



RAY WHITE **NOW**

Real time residential market insights
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BANKS NERVOUS OF 'GHOSTS' AS THE MARKET POWERS AHEAD.



SUMMARY

- Banking industry “ghosted” by distressed customers.
- Listings trending down but sales up for most states.

The Australian real estate landscape continues to shine as consumer confidence rises and the national jobless rate stunned economists (in a good way!) last week. But it is worth noting that the country’s big banks suspect that about 96,000 home loan borrowers who asked for a six-month loan deferral are still facing financial strife. Our group is yet to see a spike in distressed sales, yet the banking industry has advised its customers in distress to sell now or at least put plans in place. We know the property market goes hand in hand with the credit industry and the major banks now are bracing for an increase in problems in their massive mortgage portfolios. Preliminary investigations suggest “up to one in five home loan borrowers” who have asked for a repayment holiday during the coronavirus crisis are in deep financial strife. The media are calling these customers “ghosts” - the ones who have vanished.

Australian Bankers Association CEO, Anna Bligh, last week announced that banks would commence “the largest ever customer contact process in the industry’s history” as it seeks to contact around 400,000 customers that have deferred repayments on around \$167 billion worth of mortgages. According to the Australian Banking Association, banks granted home loan deferrals to 480,727 customers, whose total borrowings come to \$173.4 billion.

This suggests that some 96,000 borrowers, with mortgages worth almost \$35 billion, will end up in the banks’ intensive care units.

These numbers may be sobering and may impact the market ahead, however when we look at this week’s activity across our Australian network, our new listings continue to trend down which suggests that it is still

a good time to sell without as much competition. While our new listings inventory across Australia continues to track 12 per cent down on last year, sales numbers are only down five per cent on the same time last year. This disparity between sales and total inventory is something we are watching closely. Our total volume of auctions scheduled last week is also down by 15 per cent year on year, and yet of this auction stock, we have cleared 68 per cent which remains higher than the year prior.

Nationally our sales numbers are down by five per cent compared to last year however when we look more closely across our states and territories, we can see that the reduction in sales has been heavily impacted by the restrictions that remain in place in Victoria. In New South Wales sales are up 13 per cent, in Queensland sales are up 7.5 per cent, in Western Australia sales are up 42 per cent while South Australia saw a 4.7 per cent decline in sales. The extended lockdown in Victoria has seen our sales drop by 52 per cent but we remain optimistic that once our network is once again able to trade that a frenzy of transactions will likely occur due to what we know is a large amount of pent-up demand from both buyers and sellers.

At Ray White we have long taken economists’ predictions with a ‘grain of salt’ as often market fundamentals change significantly within a short amount of time. We work in the field and on the ground with our buyers and sellers. We use current analytical data which allows us to keep our promise to our customers to always remain transparent about what is happening now. And right now the market, except Victoria, remains strong and overweight with buyer demand. Why would you wait until the new year?



First home buyers at 47 Fisher Street, East Brisbane, QLD

We use current analytical data which allows us to **keep our promise to our customers** to always remain transparent about what is happening now.

SELLING IN THE CURRENT ENVIRONMENT



SUMMARY

- Australians may be making decisions based on negative media reports.
- The process of selling has changed a little, yet our activities have shown that these processes are working very effectively.

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 a safe manner as our communities transition back to normal conditions? And so on.

We are concerned that our clients may make decisions to stay out of the real estate market based on media reports that often paint a negative picture.

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 continue 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 two months has shown that these processes are working very effectively.

