



# RAY WHITE **NOW**

Real time residential market insights  
17 - 23 November 2020

**VOL. 28**



# CONTENTS

**4**

Foot traffic at open homes surge across the country

**6**

Selling in the current environment

**8**

If I am considering selling, why should I go to market now?

**10**

Why are we seeing strong sales results now?

**12**

Why is there buyer confidence at the moment?

**13**

Ray White the market leader

**14**

With so many buyers in the market, should I still invest in a marketing campaign?

**16**

How Ray White creates competition that sells your property for more

**18**

2020 has streamlined the selling process

**19**

Our full safety policy

**20**

For those seeking mortgage advice

**21**

About Ray White

# FOOT TRAFFIC AT OPEN HOMES SURGE ACROSS THE COUNTRY



## SUMMARY

- Economic recovery gains momentum.
- Open home numbers surge as buyers remain on the hunt.

The purpose of this weekly document Ray White Now is to empower you with real-time insights to guide you to make informed decisions about the Australian property market. On the back of last week's report we showed you that intense buyer demand online was driving enquiry in record numbers. That trend has continued this week with a 24 per cent surge in online searches to 48,787 enquiries according to our data.

We know that when online demand is high it translates to an increase in the number of people who attend our open homes. According to our HomePass check-in data, last week our members conducted 4,300 open homes across the country which drew 30,770 attendees. This saw an average of just over seven people per open home which is considered a very encouraging volume. Many of our members are reporting very high numbers through their open homes. These strong volumes are even more impressive when you take into account the reduced activity that occurred throughout South Australia where real estate activity halted for a few days to align with the strict restrictions that were in place.

Looking at our sales results for the week, the number of new listings are up 1.3 per cent on last year. This is the

first increase we have seen for a number of months. The volumes of sales increased by 10 per cent which saw 4,831 sellers successfully transact their properties over the past 28 days.

Our auction day clearance rate last week of 67 per cent is nine per cent better than this time last year. There were an average of five registered bidders across our auctions this week which is a 1.3 per cent increase compared to last year.

The disparity between the volume of stock coming onto the market and the volume of buyer demand continues to tilt the conditions in the favour of our sellers.

Ray White Now is produced in conjunction with real-time data from our 734 offices across Australia. Last month Ray White completed \$5.7 billion in sales, made up of 6,500 property transactions across our network. We currently manage a portfolio of 200,000 properties for our landlords through our property management division. We have local area experts across the country and we welcome your enquiry to assist with your real estate needs.

**“We know that when online demand is high it translates to an increase in the number of people who attend our open homes.”**

# AT A GLANCE

4,831



SALES

10%

5,720



LIVE LISTINGS

1.3%

30,770



OPEN HOME CHECK-INS

5%

48,748



ONLINE SEARCH

24%

# SELLING IN THE CURRENT ENVIRONMENT



## SUMMARY

- Contrary to media speculation, capital city home values continue to rise for the year.

Like most property owners, you'll probably have questions about what has and hasn't changed in the way in which properties are being marketed in the current environment. Is now a good time to market my property for sale? How can we continue to market and sell property in an efficient manner as our communities transition back to normal conditions? And so on.

As seen in the table below capital city house prices, with the exception of Perth have all recorded annual price growth.

As Australasia's largest real estate group, selling one in every nine properties across Australia, we are uniquely placed to provide our clients with relevant and timely information and data to assess current market activity. As a family owned and led business with 118 years of experience, we know that we can deliver you the highest quality solutions in today's market.

We have successfully adapted our processes in order to safely fulfil the needs of our customers in the current environment. The process of selling has changed a little, yet our activity over the past few months has shown that these processes are working very effectively.

## National Home Value Index October 2020

	Month	Quarter	Annual	Total return	Median value
Sydney	0.1%	-0.6%	6.1%	8.8%	\$860,955
Melbourne	-0.2%	-2.2%	0.7%	4.1%	\$666,240
Brisbane	0.5%	0.9%	3.5%	7.5%	\$510,353
Adelaide	1.2%	2.0%	4.4%	8.5%	\$455,425
Perth	0.6%	0.9%	0.0%	4.3%	\$456,267
Hobart	1.0%	1.6%	6.5%	11.9%	\$498,073
Darwin	1.2%	3.9%	2.8%	9.4%	\$398,910
Canberra	1.0%	1.9%	6.8%	11.8%	\$656,739
Combined capitals	0.2%	-0.5%	3.7%	7.1%	\$638,264
Combined regional	0.9%	1.3%	4.8%	9.6%	\$403,181
National	0.4%	-0.1%	3.9%	7.6%	\$559,254

Source: CoreLogic



Ray White Upper North Shore sales agent Rowan Lazar with Steve the seller of 8 Rushall Street, Pymble NSW

# IF I AM CONSIDERING SELLING, WHY SHOULD I GO TO MARKET NOW?



## SUMMARY

- Top bankers say record low interest rates will save housing market from a population-driven slump.
- Experts confident prices will not rise into bubble territory.

