



NEW ZEALAND SUPER PRIME RESIDENTIAL MARKET UPDATE

New Zealand's super prime residential market in 60 seconds

Biggest trends

Mainstream market neutral but facing into headwinds

The mainstream market has seen prices tracking sideways across most regions, although the lower South Island has seen some growth. Sales volumes remain reasonable, but elevated supply is keeping pressure off prices. After a confident start to the year, the Middle East crisis and resulting oil shock introduced some hesitation to the market but this is likely to fall away as the conflict resolves.



Super prime market gets a boost from Golden Visas

Whilst the super prime market has largely followed the mainstream market, changes enabling Active Investor Plus visa holders to buy one home above \$5 million have added a recent boost to confidence. Local and expat buyers remain the dominant buyer groups across this market, but Golden Visa buyers are now a noticeable buyer group primarily in Auckland and Queenstown-Lakes.



Interest rates still the key influence

Interest rates are now well below recent peaks but have seen some recent volatility due to concerns about inflation. While super prime buyers often have strong equity and are less affected by mainstream affordability issues, many of these buyers also have business interests exposed to borrowing costs and wider economic conditions so are in no way immune to interest rates.



Interesting facts

Some preferences never change

Homes in prestige locations with waterfront positions, water views or mountain outlooks remain at the core of the super prime market. These features are often difficult to replicate and continue to support price premiums, particularly where they are combined with privacy and high-quality homes.



Design varies at the top

Super prime homes vary widely in design, size and features. Homes are generally large, but bedroom and bathroom counts remain at functional level compared with some of the excess seen overseas. While tennis courts and swimming pools are often associated with this market, the data suggests they are far from standard features. Privacy appears to be a more consistent attribute.

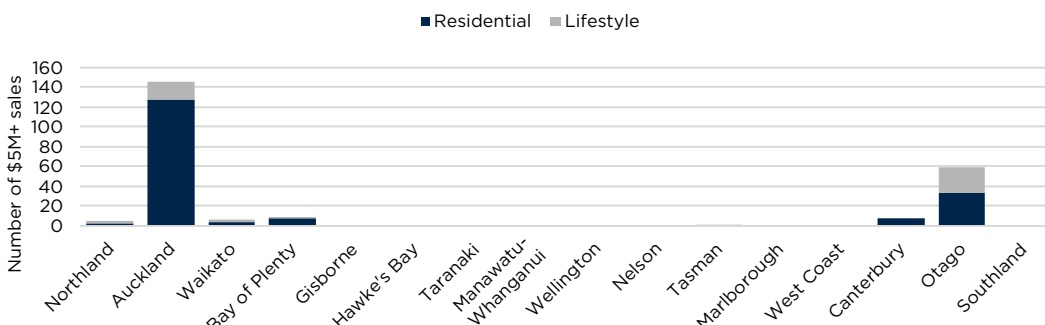


Golden Visa buyers hit sensitive land hurdles

As with many buyers in the super prime market, Golden Visa buyers are often attracted to waterfront, coastal and lifestyle properties. These properties can be subject to sensitive land restrictions which may limit or prevent purchases under the scheme. Agents are helping these buyers identify properties with similar lifestyle appeal but fewer hurdles. Some buyers are also pursuing other visas or approvals to support their purchases.



Number of super prime sales by region and type



Super prime residential:

We define super prime residential as residential and lifestyle properties that sold for more than \$5.0 million. Our methodology involves use of raw data from REINZ supplemented by detailed investigations by Bayleys. Sales cover April 2025 to March 2026. We revise our methodology from time to time. Our latest results may not be fully interchangeable with historic results due to changes to methods.

Need help?

