



# Regional view Auckland lifestyle



**RAYMOND MOUNTFORT**  
REGIONAL GENERAL MANAGER  
BAYLEYS LIFESTYLE

A soggy start to the summer has impacted the lifestyle sales market. At the same time, Kiwis packed up for their summer holidays, meaning December sales data paints a murky picture. Despite this, increased enquiry on Bayleys listings and steadily rising listing volumes bode well for the start of the new year as we get back to business with renewed enthusiasm.

Click-through rates for Bayleys property advertisements and social media during December, in particular, came in at more than 10 times the industry average across all property sectors, demonstrating that appetite exists and the focus for 2023 is conversion for buyers and sellers.

Financial conditions have eased for borrowers, meaning mortgage lending rates and the interest yield curve look more appealing for the first time in many months.

However, 2023 will be a year of recalibration, and we're under no illusion that cost-of-living pressures and an increased air of buyer caution will deliver a steadier pace of activity for residential and rural assets.

Looking ahead, the fundamental drivers to buy and sell property endure for many Kiwis, motivated by employment opportunities, family requirements and lifestyle preferences. A push to our regions and urban limits continues to encourage Aucklanders into lifestyle and rural properties, where value return is high, and the ability to own a home with land and room for hobbies endures as a prevalently attractive drawcard. New lifestyle subdivisions around primary infrastructure projects and an increased focus on climate-friendly construction and grow-your-own capabilities are shaping up to be key considerations for buyers in 2023.

## MARKET METRICS: AUCKLAND LIFESTYLE

**\$1,867,192**

AVERAGE SALE VALUE

**2.76ha**

AVERAGE LAND SIZE

**200**

PROPERTIES SOLD

Source: REINZ unconditional sales data,  
3 months to December 2022

## SPOTLIGHT ON CLEVEDON

Some 40 kilometres southeast of Central Auckland on the Wairoa River and adjacent to the rugged Hunua Ranges, Clevedon is a beautiful country village that attracts long-time residents and day-trippers in equal parts. Boasting a high proportion of lifestyle properties that average around \$1.9 million in value, a mixture of modern and architecturally-designed homes sit between original homesteads giving the neighbourhood a delightful

country ambience. With the Duder Regional Park at its northern tip, Clevedon serves as the gateway to some of the region's premier beaches including Maraetai and Kawakawa Bay. In addition, it's host to a local animal farm, art trail, and a popular weekend farmer's market, while connectivity to central hubs in Manukau provides continually evolving amenities. At the same time, residents appreciate a quaint country ambience, particularly sought-after in the wake of the pandemic.

### NORTH

**\$1,897,945**

average sale value December 2022

**-5%**  
y/y

**-81%**  
volume y/y

### WEST

**\$1,871,829**

average sale value December 2022

**-12%**  
y/y

**-65%**  
volume y/y

### EAST

**\$2,500,000**

average sale value December 2022

**-29%**  
y/y

**-94%**  
volume y/y

### SOUTH

**\$1,753,500**

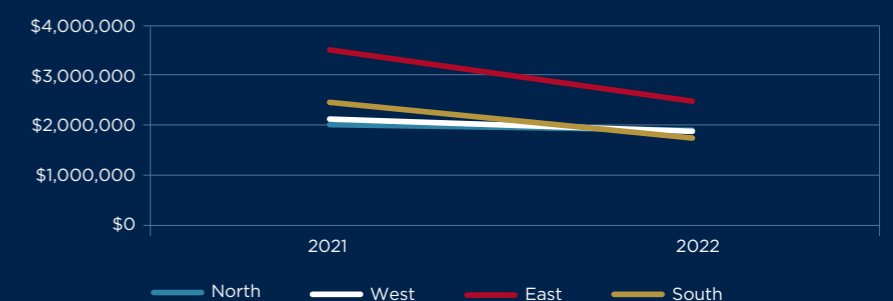
average sale value December 2022

**-29%**  
y/y

**-63%**  
volume y/y

Source: REINZ unconditional sales data

## AVERAGE SALE VALUE BY REGION AUCKLAND LIFESTYLE DECEMBER 2021 VS 2022



Source: REINZ unconditional sales data