Many of our customers want to know what's happening in the Australian property market now. While we work in the now and use our real-time data, we know there are many risks to the economy in the future. We still believe now is a good time to come to the market.

Australia's top bankers and property experts have all now declared record low interest rates will save the housing market from a population-driven slump while remaining confident prices will not rise into bubble territory. Commonwealth Bank chief executive Matt Comyn said the stability of the housing market served as an attractive stable asset for investors chasing alternatives to record low rates of return. "There is the potential for people to chase riskier assets. I think the stability of the Australian housing market given the overall savings base is a positive," Mr Comyn said last week. "It feels like there is a lot of demand, there is certainly a lot of application demand, it will be interesting to see if that flows into calendar 2021," he said after estimating a five per cent rise in prices.

Mark Hand, ANZ's head of retail and commercial lending, also said the worst was over for the property market, echoing his economics team, which is forecasting rises in property prices next year after reversing calls for a fall. ANZ has scrapped its forecast for a pandemic-linked 10 per cent drop in house prices and now says a jump in sentiment based on stimulus measures and record-low interest rates will curb the decline, and could even result in "modest" price growth this year. ANZ expects strong growth next year – housing prices in Perth are likely to jump 12 per cent, Brisbane 9.5 per cent and Hobart

9.4 per cent. Sydney prices are expected to rise 8.8 per cent – close to the national average – but Melbourne prices will lag, with 7.8 per cent growth.

So right now there's a good opportunity to sell. There's a rush among buyers to secure a home before the end of the year. A shorter than normal hiatus is expected over Christmas this year. This year's selling

season will be extended with new listings continually being added to the market and auctions being booked right up to Christmas eve. Demand has been strongest from first-time buyers and upgraders, many of whom are spending money on a house they might otherwise have used on overseas holidays, which have been stopped because of COVID-19.

**“Record low interest rates will save the housing market from a population-driven slump while remaining confident prices will not rise into bubble territory.”**

### The future remains uncertain for many reasons:

- JobKeeper and JobSeeker support winding back by March;
- International borders remain shut;
- Unemployment tipped to significantly rise; and
- The number of properties for sale will increase and create more choice for buyers.

What we do know is market fundamentals right now are helping our clients who are looking to sell. Our data tells us that our auction clearance rates are the strongest they have been since March and we call one in three auctions nationally. So there's a deep buyer pool for sellers to take advantage of right now. Our question is, "What are you waiting for?"



**RayWhite**

Another  
**SOLD**

3 1 2

Norman Bungalow in  
delightful lounge,  
n/meals, a sunny  
shop & attic storage.

**Josh Hommelhoff**  
0405 383 294  
**Andris Crawford**  
0402 306 644

LIVE ONLINE AUCTION

0:30am

inspection

m.au

Happy buyers of 48 Gnarwyn Road, Carnegie VIC

# WHY ARE WE SEEING STRONG SALES RESULTS NOW?



## SUMMARY

- October saw records tumble as we posted our best month of sales ever.
- Record levels of buyer activity are driving demand.

Real estate markets are driven by a number of factors however the two basic fundamentals of supply (the number of total properties for sale) and demand (the number of buyers active in the marketplace) play a significant role in establishing market conditions that favour sellers or buyers. In general terms, when supply is low and demand is high, these conditions are favourable for sellers. Conversely, when supply is high and demand is low, these conditions are favourable for buyers. So what are we seeing now?

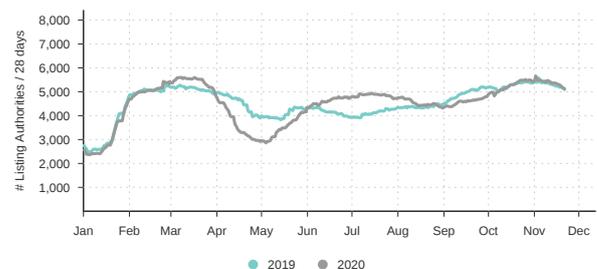
October saw our best ever month in sales where our Ray White members helped over 6,500 households which resulted in over \$5.7 billion in sales. When we look at our auctions for the month, records tumbled with 65.8 per cent of all auctions selling under the hammer on auction day. This was clearly driven by record levels of demand seeing 5.3 registered bidder on average across our auctions.

## Supply

Typically throughout October and November we see an increase in 'New Listings' coming to the market and this year, we are seeing that same trend emerge. 'New Listings' were up by 1.3 per cent this week. This is the first increase we have seen for a number of months (refer Chart 1). When looking at the 'Total available Listings' there are currently 18,589 properties for buyers to choose from which is a three per cent increase compared to last year however when we compare this to the year prior there are 4,276 less listings (refer to Chart 2).