National Home Value Index August 2020

	Month	Quarter	Annual	Total return	Median value
Sydney	-0.5%	-2.1%	9.8%	12.9%	\$860,182
Melbourne	-1.2%	-3.5%	5.9%	9.5%	\$667,520
Brisbane	-0.1%	-0.9%	3.5%	7.3%	\$503,128
Adelaide	0.0%	-0.1%	2.7%	6.9%	\$444,021
Perth	0.0%	-1.6%	-2.0%	2.1%	\$443,777
Hobart	0.1%	0.3%	5.5%	11.0%	\$490,743
Darwin	1.0%	1.0%	0.0%	6.7%	\$393,386
Canberra	0.5%	1.3%	6.9%	12.0%	\$636,324
Combined capitals	-0.5%	-2.1%	6.3%	9.8%	\$633,745
Combined regional	0.0%	-0.2%	4.0%	8.8%	\$395,761
National	-0.4%	-1.7%	5.8%	9.6%	\$552,689

Source: CoreLogic



We've created this document to **provide clarity** to all our customers on what is happening in the market now. If you are considering selling we explain how you can **take advantage of the current conditions** to achieve the best possible sales outcome.

Auctioneer James Keenan with listing agents Nathan Briggs and Ercan Ersan at 57 Hopetoun Street, Camperdown, NSW.

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



SUMMARY

- Capital city markets expected to be more resilient.
- Optimism surrounds the pace of price appreciation.

Many of our customers are asking the question “Is now a good time to go to the market, or should I wait?” Whilst we would never speculate as to what the market may hold in the months or years ahead, we do take an interest in what many of the banks and economists are saying about the future of the real estate market in Australia. Interestingly, last week, Westpac economists Bill Evans and Matthew Hassan noted low interest rates and a milder than expected recession had caused renewed optimism in the housing market. Naturally, we all know Melbourne will lag behind the rest of the country in their recovery.

“We now expect many capital city markets to be more resilient with a national fall of five per cent between April and June next year, distributed between: Melbourne (-12 per cent); Sydney (-5 per cent); Brisbane (-2 per cent); Perth (flat); and Adelaide (two per cent),” the economists noted.

“Of most importance is that we are much more optimistic about the pace of price appreciation over the following two years with a total expected increase of around 15 per cent.

“For the near term, our revised view means prices nationally are now only expected to fall a further

2.3 per cent out to June next year (prices having already declined 2.7 per cent since April).”

The bank forecasts prices stabilising due to a substantial boost from lower interest rates, particularly low fixed rates.”

What many economists are saying that the next 12 months may hold:

- JobKeeper and JobSeeker support limited;
- International and state borders remain shut;
- Mortgage deferment support extended by all the major banks;
- Significant rise in unemployment; and
- Therefore the number of properties for sale will increase and there may be less buyers looking to purchase property.

So although there may be mixed reports as to what may eventuate in the market in the years ahead, what we do know is that the market fundamentals now are helping our clients who are looking to sell. What we would ask is, “why wait?”



Scott Darwon and Cathy Roche at 47 Fisher Street, East Brisbane, QLD

WHY ARE WE SEEING STRONG SALES RESULTS NOW?



SUMMARY

- New listings to the market are dropping - what does this mean for sellers?
- 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?

Nationally this week our total available listings are 8.9 per cent more than this week last year however still remain 11.1 per cent down on the year prior. Combined with low levels of 'New Listings' coming to the market over the past few week (down 12 per cent) this provides relatively stable supply levels. At the same time this week we continue to see record levels of buyer activity (demand) across all of our buyer metrics. As they have done over the past few months, conditions this week are still favouring our sellers.

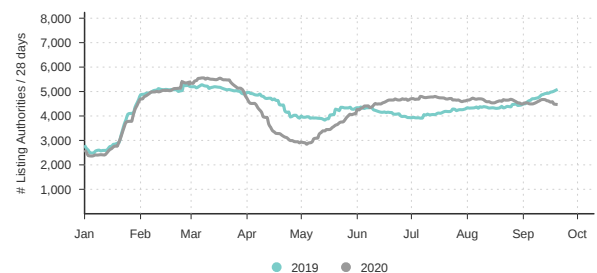
Supply

Spring is usually the time of year where we start to see an increase in the number of 'New Listings' coming to the market. However in saying this, in the past nine days we have witness a downward trend in 'New Listings'. This week there are 12 per cent less 'New Listings' compared to the same week last year.

