trophy lifestyle properties are more than just places to live. They’re assets that represent the rewards of a life well lived, are the culmination of hard work and business success, and often have extended accommodation options to allow multi-generational living.

“Picture a secure, gated landholding with a sweeping driveway, an architecturally impressive home, and generous room to unwind. These buyers aren’t looking to generate income from their land; they’re wanting the luxury of space, serenity and time.”



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RAYMOND MOUNTFORT
BAYLEYS NATIONAL COUNTRY
MANAGER

Mountfort notes that premium lifestyle properties of this calibre are available across the country.

Around Auckland and other major centres, urban growth has brought once rural landholdings closer to cafés, shops, and major transport routes – offering space without sacrificing convenience.

“A morning flat white remains close by, and commuting into the city for meetings or events is effortless.

“These premier homes offer exceptional scale and quality, delivering strong value compared to affluent urban suburbs.”

Ongoing global uncertainty is prompting more offshore buyers, along with returning expats, to look to New Zealand for stability and lifestyle.

“Enquiry through our website and directly with our salespeople reflects the strong appeal of New Zealand’s relative value and the quality of life available here,” says Mountfort.

“The combination of expansive natural landscapes and welcoming immigration settings is resonating with a wide range of prospective buyers.”

Bayleys Waikato general and country



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MARK DAWE
BAYLEYS WAIKATO GENERAL
AND COUNTRY MANAGER

manager, Mark Dawe says areas like Cambridge, Tamahere, Matangi, Karapiro, and Ohaupo are proving popular with lifestyle buyers and there’s plenty of choice for discerning buyers.

“The purchaser profile is as diverse as the properties themselves. Some buyers have recently sold a business, while others are empty nesters seeking an aspirational home that can comfortably host visiting family and friends. Many are simply at a stage of life where a complete lifestyle reset feels right.

“Privacy is the ultimate luxury, with buyers seeking properties where neighbouring homes are out of sight and the outlook is exclusive. They gravitate toward mature landscaped gardens, high end pools with pool houses designed for year round entertaining, and guest wings or standalone accommodation that offer visitors independent space. “Some buyers want equestrian facilities to support a long held passion, room for additional outbuildings, or purpose designed spaces for working from home. Secure shedding for a boat or motorhome is also high on wish lists.”

Dawe says they’ve noticed an uptick in interest from purchasers in Hawke’s Bay, another aspirational lifestyle region, who are shifting closer to family in Auckland or the Waikato.

“With Hamilton International Airport now offering direct flights to Australia’s eastern seaboard, the appeal is even stronger. The added convenience and time savings make Waikato regional properties particularly attractive for those who travel frequently,” he says.

Down south in the Nelson-Tasman and Marlborough regions, the “sweet spot” is superior lifestyle properties over \$1.5 million with up to 5ha of land, says Glenn Dick, director Bayleys Marlborough and

Bayleys Nelson-Tasman.

“These two regions offer lifestyle in spades, with the playgrounds of the Marlborough Sounds and Golden Bay in easy reach.”

In Nelson-Tasman, areas like Redwood Valley, Upper and Lower Moutere, and Upper Motueka Valley are highly sought after, while in Marlborough, buyers are homing in on the southern valleys like the Wairau, Awatere, and Waihopai.

“Many of these properties have extensive vineyard plantings which provides ambience and that ‘under the Tuscan sun’ vibe. There’s usually room to spare for fruit trees, alpacas or native plantings that draw in tui and bellbirds.

“The appeal lies in stepping back from the hum of suburbia and embracing a more private, expansive way of living. Across these exclusive country estates, everyday life takes on a new rhythm shaped by space, peace and quiet



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GLENN DICK
BAYLEYS MARLBOROUGH AND
BAYLEYS NELSON-TASMAN
DIRECTOR



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and the freedom to pursue long held passions.

“Existing outbuildings are often reinvented as stylish, practical storage for boats, beach gear or motorhomes to support the coastal escapes and road trip adventures that define this next stage of living.”

The premium lifestyle market is attracting a lot of interest nationwide and people are finding that they can have the best of all worlds outside of city confines.

“Improved technology and connectivity mean that working from home is a viable option in the country and it’s a way for people to transition from a full-on business life to a more flexible and fluid lifestyle,” says Mountfort.

“These upmarket homes often have integrated or separate office space to enable a comfortable working environment, and for those easing into retirement, or taking on directorships or board responsibilities, it’s easy for them to make it work.”

Bayleys’ Altogether Better approach brings its rural and residential specialists together, ensuring clients receive seamless support across every type of property transaction, he explains.

“Our collaborative model combines deep market knowledge with extensive national networks and taps into Bayleys’ established partnerships with leading Australian agency McGrath and global firm Knight Frank to source buyers.

“Across the country, Bayleys teams work together to support buyers in an increasingly competitive lifestyle market. Because these properties are held for generations, opportunities to purchase them are increasingly rare.”