**Chart 1:**  
Listing authorities

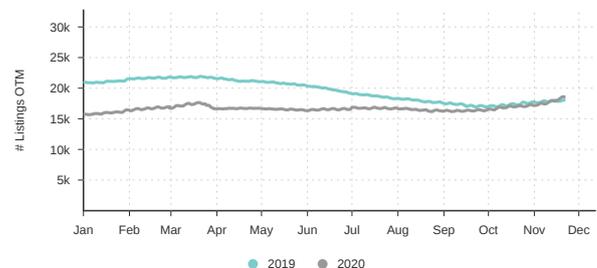
This chart shows that the number of new listings is up 1.3 per cent compared to this time last year.



Source: Ray White Listings Data

**Chart 2:**  
Total available listings

This chart shows the total number of listings are up three per cent compared to this time last year.



Source: Ray White Listings Data

## Demand

Our record result for October was clearly driven by our record volume of buyer demand. Across all of our metrics, demand was up. One of the metrics we watch with particular interest is the number of registered bidders at our auctions. For October we saw a record 5.3 registered bidders on average across our auctions.

The initial buyer metric we take into consideration is the number of buyers viewing properties online. Over the past 28 days we have seen over 4.2 million views across our Ray White websites. This is 42 per cent higher than this time last year. This has resulted in over 48,786 enquiries being sent, a volume which is 24 per cent higher than the same period last year.

The demand hasn't stopped at online activity. Across our auctions over the past week we saw an average of five registered bidders per auction and of these bidders an average of 2.9 were actively bidding at these auctions. These levels are some of the strongest we have seen all year (refer to Chart 4).

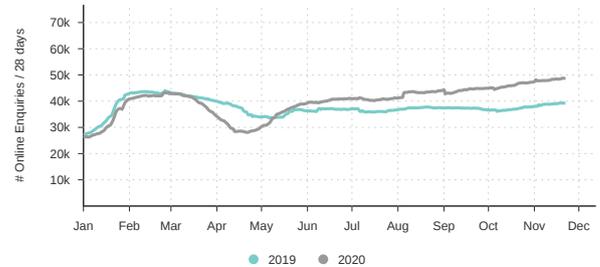
The final consideration that we look at when measuring the volume of demand in the market and arguably the most significant is the number of people obtaining pre-approvals for finance. Pre-approvals are a key leading indicator to buyer confidence knowing they have the financial capacity to buy the property. Our partners at Loan Market (refer to page 20 for more information) are seeing record numbers of pre-approvals across the country with 31 per cent more than this time last year (refer to Chart 5).

As we continue to see strong numbers across these buyer metrics, we often ask ourselves why. So what factors are contributing to buyer confidence?

- Interest rates are at record lows. Importantly, the general consensus among economists is that they will remain at these low levels for the foreseeable future.
- Banks and lenders remain very supportive of lending for residential property.
- The low Australian dollar is attracting strong overseas buyer interest.
- Record levels of government stimulus continue to support buyer sentiment.

## Chart 3: Online enquiries

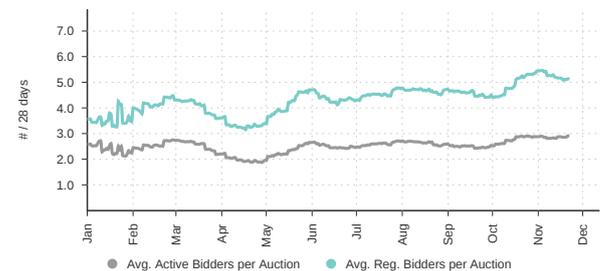
This chart compares the number of online enquiries made through Ray White websites over the 2019 and 2020 calendar years. It shows that online enquiries are 24 per cent above levels at the same time last year.



Source: Ray White Online Analytics

## Chart 4: Bidding by month

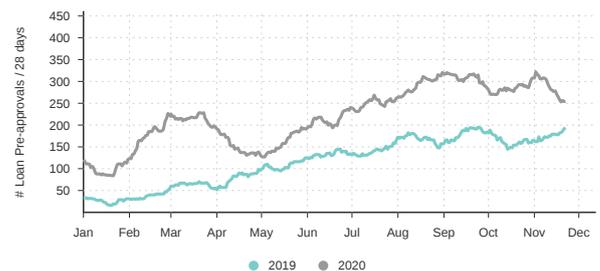
The chart illustrates that the average number of registered bidders per auction has been increasing through 2020 as at 23 November 2020.



Source: Ray White EARS Auction Reporting System

## Chart 5: Loan pre-approvals

This chart compares the number of loan pre-approvals submitted via Loan Market brokers over the 2019 and 2020 calendar years. It shows higher levels of pre-approvals now compared to 12 months ago.



Source: Loan Market

# WHY IS THERE BUYER CONFIDENCE AT THE MOMENT?



## SUMMARY

- Unemployment numbers no where near what was forecasted.
- First home buyers scheme extended.
- APRA pulling back on lending criteria making it easier for people to borrow.

There are many reasons for the current buyer demand. The most significant of these reasons relate to finance.

