



March 2025

# Navigating the New Zealand Property Market

 LJ Hooker



## Executive Summary

The way New Zealanders buy and sell property is evolving as digital platforms become more accessible. While online tools offer new opportunities, the majority of Kiwis still recognise the value of working with real estate professionals. This report explores key trends in property sales, communication preferences, and financial support, based on recent research.

Key findings include:

- Less than a quarter of Kiwis consider selling without a real estate agent, though nearly half of Gen Z would.
- While technology plays a role in communication, face-to-face meetings remain the preferred method of interaction with agents.
- Younger buyers are more open to co-ownership and apartment living to enter the property market.
- Parents continue to play a crucial role in helping younger generations secure a home deposit.

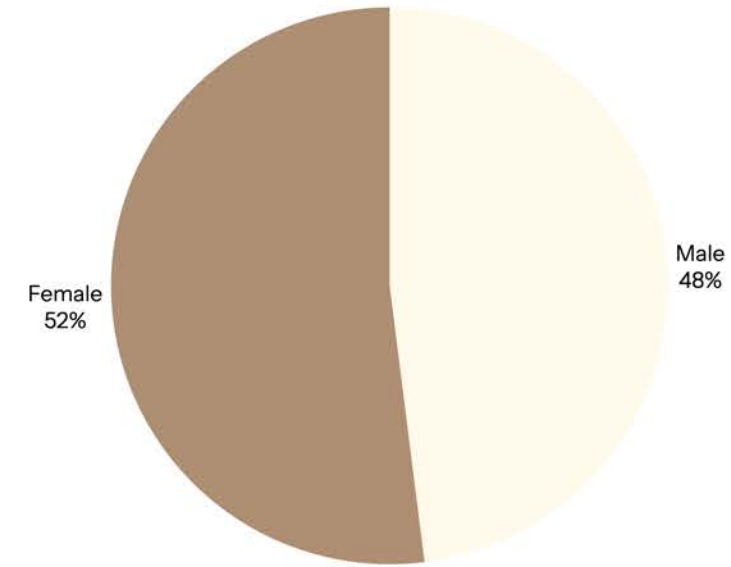
These insights highlight how New Zealanders are adapting to market conditions and leveraging different strategies to achieve their property goals.



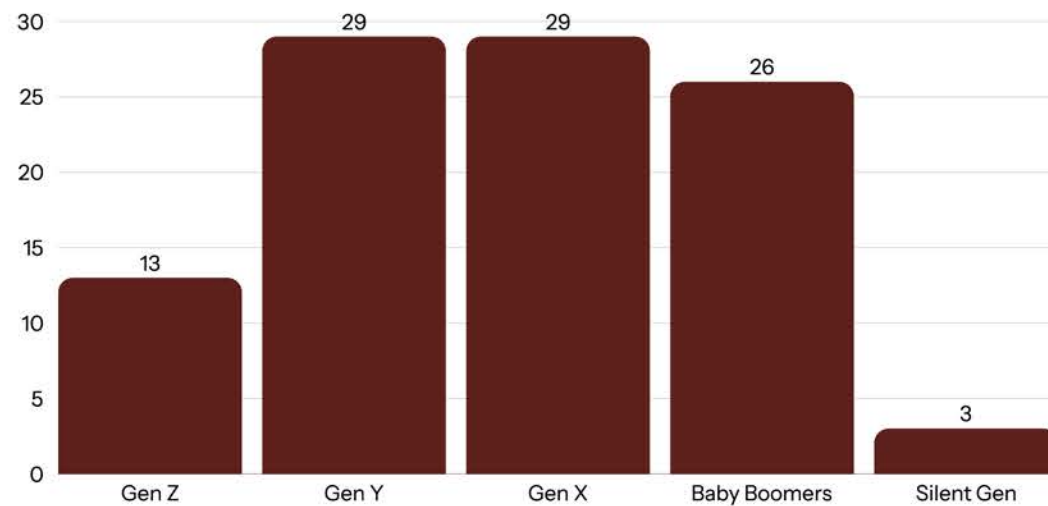
# Audience Profile

The survey, conducted by Edentify, gathered insights from 1,000 participants across New Zealand in December 2024. Respondents represented a diverse cross-section of demographics, providing a comprehensive look at New Zealanders' perspectives on homeownership.