When looking at the 'Total number of listings' available on the market we see that there has been a 8.9 per cent uplift for buyers to choose from. This may seem like an upward trend however supply levels are still relatively low sitting at 11.1 per cent less than the year before. (refer to Chart 2).

Chart 1:
Listing authorities

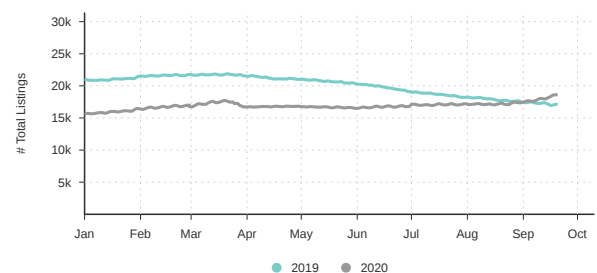
This chart shows that the number of new listings is now in line with this time last year.



Source: Ray White Listings Data

Chart 2:
Total available listings

This chart show the total number of listings are marginally up compared to last year.



Source: Ray White Listings Data

Demand

Demand continues to outweigh supply this week. When looking at the number of potential buyers in the market there are a number of consideration.

Buyers normally start their journey by looking online and Chart 3 shows that over the past three months there has been a staggering 19.7 per cent increase in buyer enquiry across our Ray White websites. This has been supported by a massive uplift in traffic to our Ray White websites where we saw just under 3.8 million views in the past 28 days.

From online enquiry, the next juncture is buyer inspections. After a considerable fall in March we have seen a major increase in buyer inspections since restrictions have eased. So much in fact that the number of potential buyers inspecting property now is significantly higher than before March 2020.

The next stage is buyers bidding at property auctions. This is transparently reported through our auction data. When we look at our auctions in recent weeks, we have seen the average number of bidders per auction reach record levels. Over the week we saw 4.5 bidders on average per auction (chart 4). Resulting in an average of 2.4 actively bidding.

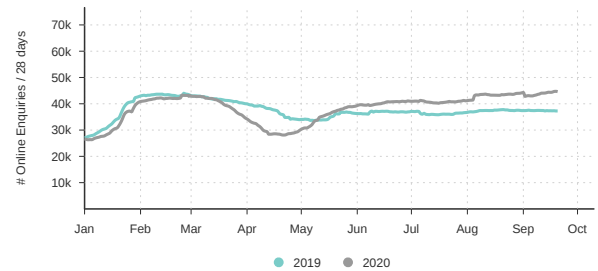
Pre-approvals are a key leading indicator to buyer confidence knowing they have the financial capacity to buy the property. Chart 5 shows the monthly home loan pre-approvals recorded by the Loan Market Group have increased by 255 per cent compared to last year and a massive increase of 17 times compared to FY2019.

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 are supporting buyer sentiment.

Chart 3: Online enquiries

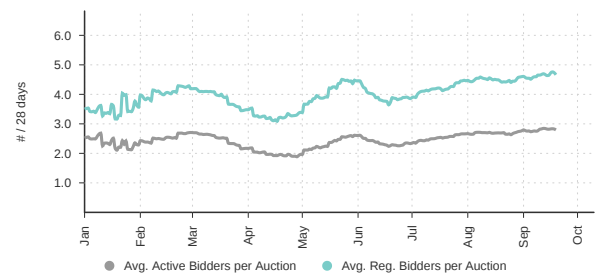
This chart compares the number of online enquiries made through Ray White websites over the 2019 and 2020 calendar years. It shows that online enquiries are 9.9 per cent above levels at the same time last year.



Source: Ray White Online Analytics

Chart 4: Bidding by month

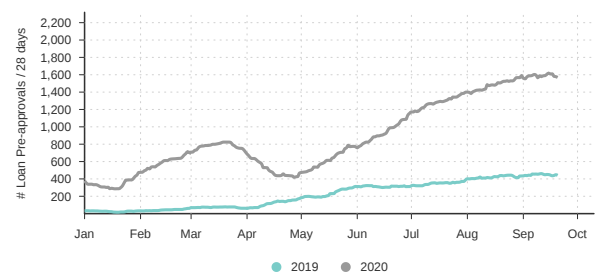
The chart illustrates that the average number of registered bidders per auction has been increasing through 2020 as at 19 September 2020.