With interest rates at all time lows and with banks being supportive of purchasers, we are seeing many buyers wanting to take advantage of these factors. Obtaining secure credit on excellent terms while they are available, is certainly influencing demand. This is not only the case with first home buyers, but across all sectors of the market. Fortunately, we continue to see confidence in buyers with job security working in industries not materially impacted by the current economic environment.

In any market environment, there remains a significant number of buyers who are looking at buying and selling within the same market. When you consider this, market conditions generally don't weigh in as much on the decision for those looking to upsize, downsize or relocate.

If there are future risks in the market, why should buyers enter the market?

For buyers, to try and 'game the system', and wait to pick the bottom, it's a difficult game to play. Things can move against you, and you risk being able to get that thing that you really want, especially if it's a family home. Longer term, there seems broad agreement that Australia's fundamentals post-virus should remain strong. Property investment has, and will always be a long-term investment.

If finance continues to be provided on the current terms, the purchasing power of buyers is expected to remain strong and be the main driver of buyer confidence.



Strong crowd at the auction of 8 Rushall Street, Pymble, NSW

# RAY WHITE THE MARKET LEADER

We believe that we are the market leader because we have built market share during many periods of uncertainty. Maintaining faith in our ability to create competition for our sellers in all markets with relentless enthusiasm has been the differentiator.

Our role is to be the “Competition Creators”. We understand that once your property has been sold your key question will be, “have we achieved the very best price possible in today’s market?” At Ray White, we do this by creating competition among potential buyers.

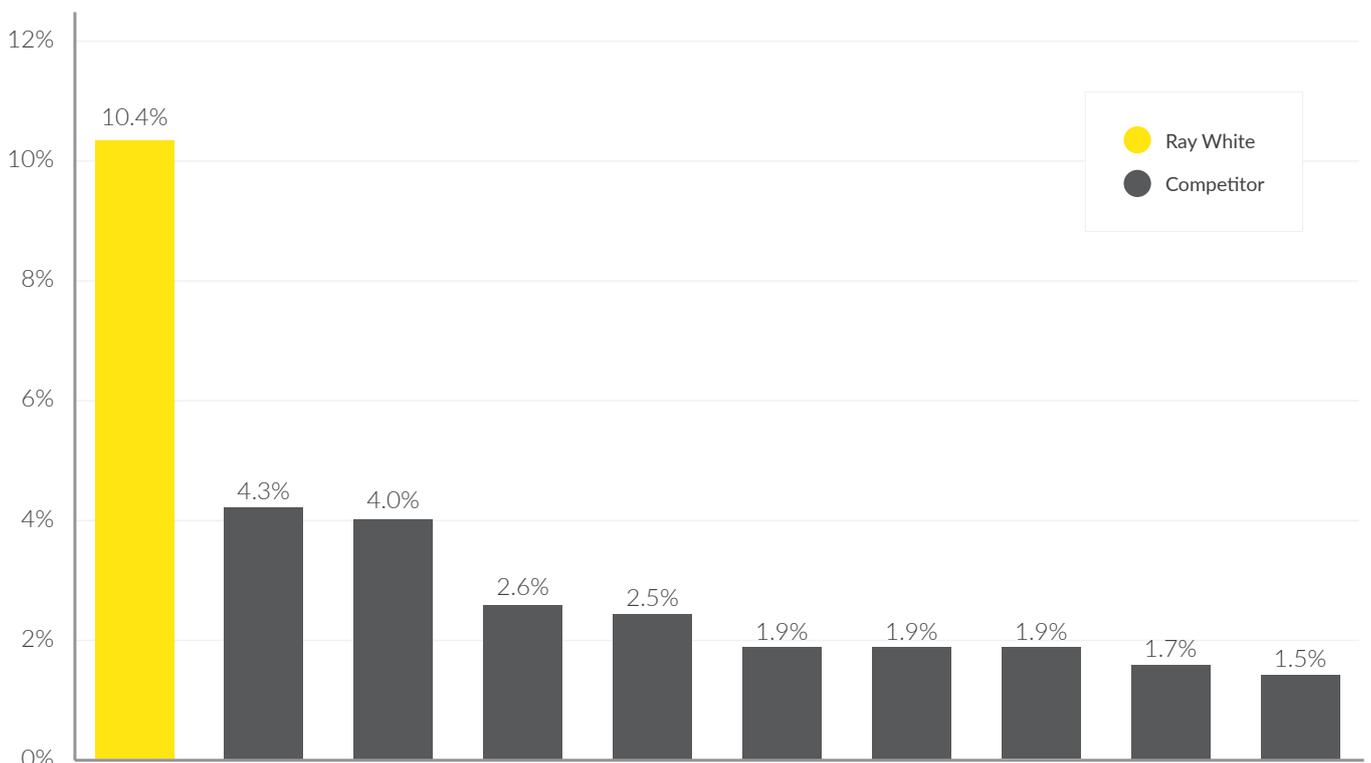
In today’s market, there is a lot of information readily available to buyers through online research. Buyers assess this information and develop a perceived market value estimate and thereby create a “ceiling” price.