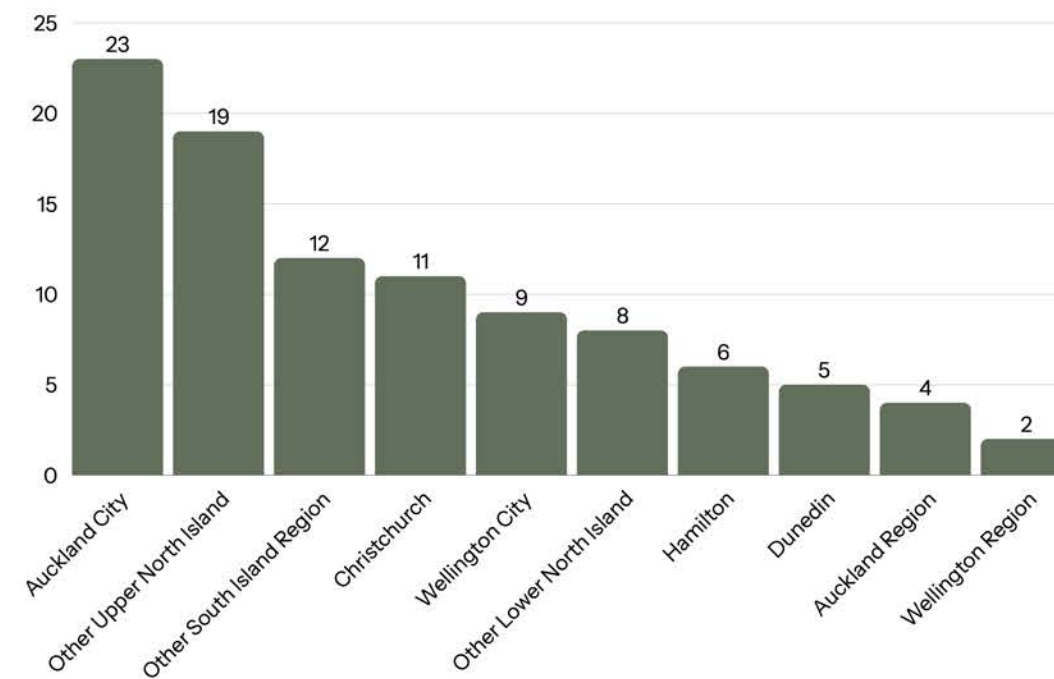
Gender



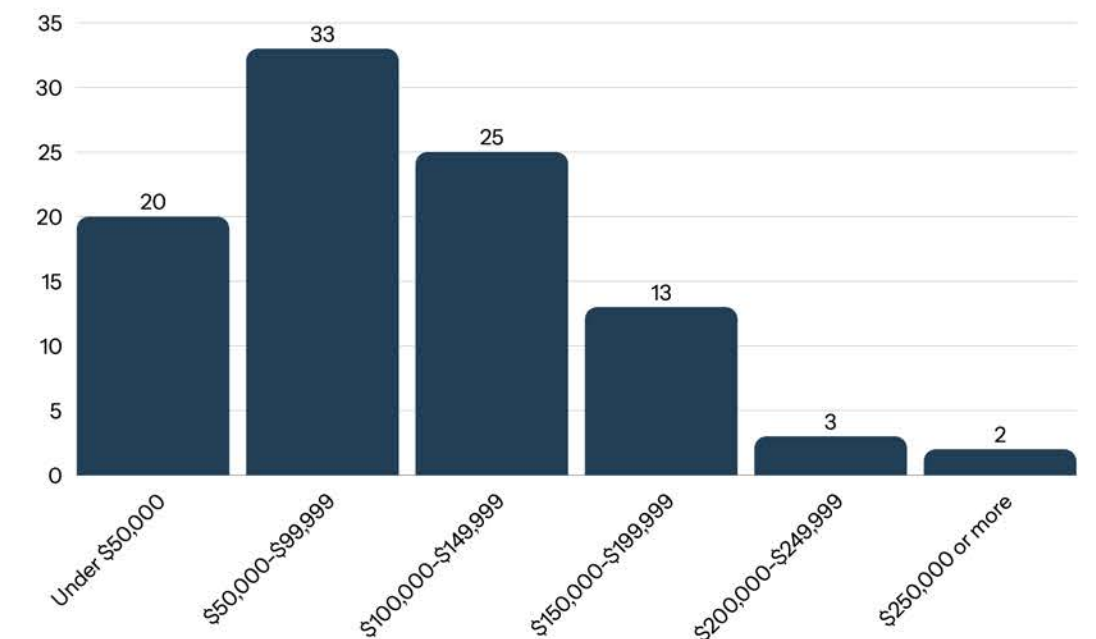
Age Groups (Percentage)



Location (Percentage)



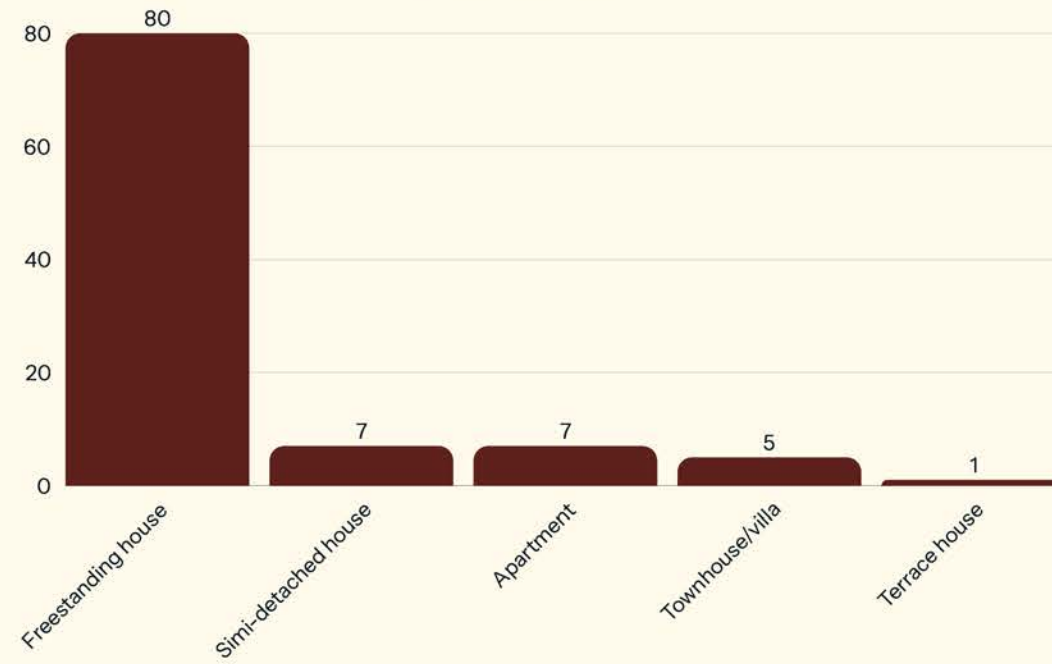
Household Income (Percentage)