Use this form to request help from your local Bayleys team



Notable transactions



SOLD

43/39 Tongatu Road, Ngunguru, Northland

Features 13 bedrooms, 10 bathrooms
Sale price \$10,250,000
Contact Roi Smith-Iri, Tracy Dalzell



SOLD

Kauri Mountain Point, Taiharuru, Northland

Features 4 bedrooms, 3 bathrooms
Sale price \$5,375,000
Contact John Greenwood, Libby Greenwood, Irene Bremner



SOLD

9 Stanley Point Road, Stanley Pt., Auckland

Features 5 bedrooms, 5 bathrooms
Sale price \$9,000,000
Contact Victoria Bidwell, Nick Gilbert



SOLD

379i Gordons Road, Waiheke Isl., Auckland

Features 5 bedrooms, 3 bathrooms
Sale price \$11,350,000
Contact Mana Tahapehi



SOLD

4 Margaret Place, Hahei, Waikato

Features 5 bedrooms, 3 bathrooms
Sale price \$6,990,000
Contact Belinda Sammons, Kylie Pullen



SOLD

55 Cliff Road, St Heliers, Auckland

Features 5 bedrooms, 5 bathrooms
Sale price \$8,060,000
Contact Harry Cheng, David Rainbow



SOLD

32 Tuhaere Street, Orakei, Auckland

Features 4 bedrooms, 5 bathrooms
Sale price \$12,250,000
Contact Sarah Liu, Nick Gilbert



SOLD

27 Marine Parade, Herne Bay, Auckland

Features 5 bedrooms, 6 bathrooms
Sale price \$38,000,000
Contact Edward Pack



SOLD

298 Victoria Avenue, Remuera, Auckland

Features 4 bedrooms, 3 bathrooms
Sale price \$8,150,000
Contact Gary Wallace, Vicki Wallace



SOLD

18B Grampian Road, St Heliers, Auckland

Features 5 bedrooms, 5 bathrooms
Sale price \$9,300,000
Contact Murray Wallace



SOLD

12 Lammermoor Drive, St Heliers, Auckland

Features 5 bedrooms, 4 bathrooms
Sale price \$8,600,000
Contact Sarah Liu

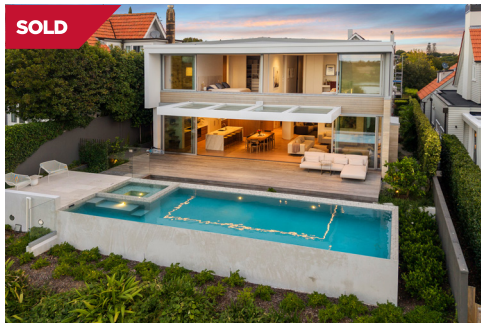


SOLD

124 Arney Road, Remuera, Auckland

Features 6 bedrooms, 5 bathrooms
Sale price \$9,888,888
Contact Sarah Liu

Notable transactions



SOLD

18 Martin Avenue, Remuera, Auckland

Features 3 bedrooms, 3 bathrooms
Sale price \$8,950,000
Contact Vicki Wallace, Gary Wallace, Andrew Wallace



SOLD

173 Victoria Avenue, Remuera, Auckland

Features 4 bedrooms, 3 bathrooms
Sale price \$10,500,000
Contact Gary Wallace, Sam Wallace



SOLD

52 Bassett Road, Remuera, Auckland

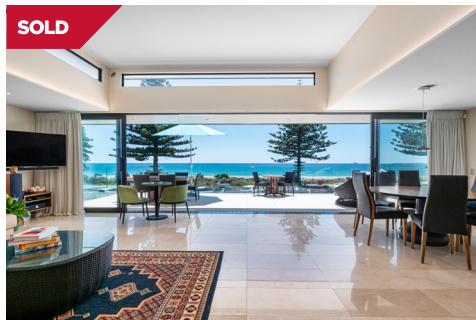
Features 5 bedrooms, 4 bathrooms
Sale price \$10,010,000
Contact Jo Johnstone, Steve Koerber