The only sure thing that can change a potential buyer’s mind and increase their offer price is the realisation there are others who desire the property and are prepared and willing to pay more.

Creating competition is the best way to achieve an exceptional result for your property. Through the interplay of competition, it’s our aim to achieve a figure which we are happy to present to our sellers - a figure that is a reflection of the buyers competing for the property.

This is what we call creating competition. That is how we profess to bring true value to our clients who are selling their property.

**Top 10 groups - New online listing share**  
October 2020



Disclaimer: Online listing data based on new listings listed on domain.com.au, developments excluded, house and unit stock only. Based on Period of October 2020.

# WITH SO MANY BUYERS IN THE MARKET, SHOULD I STILL INVEST IN A MARKETING CAMPAIGN?



## SUMMARY

- Our ability to create competition has been our uniqueness.
- Creating competition is the best way to achieve exceptional results for your property.

It's true that we are seeing more buyers active in the marketplace. This is reflected in our online traffic, our online enquiries, our bidder registrations and the number of pre-approvals we are seeing. The major portals like realestate.com.au and domain.com.au are also seeing a significant increase in their buyer traffic. So with all these buyers looking to purchase property, shouldn't it be easier to find these buyers and sell a property without having to invest in a substantial marketing campaign? While this may seem like a logical approach, almost all of our seller clients have an ambition to achieve not just any price but a premium price for their property when it sells. And so they should. Any real estate agent can sell a property for a price, however to ensure that the premium

price is achieved for your property we must exhaust every avenue to find the buyer who will pay more than any other buyer in the marketplace. From experience, there is a considerable difference between what the premium buyer will pay and what the next best buyer will pay for any property. In some cases, the difference can amount up to hundreds of thousands of dollars. When considering this, the investment into a complete marketing campaign can have a huge return on investment with the eventual sale price of your property.

**To ensure that the premium price is achieved for your property we must exhaust every avenue to find the buyer...**

So how can you be confident that you have achieved the very best price for your property? The reality is for most property sales, we can't guarantee where the premium



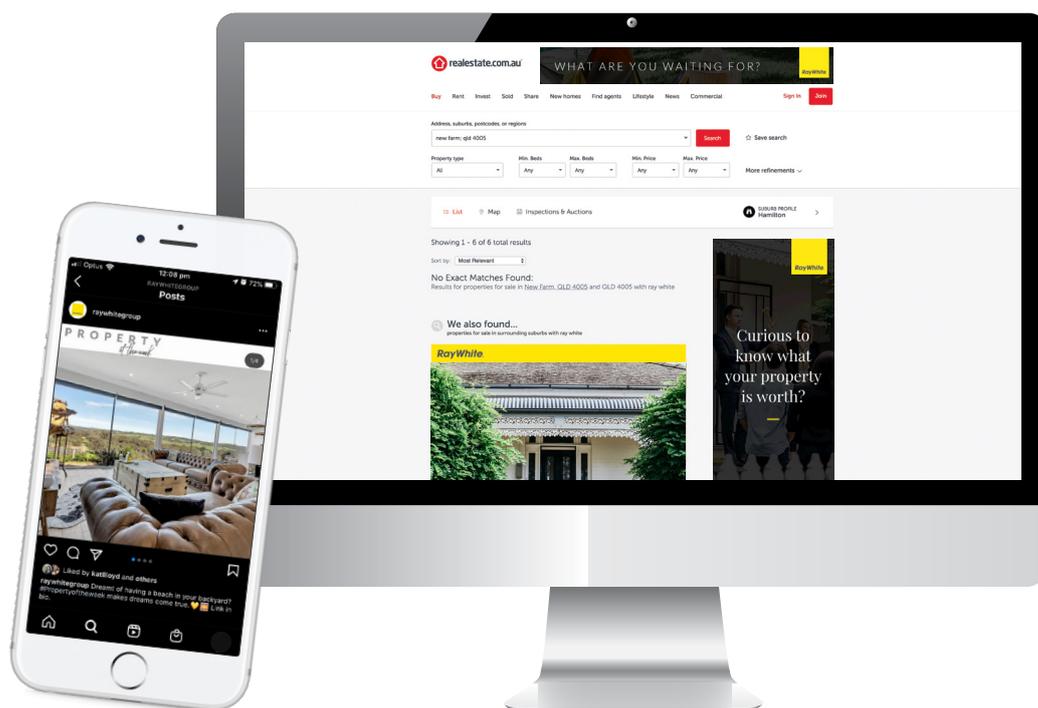
buyer will come from or where they will be searching for their property purchase. With this being the case, it's essential that you cover all bases to ensure you are putting your property in front of all potential buyers.

We know it works. We are essentially playing a contact sport and need to get in contact with as many buyers as we can quickly to secure you a sale at the best possible price. Creating competition is our end game. Our agent's ability to create competition for your property is what will ultimately drive the premium price.

As listing numbers rise, so too does competition and marketing matters as it can elevate your property above others.