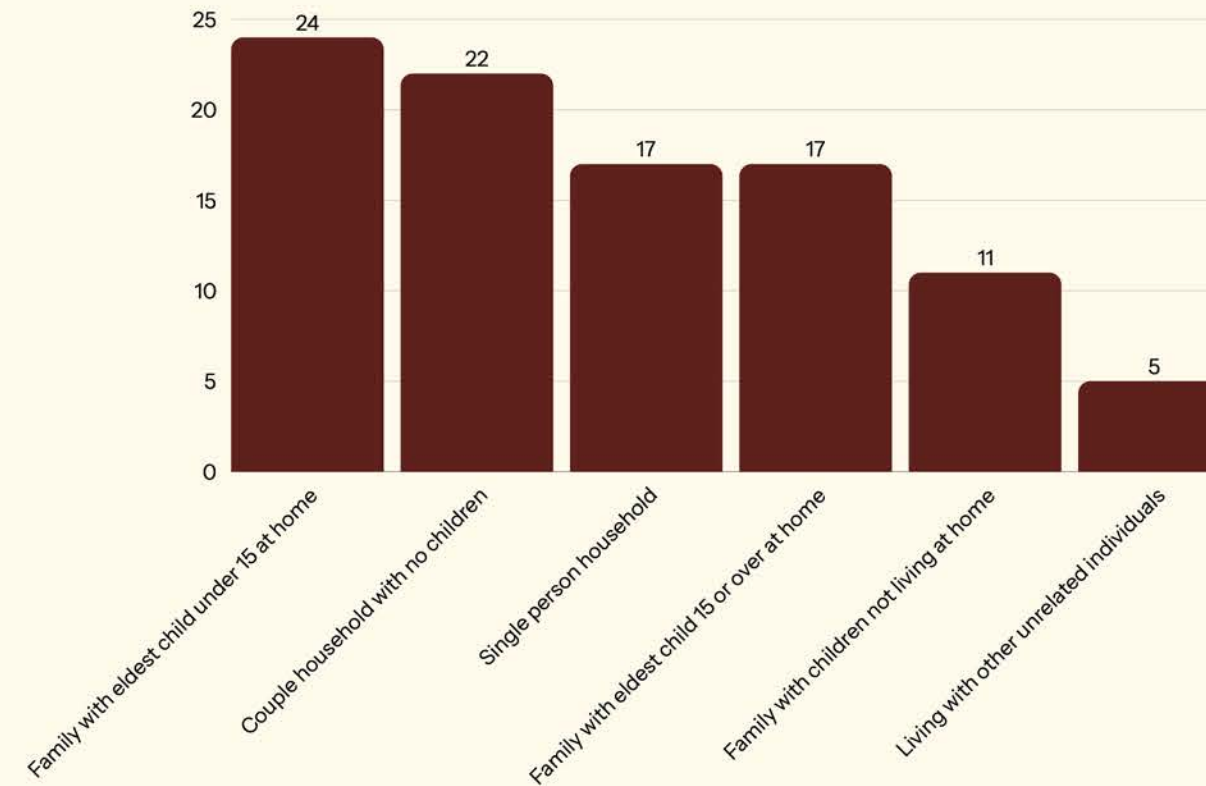


# Audience Profile

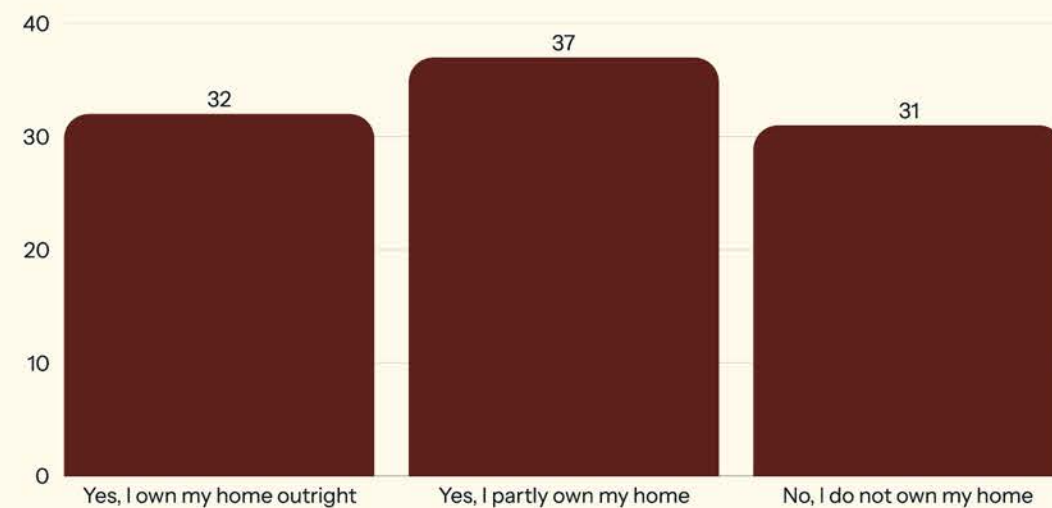
### Type of Property Currently Living In (Percentage)



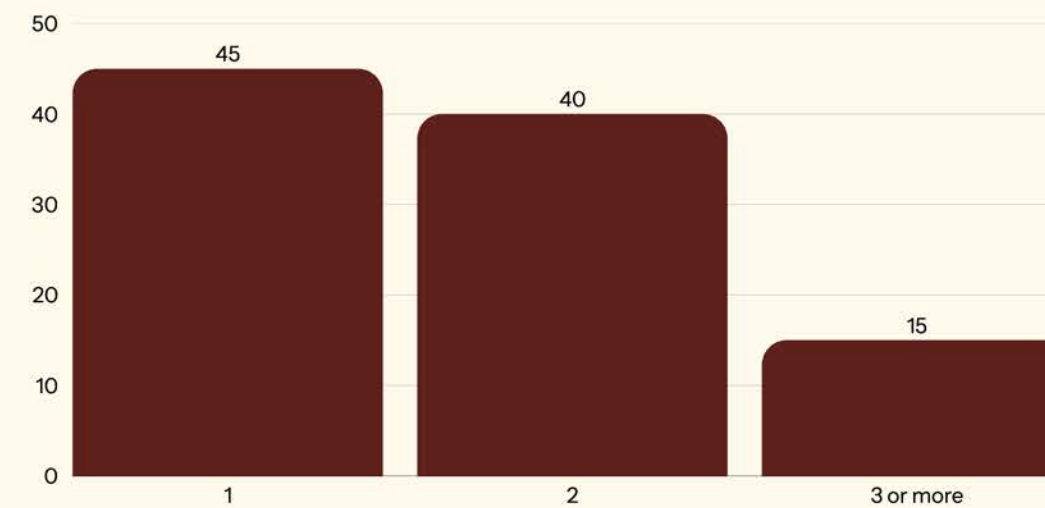
### Household Structure (Percentage)