SOLD

11 Claude Road, Epsom, Auckland

Features 7 bedrooms, 6 bathrooms
Sale price \$9,500,000
Contact Gary Wallace, Vicki Wallace



SOLD

144 Marine Parade, Mt Maunganui

Features 5 bedrooms, 3 bathrooms
Sale price \$7,800,000
Contact Sharon Hall



SOLD

233C Oceanbeach Road, Mt Maunganui

Features 5 bedrooms, 3 bathrooms
Sale price \$5,140,000
Contact Conrad Doyle, Kay Ganley



SOLD

207 Papamoa Beach Road, Papamoa

Features 4 bedrooms, 4 bathrooms
Sale price \$6,000,000
Contact Sharon Hall



SOLD

4B Armstrong Road, Te Puna

Features 4 bedrooms, 3 bathrooms
Sale price \$8,600,000
Contact Anton Terblanche



SOLD

24 Jade Drive, Wanaka, Otago

Features 3 bedrooms, 3 bathrooms
Sale price \$6,350,000
Contact Sharon Donnelly, Jamie Askham



SOLD

6 Bloxham Lane, Lake Hayes, Otago

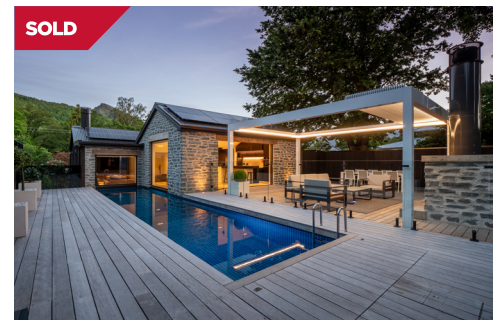
Features 4 bedrooms, 3 bathrooms
Sale price \$9,500,000
Contact Nick Newman, Sheryl Williams



SOLD

7 Bendemeer Lane, Dalefield, Otago

Features 4 bedrooms, 3 bathrooms
Sale price \$6,050,000
Contact Jimmy Allen, Phoebe Swale, Jessica Coburn



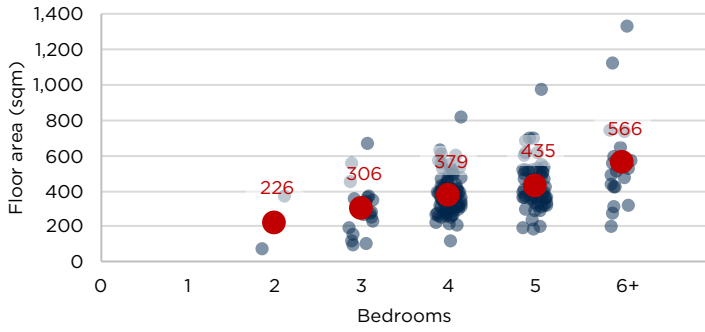
SOLD

4 Cardigan Street, Arrowtown, Otago

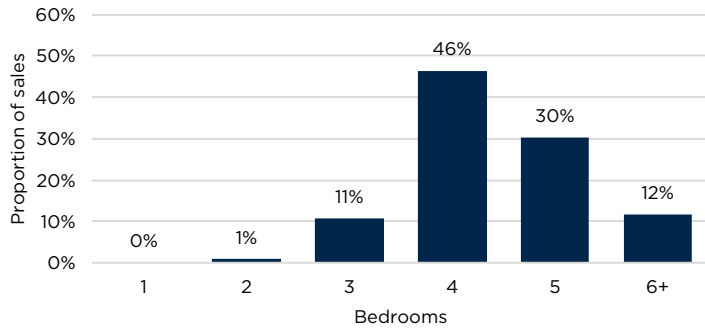
Features 4 bedrooms, 2 bathrooms
Sale price \$5,850,000
Contact Todd Weeks, Sarah McBride, Sarena Glass