Each of our sales and marketing professionals will tailor a marketing campaign to suit your property. There are a wide variety of platforms available for you to ensure every buyer has a chance of seeing your property, they include:

- Signboards - your 24 hour a day sales agent. Designed to capture the attention of locals who may be considering their next purchase or may know someone who is looking to buy into the area.
- Database marketing is an essential element to ensure that your agent can market your property to all buyers who have previously made contact with their agency.
- Online property marketing portals - realestate.com.au and domain.com.au dominate the online property space and you should consider being on both platforms.
- Social media - ask your agent to post across their personal and office accounts.
- Paid social media - Be Seen is a targeted Facebook marketing tactic that has been developed for Ray White which allows for a cost effective way of targeting buyers currently in the real estate cycle.
- Print media - advertising in your local paper is still a great way to get in front of your local community. Your buyer is probably already living in your neighbourhood and actively in buying-mode by looking at the paper.
- DLs and letterbox drops are designed to capture your local buyer or a neighbour who may know someone who is looking to purchase in the area.
- Professional photography, floor plan and videos are a must in 2020. Genuine buyers will start their emotional connection to a property from their first impressions.
- Possibly use a PR strategy as you can't put a price on the power of this media coverage for your sale. So effective is this publicity in generating buyer interest. It's so credible.



# HOW RAY WHITE CREATES COMPETITION THAT SELLS YOUR PROPERTY FOR MORE.

## 1. MARKETING DOMINANCE



### Finest auction business in Australia

Our market leading position comes from an unwavering commitment to auctions. Ray White listed 27 per cent of all auctions across the country last week. We had 485 auctions scheduled last week. Auction volume has been building week on week as confidence grows. Last week our sellers who stayed the course and sold under the hammer were rewarded. When comparing the highest offer prior to the final sale price, home sellers received 9.7 per cent more by selling under the hammer. All our corporate auctioneers can offer both on-sites and online auctions. Our national team of auctioneers led the industry by quickly adapting to the new auction environment, using unique technology that had been created by our team of in-house experts. The Ray White Group clearance rate on auction day last week was 67 per cent. Even more pleasing is that 87 per cent of auctions had bidding giving our customers an opportunity to sell.



### Private Treaty

Our approach to private treaty is aligned with the auction method of creating competitive situations between buyers to create the best outcomes for our seller clients.

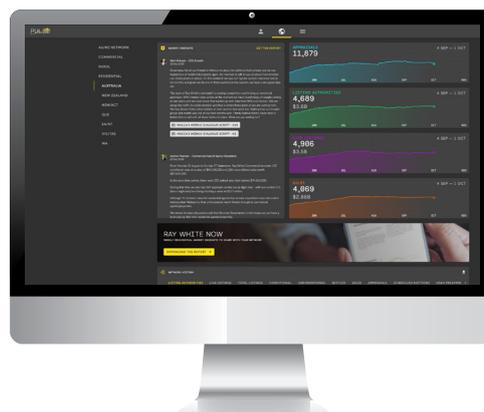


We have never lost faith in the value we can bring our sellers in a challenging market through effective marketing. If you choose to sell, we will be suggesting an investment in marketing, as we believe it enables us to maximise competition and clearly illustrate your intent to sell and therefore attract genuine buyers. We appreciate that some people would prefer to sell quietly, or off-market, and avoid an investment in marketing, but our experience tells us that this most often leads to little competition and therefore you're negotiating from a weak position.

## 2. DEEP DATA SET

People need facts not media speculation, to be able to create informed decisions. Whether that be a decision to list your property on the market or to be in touch with real time market conditions. The reliance on data and proof points has never been more important for good decision making.

We have access to the largest pool of up-to-date information available and have the experience to help you analyse relevant data to help you make the right decision.



### 3. UNRIVALLED BRAND PRESENCE AND MEDIA PROFILE

As Australasia's largest real estate group, supported by a dedicated and highly experienced team of news hounds in our PR team, we are able to generate maximum exposure for our customers.

Our media exposure dominates all other brands in terms of publicity - which is the sweet spot.

Our profile in newspaper advertising and editorials - along with having the largest number of listings on realestate.com.au and domain.com.au - is huge.

To put a price on the power of the media coverage we received \$54 million worth of earned media mentions across print, online, radio and TV in October, according to the iSentia media intelligence service.

We have a dedicated team of highly experienced in-house journalists who can get your property the exposure that money can't buy.

When a home is listed with Ray White, our clients are introduced to the national public relations service; a team that's plugged into the Australian media and has the sole focus of achieving more exposure for the properties we sell, to the audience that matters most.

### 4. GENERATING BUYER ENQUIRY

Being the biggest real estate group in the country has direct advantages for our sellers. Our ability to target the largest pool of buyers within a campaign is a strength which you can be confident will assist us in delivering the best possible result for you. In the current market conditions, it's critical to target the broadest possible audience and to be as efficient as possible in tailoring appropriate messaging to your potential buyers. After all, our focus is to seek out the buyer for your property that will pay more than everyone else.