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

- Interest rates are at all time lows.
- Confidence in buyers with job security remains.
- Current finance terms may drive buyer confidence into the future.

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.



Happy sellers Jeremy Cook and his wife Sarah Conway with their Ray White Belmore agents Dean Vasil and Kieran Gianoudis and auctioneer Tim Snell

WHY IS 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 our uniqueness.

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.

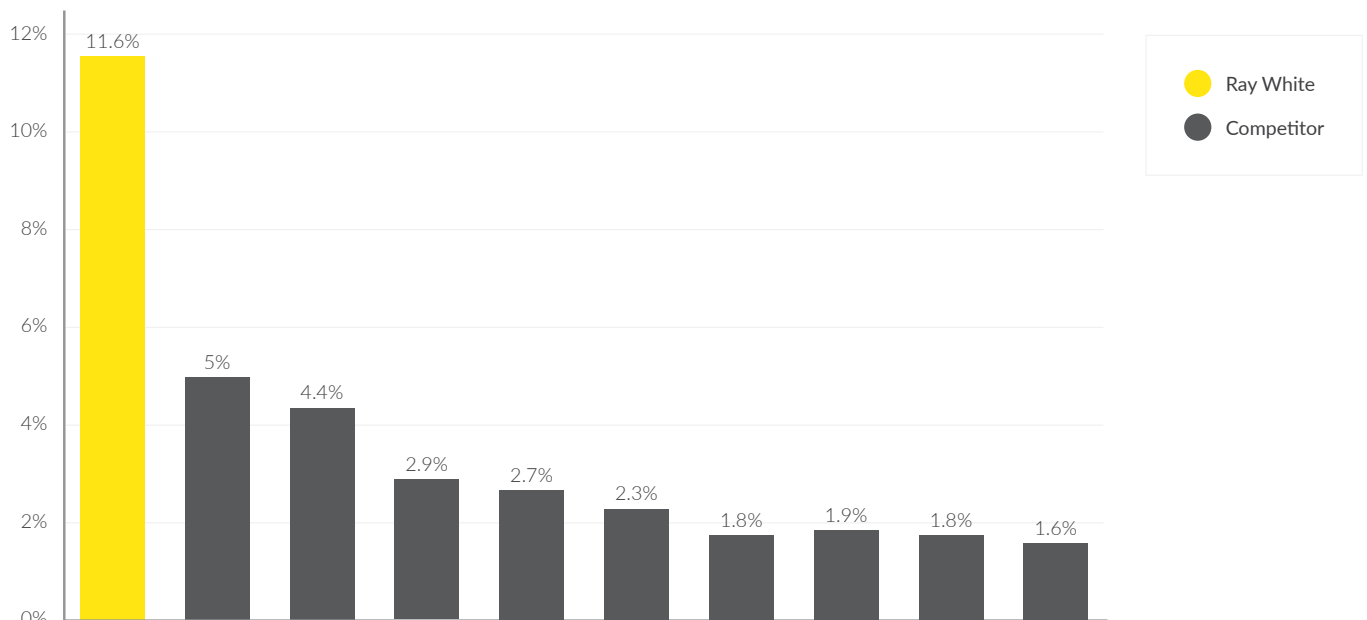
In today’s market, there is a lot of information readily available to buyers through online research. Buyers assess this information and develop a perceived market value estimate and thereby creating a “ceiling” price.

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
August 2020



Disclaimer: Online listing data based on new listings listed on domain.com.au, developments excluded, house and unit stock only. From January to August 2020 inclusive.

