



realestate.co.nz

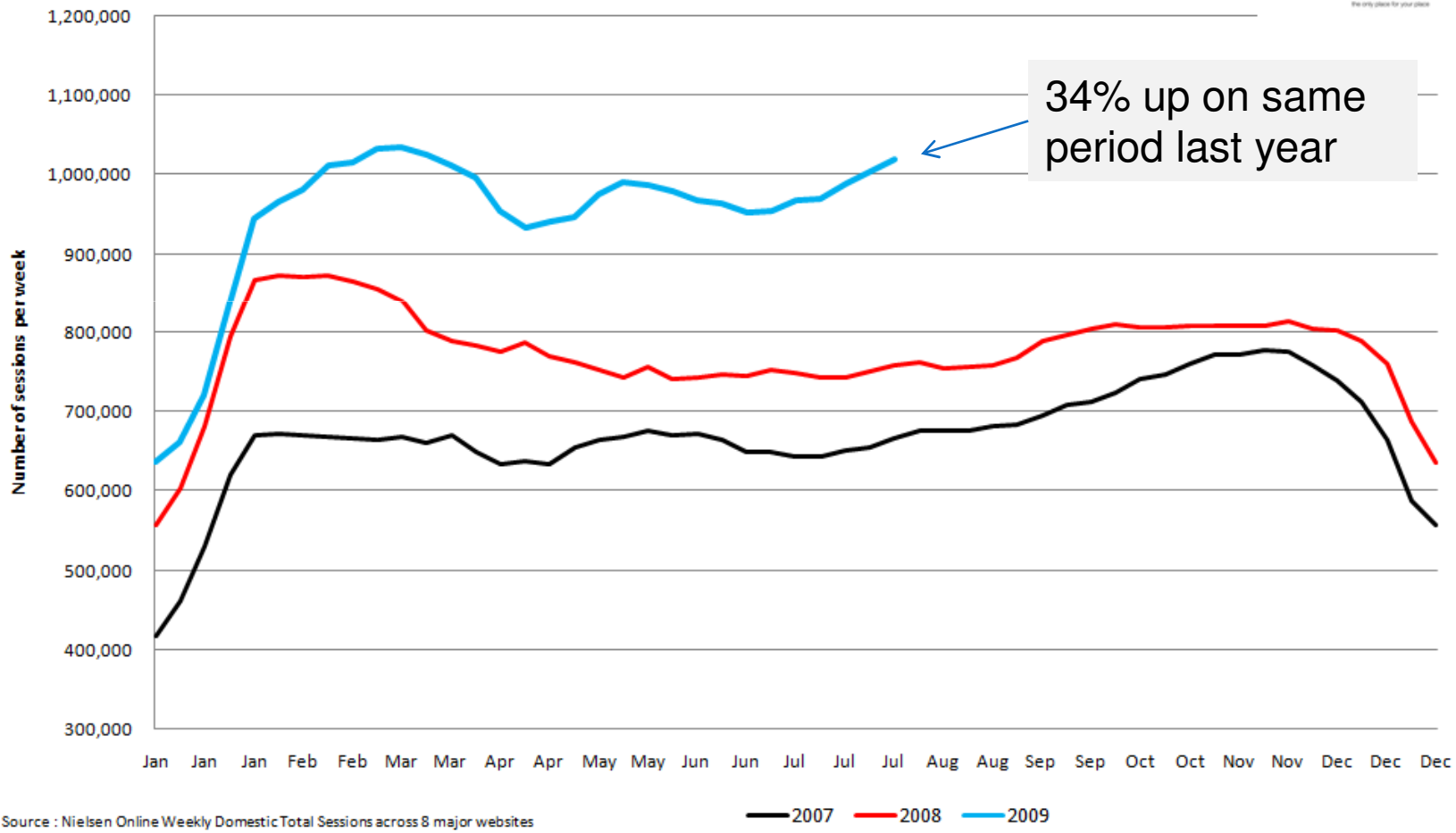
the only place for your place

Providing greater insight into the NZ property market

The web is critical in real estate marketing - Over 1,000,000 sessions of searching per week..