We do this by having the greatest number of relationships with buyers in the market today. Combine our relationships with our use of technology, we can engage with buyers on a level that will ensure we can find the premium buyer for your property.

In addition to our ability to target broad audiences, Ray White Concierge, our communication specialists,



The List in The Weekend Australian newspaper is the only national glossy property magazine which showcased some of our stock for sale across the country.

unique to Ray White, can target one of the most influential audiences, our local communities. Our 118 years of real estate experience has enabled us to understand that a catalyst for creating competition is leveraging the local community and our data shows that in some cases, up to 60 per cent of property purchasers come from neighbours and their friends.

Concierge is able to communicate to property owners in surrounding streets, positioning your property to ensure that it is at the centre of our communities' attention. With our dedicated team of 100+ Ray White Concierge specialists, Concierge in coordination with our appointed agent, can deliver a layered community communication program including telephone calls, SMS and email, ensuring that the most influential people are alerted early to the sale of your property.

# 2020 HAS STREAMLINED THE SELLING PROCESS

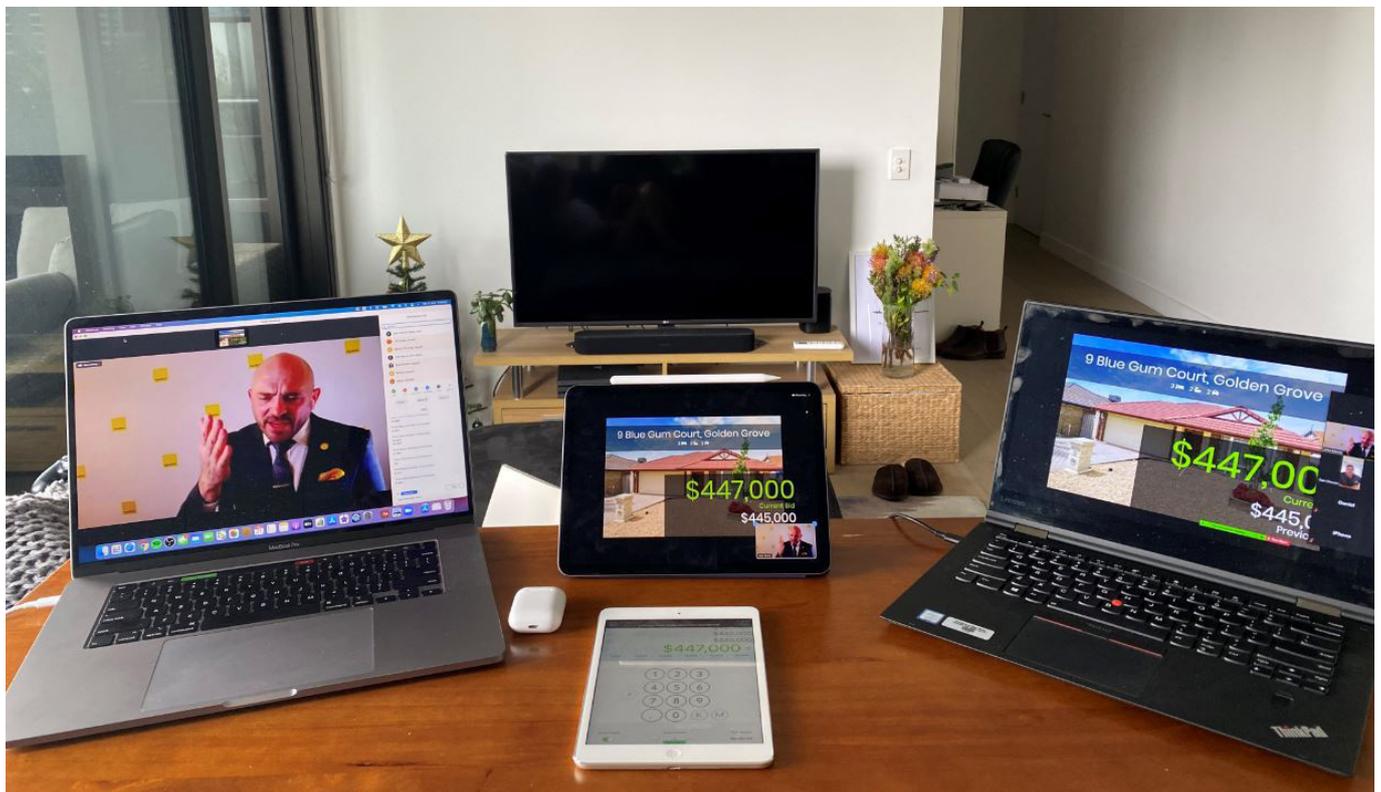
We understand that you may have some concerns when considering listing your property in the current environment. We remain confident that our members have had the best support to ensure they can market and sell your property in the safest and most effective way possible.

It's important to note that some of our members have been so successful with the implementation of technology to support the selling process throughout 2020 that many are going to continue to use some of these processes beyond the current environment.