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



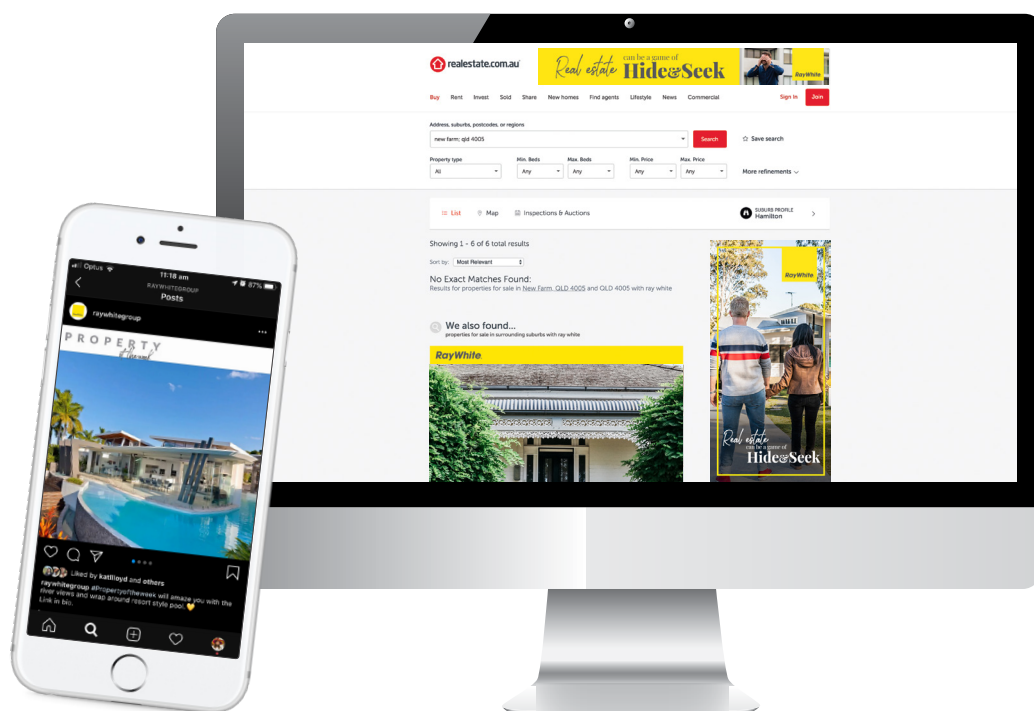
buyer will come from or where they will be searching for their property purchase. With this being the case, it's essential that you cover all bases to ensure you are putting your property in front of all potential buyers.

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.



SO HOW DO WE CREATE THE MOST COMPETITION FOR YOUR PROPERTY?

1. Marketing dominance



Finest auction business in Australia

Our market leading position comes from an unwavering commitment to auctions. Ray White listed 30.3 per cent of all auctions across the country last week. We had 294 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 10.14 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. Our auction campaign clearance rate was 62.6 per cent nationally last Saturday. To put this in perspective that's up 7.08 per cent than the same time last year.



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. 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 \$9.5 million worth of earned media mentions across print, online, radio and TV in August, 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.



Main: The Herald Sun - Bid to allow inspections. Top right: Ray White Castle Hill's Kieron Stedman on Ch7 News.

3. 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, unique to Ray White, can target one of the most