### Home Ownership (Percentage)



### Number of Kids for Families With Children (Percentage)



# 01

# Selling a Property



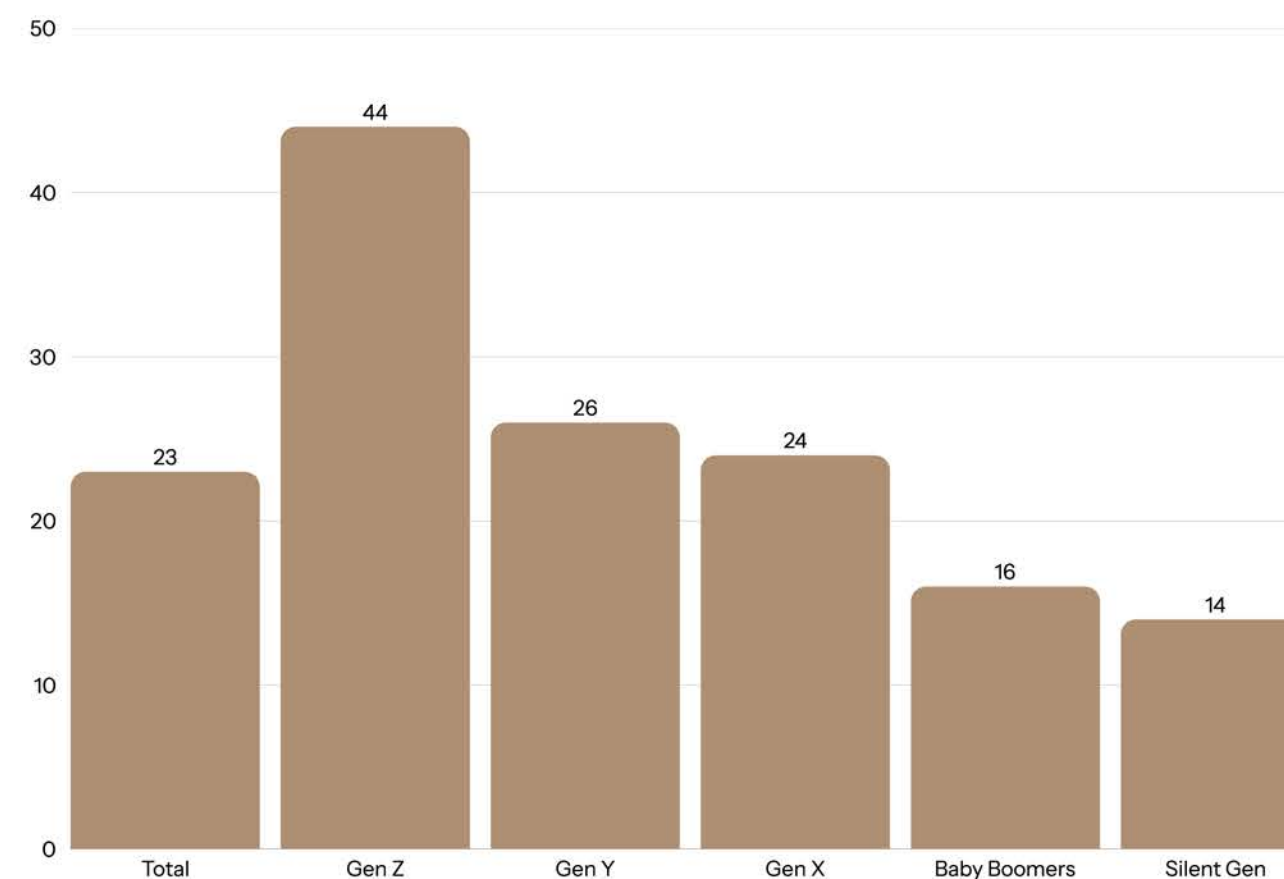


# Selling a Property

The rise of platforms like Facebook Marketplace and online property portals has made private property sales more accessible. However, fewer than one in four Kiwis have considered selling their home without the help of a real estate agent. Notably, younger generations are more open to this approach—44% of Gen Z have considered selling their property through online platforms without a salesperson. This preference declines with age.

“It quickly becomes clear that selling a home is far more complex than selling an old coffee table online,” LJ Hooker Head of Network NZ Campbell Dunoon said. “With fluctuating market conditions, competing offers, and strict regulations, working with a real estate agent helps remove stress and ensures sellers get the best outcome.”