There have been a few changes to the way in which we can go about achieving the best results for our clients. Rest assured, we at Ray White have led the way with

innovation in how we have adapted to these changes while insisting on safety for all of our clients. Whether it's an online auction, online appraisal or private inspection, technology is now a greater part of real estate processes than ever before. Ray White is fortunate to have the scale and ability to leverage technology and tools to attract buyers to listed properties through online and digital processes.

All of our members have been supported to ensure they are adhering to physical distancing practices, no touch policies on all surfaces within a property as well as mandatory hand sanitising upon entry. Traditional 'open inspections' have been adjusted to protect you and your family and the health of all prospective buyers.



Ray White South Australia Chief Auctioneer John Morris calling 9 Blue Gum Court, Golden Grove SA

# OUR FULL SAFETY POLICY FOR ARRANGING OR CONDUCTING INSPECTIONS AND AUCTIONS INCLUDES THE FOLLOWING:



## SUMMARY

Each state's operating guidelines vary for auctions and inspections. To ensure our practices are consistent with government directions, it's important that you take recommendations from your local professionals who will adhere to their state's specific government guidelines and best practice. Currently in Victoria the government directions require our members to revert to conducting 'online auctions' in restricted and relevant areas and 'private inspections'. In addition, the wearing of masks is mandatory in Victoria.

- We check the occupants are not ill, self-isolating or under quarantine before arranging and attending.
- We arrange with the owner to prepare the property for contactless inspections. Have key drawers, pantries and wardrobes open and ready to view. Open as many doors and windows as possible to minimise the need for attendees to do the same. Attendees are encouraged not to touch.
- We will limit the numbers stipulated as per state requirements.
- We will schedule appropriate numbers and timings for inspections to ensure limits are adhered to.
- Where required we will enforce the four or two square metre rule and collect details of contacts for tracing purposes.
- We arrange to have all surfaces of the home, including benchtops and door handles, wiped down with cleaning products.
- We will have hand sanitiser available at the entry (and exit) of the property where necessary.
- As a condition of entry, attendees are required to indicate to indicate that they are not ill, self-isolating or under quarantine and have not returned from overseas or interstate in the last 14 days.
- Prohibit physical contact, including shaking hands. We will greet you with a wave, bow or another contactless greeting instead!
- Observe 'physical distancing' protocols of staying 1.5 metres away from others wherever possible.
- On completion, we will arrange to have any surfaces of the home that were touched wiped down with cleaning products.

# FOR THOSE SEEKING MORTGAGE ADVICE



## SUMMARY

- Loan Market will ensure you can get a more competitive deal.
- Many Australians finding it difficult to contact a banker to facilitate mortgage applications.

Loan Market, Australia's multi-awarding winning mortgage group has been helping Australians with their financial goals for over 26 years (and counting). In these trying times, brokers have been supporting clients to understand their options when in hardship, help navigate the complex banking world and ensure everyone can get access to a more competitive deal when it comes to loans.

While interest rates are at "all-time" lows, most well below three per cent across all parts of the interest rate curve, access to credit is tight, as such, advice is essential. Loan Market has access to Australia's widest range of banks and lenders you know and trust, talking to our Loan Market advisors will help navigate the options to ensure buyers are approved to their maximum buying power.

Many Australians are now finding it very difficult to contact a banker to facilitate mortgage applications. At Loan Market we are 100 per cent digitally enabled and able to assist right through all levels of lockdown. COVID-19 does not prevent us from providing advice

and solutions to the buyers and sellers of real estate at Ray White.

Loan Market booked a stunning month of record results in October, with \$2.2 billion in lodgements (up from \$1.91 billion in September), some \$1.5 billion in approvals (up from \$1.28 billion in September) and a new record of \$1.4 billion in settlements (compared to \$1.21 billion in September). As we have been saying since March, the insights from Loan Market has given us confidence in the strength of the banking system and the availability of credit on great terms to buyers, underpinning the health of the property market.

Lastly, if you are looking to buy currently you must get your mortgage application in as soon as possible, the banking system is experiencing lengthy delays as they deploy extra resources inl to cope with the volume. Don't sit on your hands, contact your Loan Market advisor now.



# ABOUT RAY WHITE

Ray White is a fourth generation family owned and led business. It was established in 1902 in the small Queensland country town of Crows Nest, and has evolved into Australasia's most successful real estate business, with more than 1,000 franchised offices across Australia, New Zealand, Indonesia and Hong Kong. Last year, Ray White sold \$44.22 billion, up 8.6 per cent year on year, worth of property.

Ray White today spans residential, commercial and rural property as well as marine and other specialist businesses. Now more than ever, the depth of experience and the breadth of Australasia's largest real estate group brings unrivalled value to our customers. A group that has thrived through many periods of volatility, and one that will provide the strongest level of support to enable its customers make the best real estate decisions.



Ray White's first auction house, 'The Shed' Crows Nest, Queensland.



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