Features

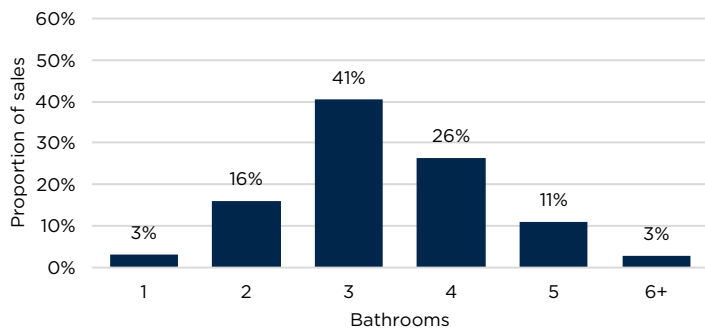
Floor area by bedrooms



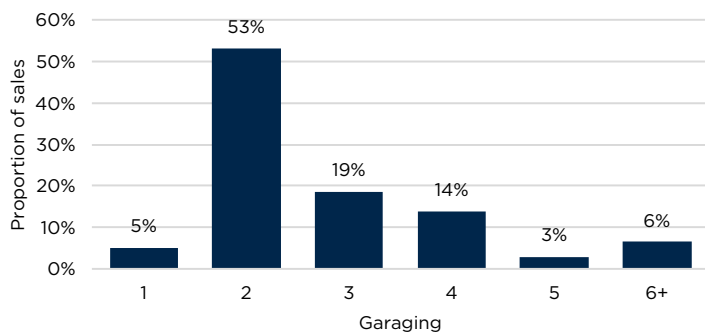
Number of bedrooms



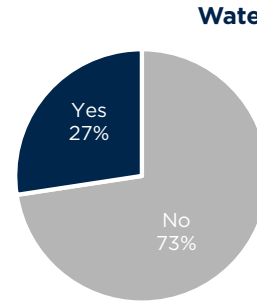
Number of bathrooms



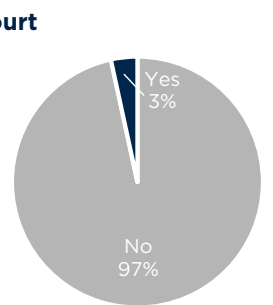
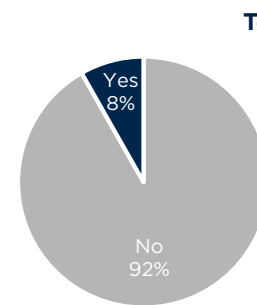
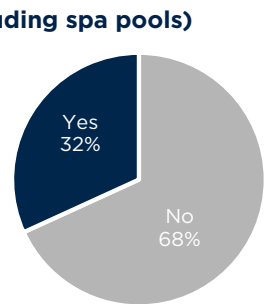
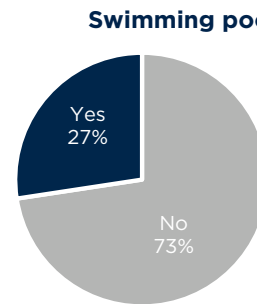
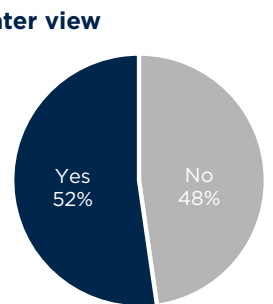
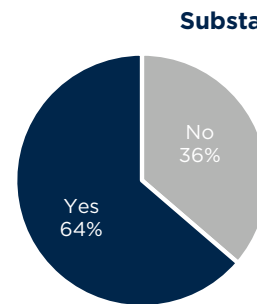
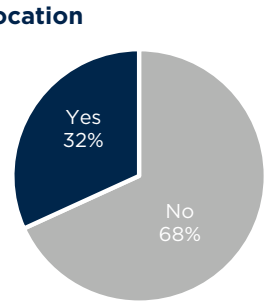
Number of cars garaged



Auckland region



Other regions



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