**Yes I Have Considered Using an Online Platform or App to Sell a Property (Percentage)**

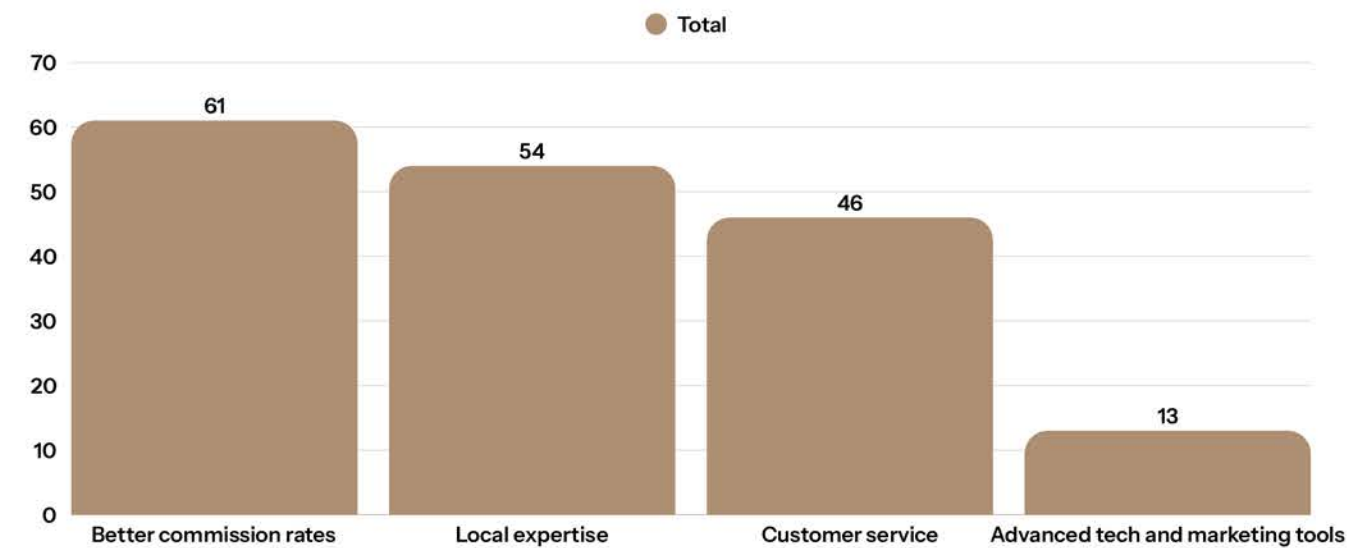




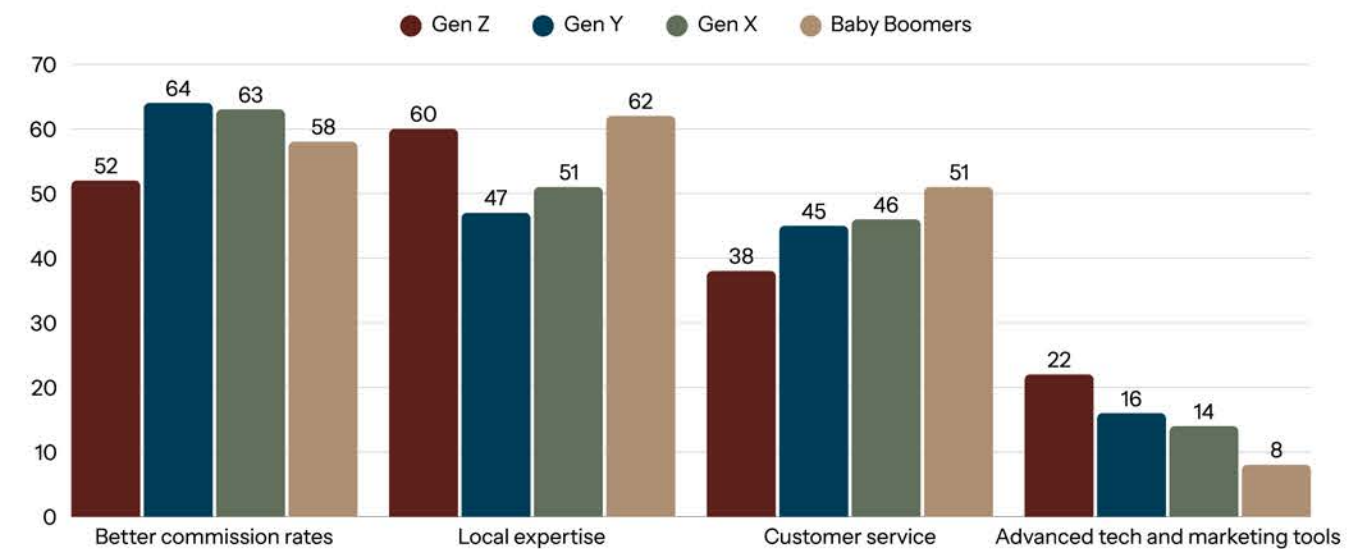
# Selling a Property

A real estate agent's role goes beyond listing a property. Agents work within the community, understand market conditions, and use their expertise to secure the best deal for sellers. The majority of New Zealanders acknowledge this value, with commission rates (61%), local expertise (54%), and customer service (46%) being the most important factors when choosing an agent.

### Key Drivers to Choose a Real Estate Agency to Help Sell a Property (Percentage)



### Key Drivers to Choose a Real Estate Agency to Help Sell a Property By Generation (Percentage)



# 02

## Staying Informed: How Kiwis Prefer to Communicate



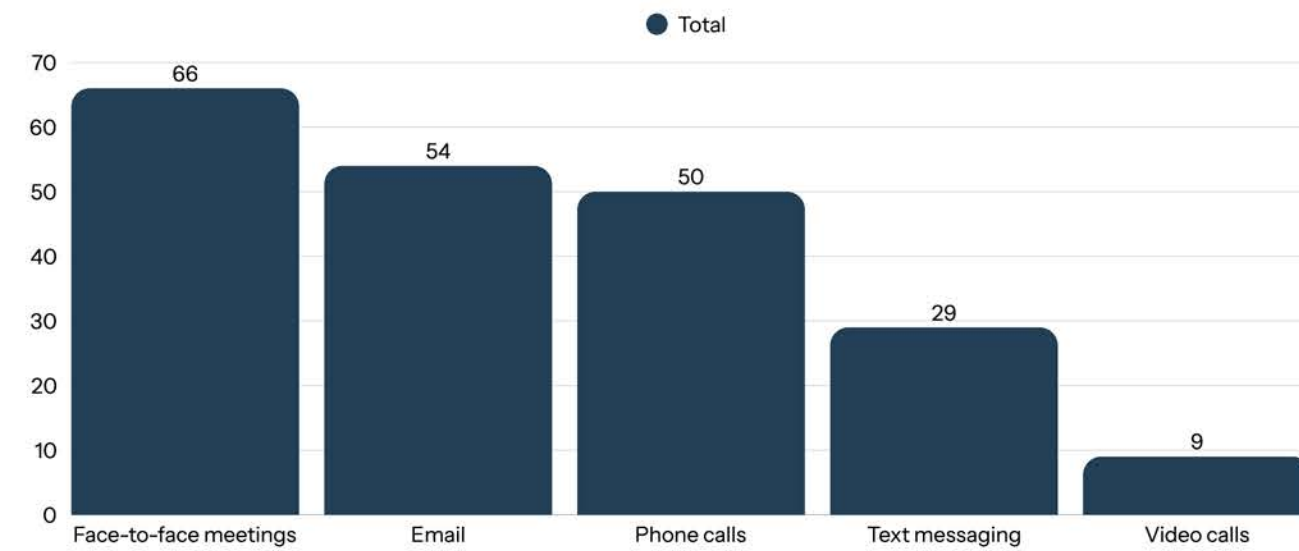




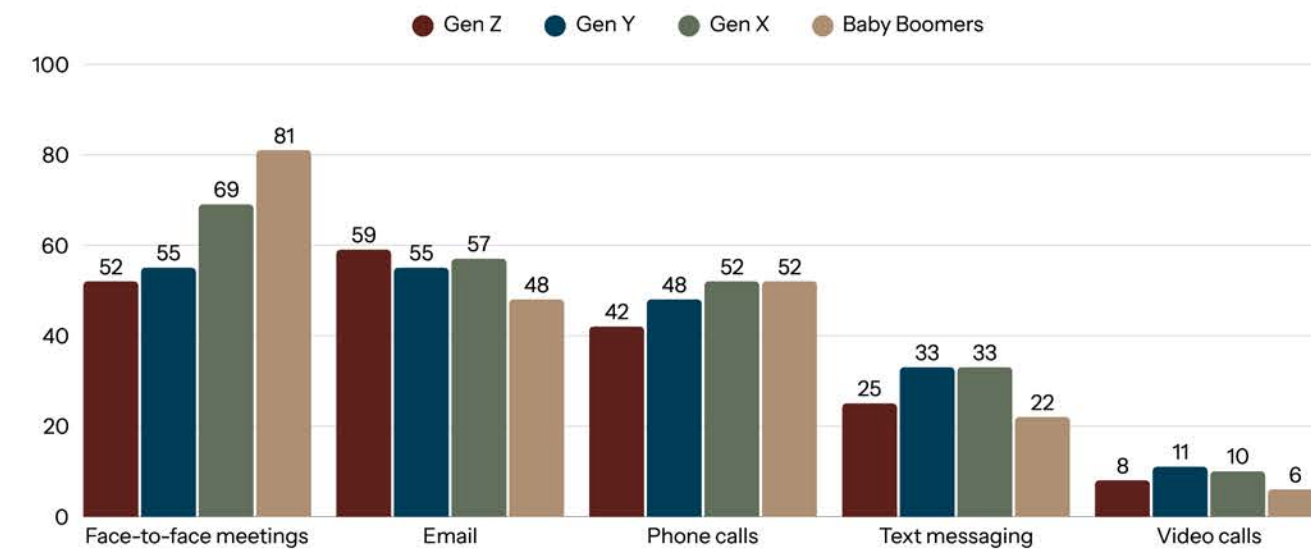
# Staying Informed: How Kiwis Prefer to Communicate

Despite technological advancements, 66% of Kiwis still prefer face-to-face meetings with their real estate agent. However, digital communication is gaining traction among younger generations, with 59% of Gen Z and 55% of Gen Y preferring email communication.