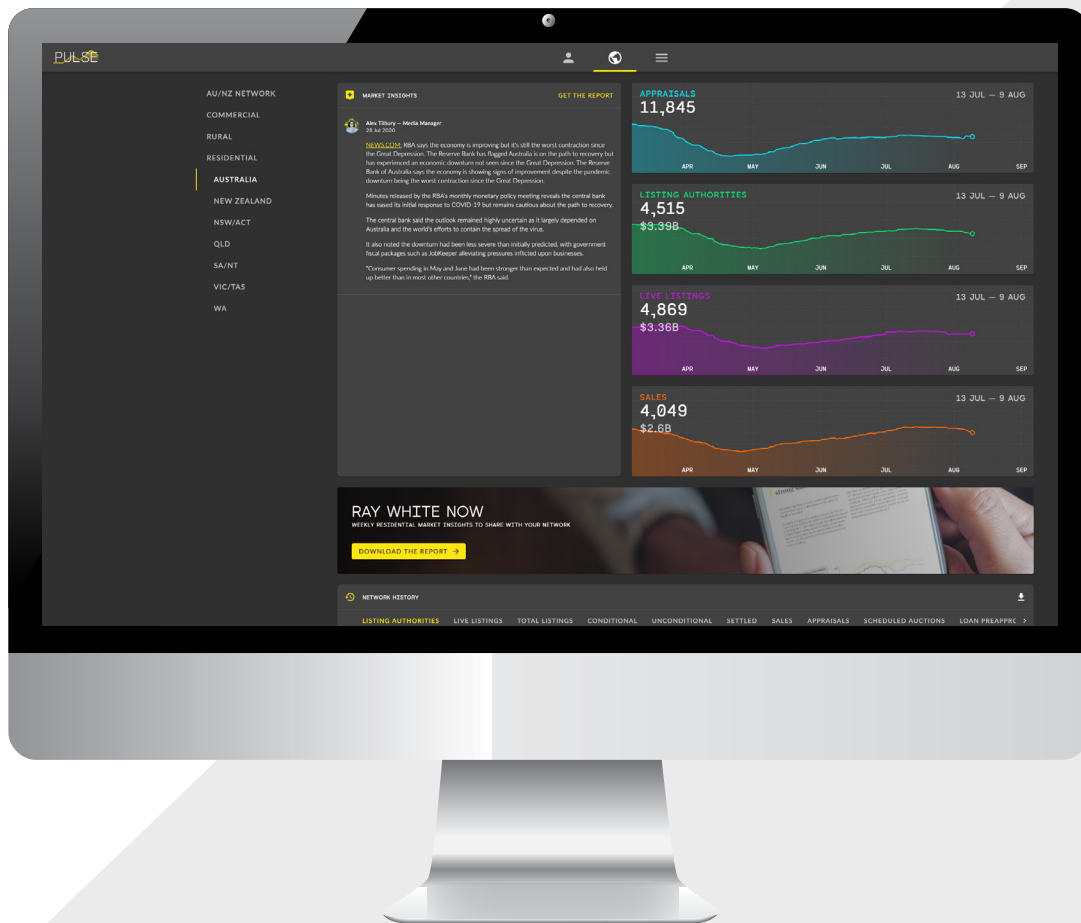
influential audiences, our local communities. Our 118 years of real estate experience has enabled us to understand that a catalyst for creating competition is leveraging the local community and our data shows that in some cases, up to 60 per cent of property purchasers come from neighbours and their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

4. Deep data set

In times of uncertainty, property sellers 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.

As the largest real estate group in Australasia, 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.



Ray White's innovative data portal, Ray White Pulse.

HOW HAS COVID-19 RESHAPED THE SELLING PROCESS?

Our processes put your safety first. We understand that you may have some concerns for your wellbeing 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 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 COVID-19 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 NSW CEO and Auctioneer Jason Andrew calling 5/191-195 Bridge Road, Glebe, NSW

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 relevant areas. In addition, the wearing of masks became mandatory in Victoria last month.

- 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 open inspections to ensure limits are adhered to.
- Where required we will enforce the four 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 Australian's 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.

Banks are taking the COVID-19 outbreak as an opportunity to dramatically reduce their footprint permanently. Many Australian's 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.

Over the last four weeks, our Loan Market colleagues have booked a stunning month of results as well, with \$1.76 billion lodgements, some \$1.26 billion in approvals and \$1.03 billion in settlements. There remains a pool of pre-approved buyers ready to make offers and this speaks to the strength of the market for vendors and property owners looking to sell now.

Lastly, if you are looking to buy currently you must get your mortgage application into us as soon as possible, the banking system is experiencing lengthy delays as they deploy extra resources into our channel 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 over 1,000 individual 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.



raywhite.com



loanmarket.com.au