### Preferred Way to Communicate With a Real Estate Agent (Percentage)



### Preferred Way to Communicate With a Real Estate Agent Total By Generation (Percentage)





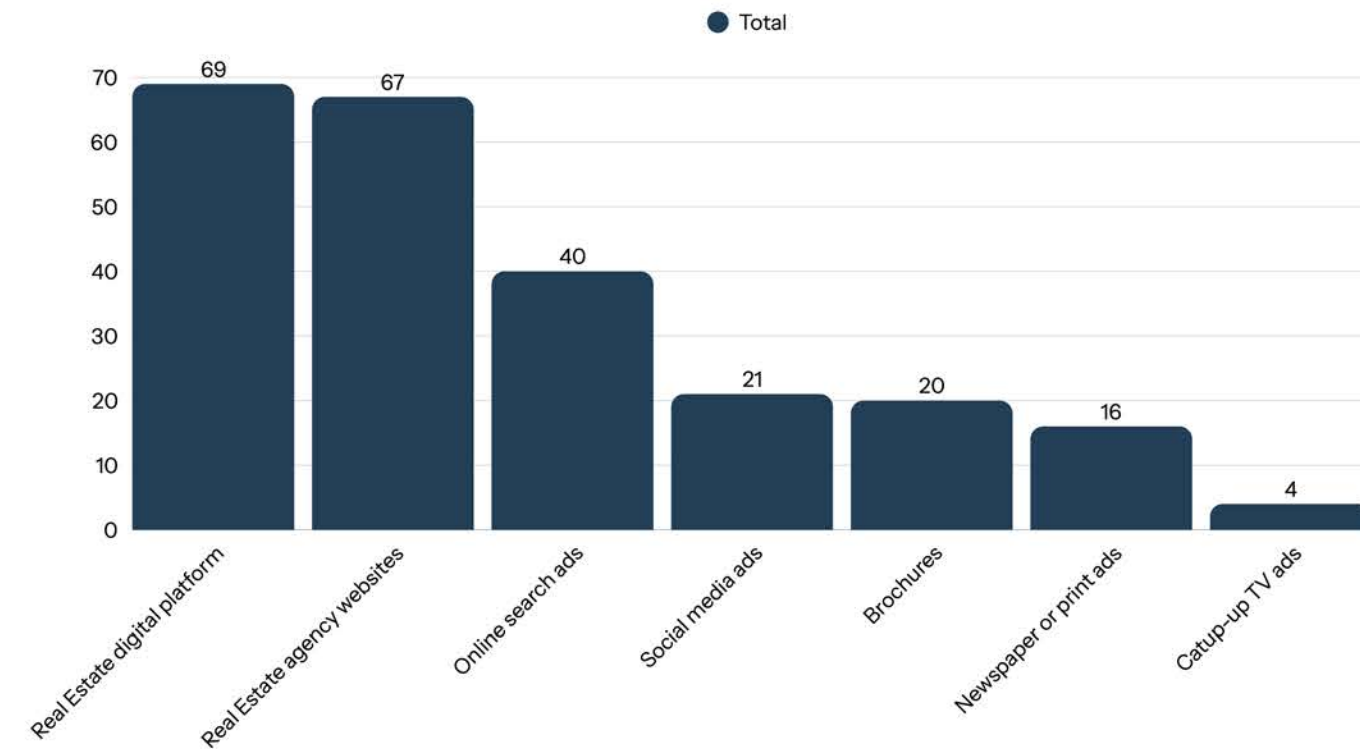
# Staying Informed: How Kiwis Prefer to Communicate

When searching for a property, real estate portals and agency websites remain the most popular tools for house hunters.

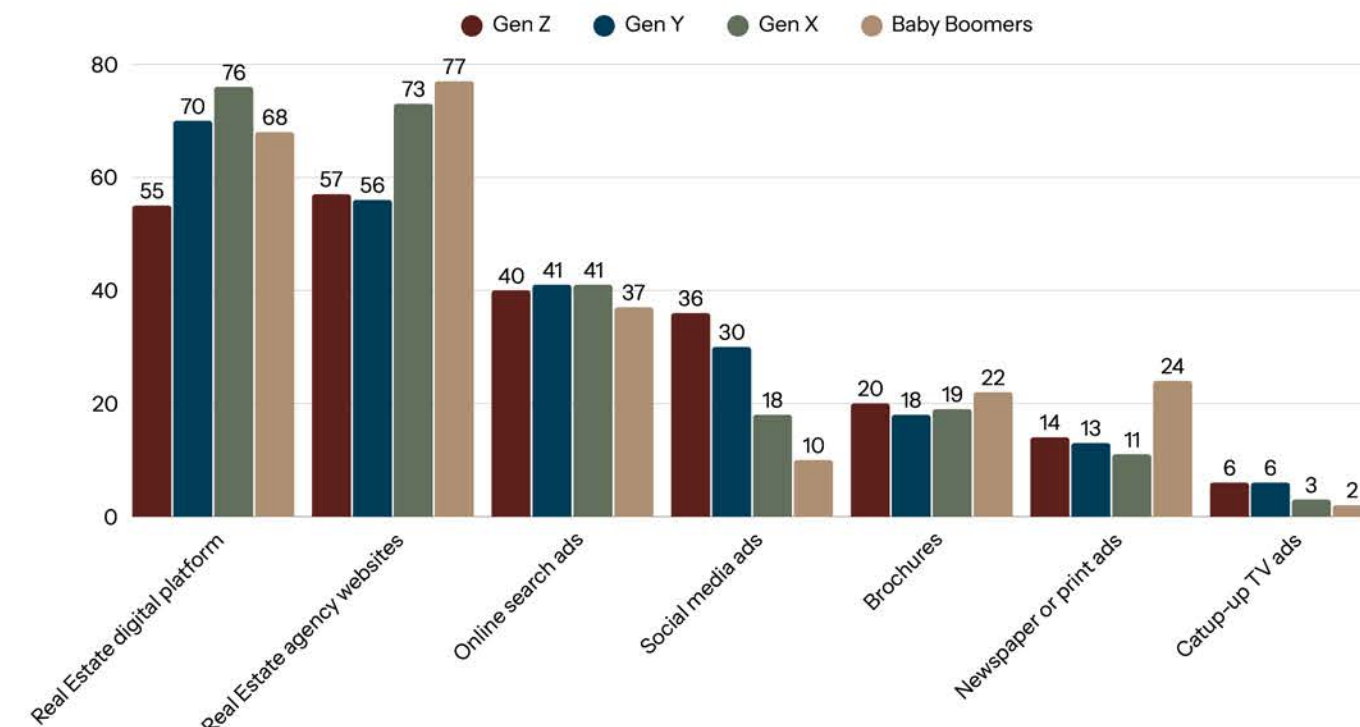
“Serious buyers usually have a clear idea of what they want, so they go directly to agencies that are strong in their area,” Dunoon said. “While brochures and newspaper ads still exist, digital platforms dominate, offering a more effective way to connect with potential buyers.”

Traditional marketing tools like flyers and brochures continue to play a role, particularly in generating word-of-mouth interest within neighbourhoods, but they are no longer the primary drivers of buyer engagement.

Preferred Types of Ads for Properties to Buy or Rent (Percentage)



Preferred Types of Ads for Properties to Buy or Rent By Generation (Percentage)



# 03

## Homeownership Aspirations: Adapting to Market Challenges



# Homeownership Aspirations: Adapting to Market Challenges

As New Zealand cities grow with more apartments and townhouses, the traditional dream of a standalone home remains strong. However, market pressures are leading many aspiring homeowners to explore alternative paths to get on the property ladder.

- **Co-ownership:** 33% of New Zealanders would consider buying a property with a friend or sibling, rising to 45% among Gen Z and 40% among Gen Y. In contrast, only 22% of Baby Boomers are open to co-ownership.
- **Apartment Living:** 40% of Kiwis are open to buying an apartment, with younger buyers more likely to consider this option (48% of Gen Z vs. 37% of Gen X).

“Kiwis still see property ownership as a key path to financial security, but affordability challenges mean that more people are open to alternative options like co-ownership or apartment living,” Dunoon said.

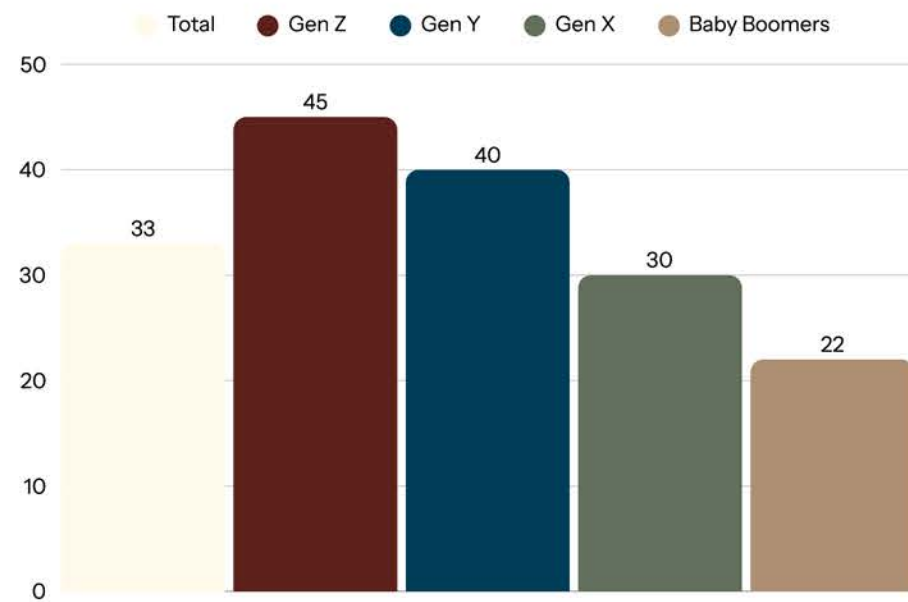
He stresses the importance of due diligence: “If you’re buying with a friend or family member, ensure you have a formal agreement in place outlining each party’s responsibilities and an exit strategy in case circumstances change.”



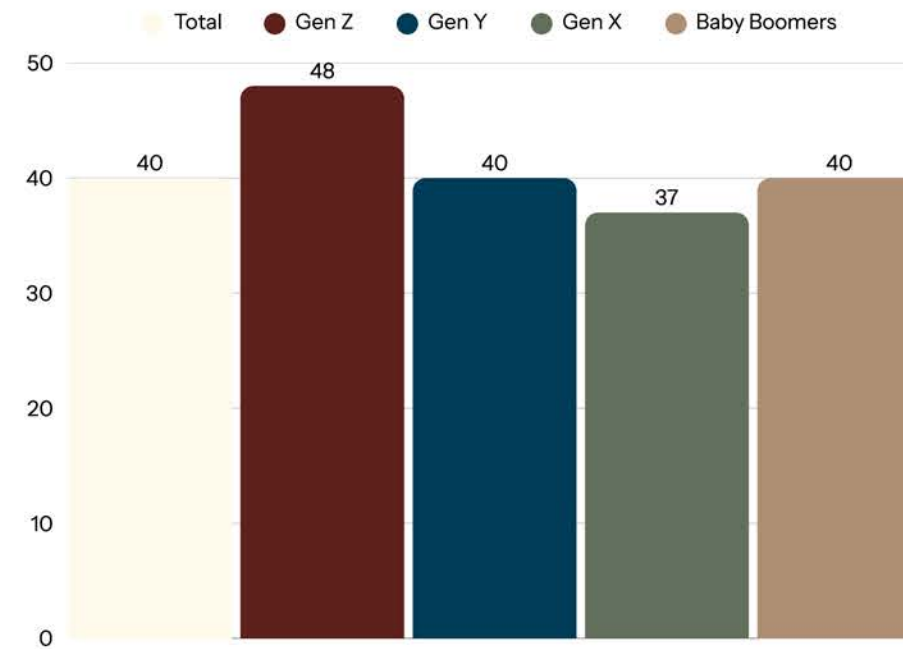


### Total 'Agree' With Statements About Homeownership (Percentage)

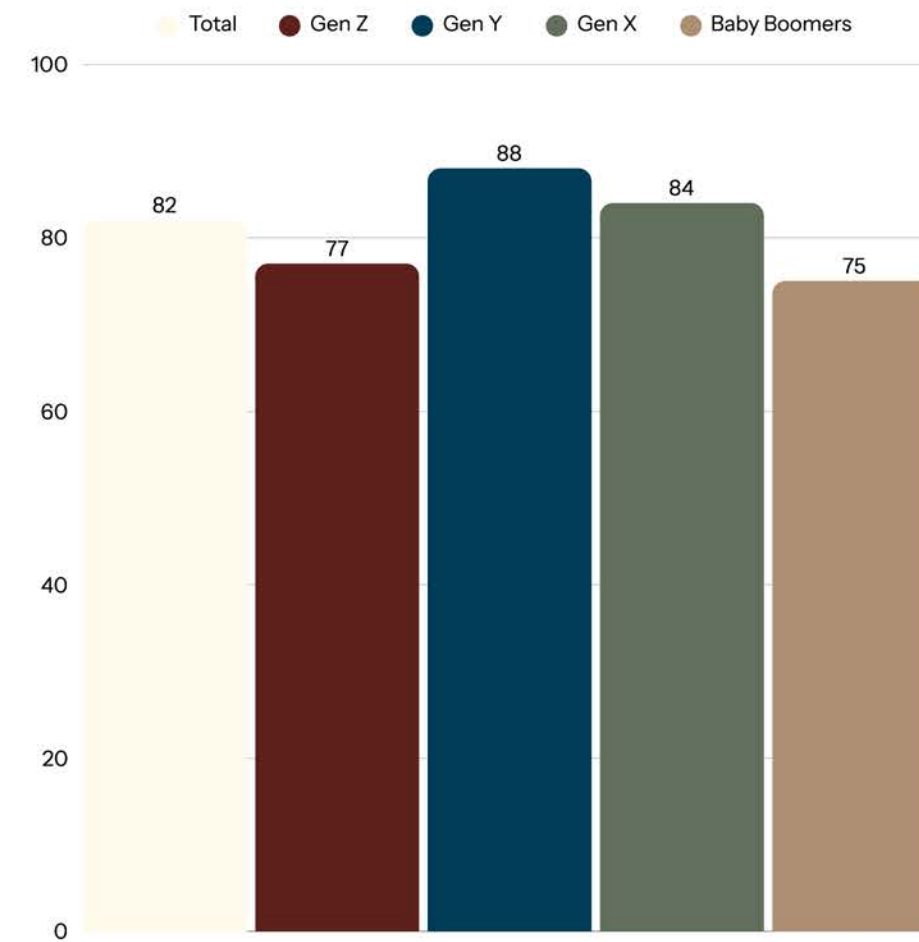
To help me enter the housing market, I would consider buying a property with a sibling or a friend



I would consider buying an apartment (over a house) if it met all my needs



Finding a freestanding home would be my ultimate goal



# 04

## Financial Support: The Role of Parents in Homeownership





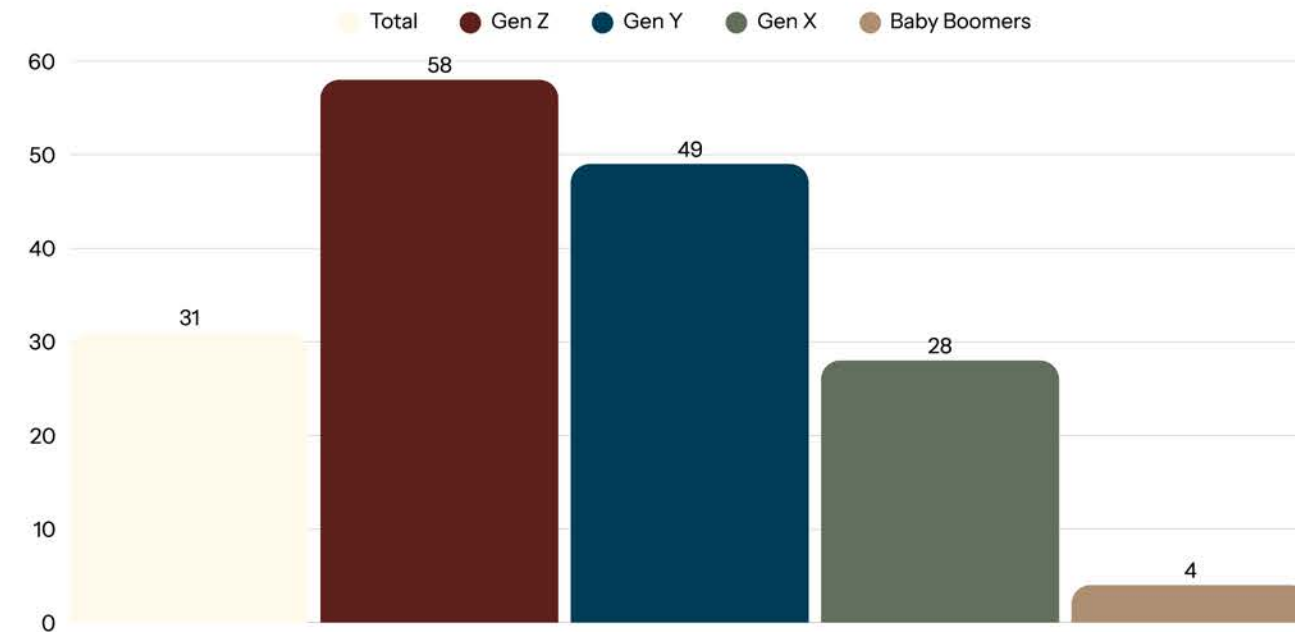
# Financial Support: The Role of Parents in Homeownership

Saving for a home deposit remains a major hurdle for many buyers. While KiwiSaver has helped, many young people rely on family support to bridge the gap.

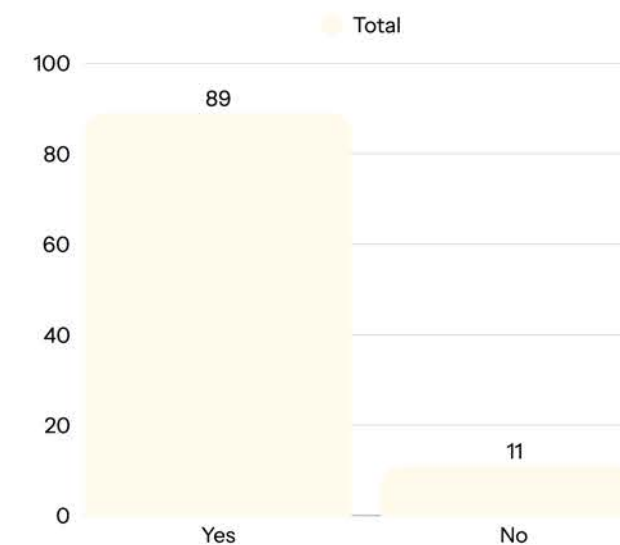
- 31% of Kiwis have parents open to providing financial assistance to buy a home.
- Parental support is even more common among younger generations, reflecting rising house prices and affordability challenges.
- 89% of parents are open to helping their children enter the property market.

“Parents who have built wealth through homeownership understand its long-term benefits,” Dunoon said. “Many are eager to support their children in achieving the same goal, even though the path to homeownership has changed over the years.”

Yes - Have Parents Open to Help Financially to Buy a Home (Percentage)



Amongst Families With Children - Open to Assist Child Financially to Buy a Home





## Conclusion

While digital tools are reshaping the way New Zealanders buy and sell property, the fundamentals of the real estate market remain the same. Most Kiwis still see value in working with a professional agent, face-to-face communication remains crucial, and property ownership continues to be a key aspiration—even if achieving it now requires alternative strategies like co-ownership or financial support from family.



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