Real Estate Listings websites

Total weekly sessions (4 week moving average)

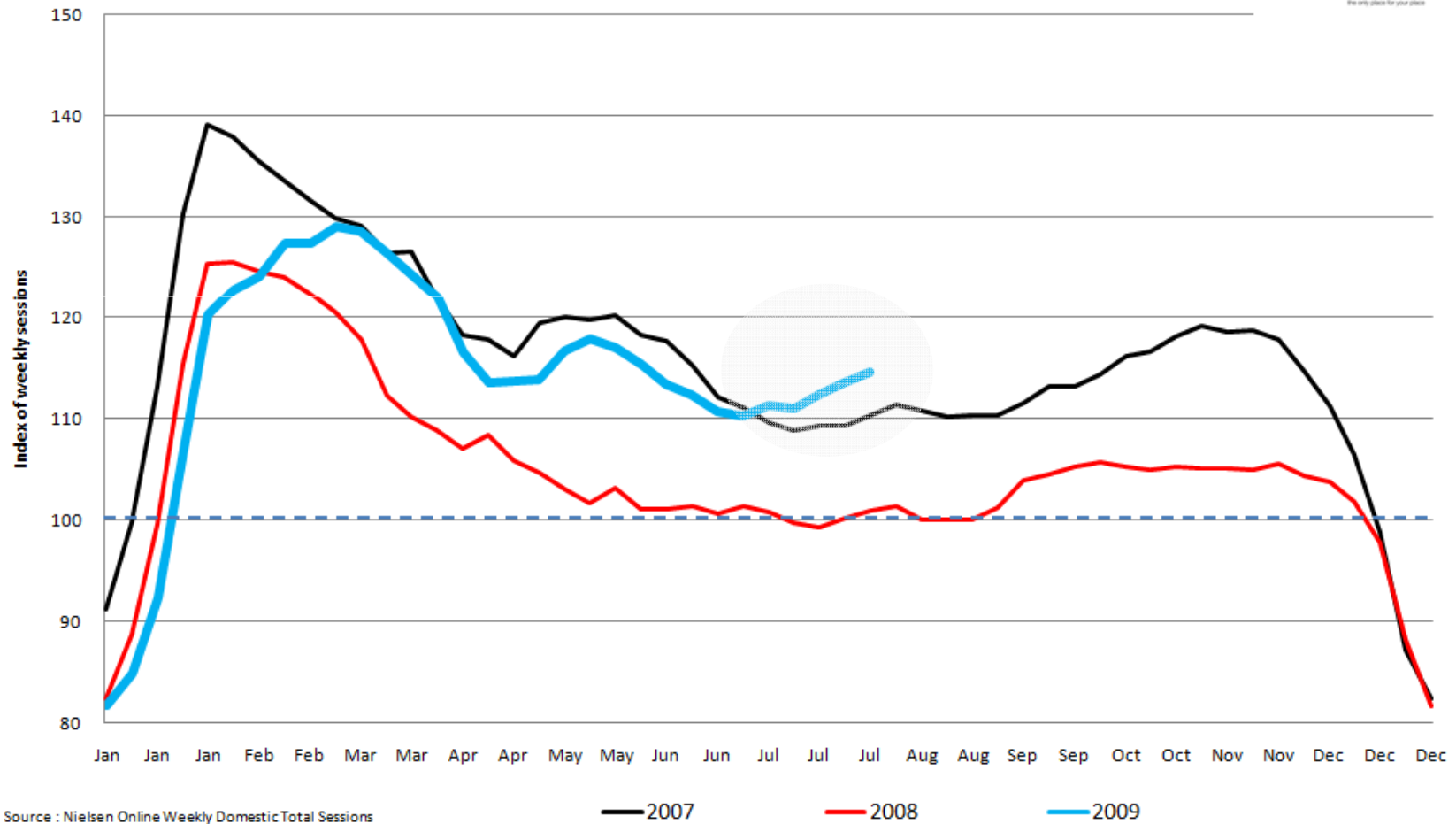


Source : Nielsen Online Weekly Domestic Total Sessions across 8 major websites

..early signs of seasonal pick up – the web provides a critical lead indicator

Real Estate Listings websites

Total weekly sessions (4 week moving average)



Source : Nielsen Online Weekly Domestic Total Sessions

To match increase searching – more listings coming onto the market

1st August 2009

nz property report
The monthly survey of the residential property market

Upturn in new listings points to growing stability in housing market

- New listings rise 13% in a month**
 - The number of new listings coming onto the market rose in July by 13% reversing a 4-month trend of declines. The July month is normally one of the lowest of the year and historically shows a fall as compared to June.
- Inventory remains stable -32 weeks**
 - The available stock of property for sale on the market rose only slightly in July as a reflection of stable sales volumes and an increase in new listings.
- Asking price drifts lower**
 - Asking price expectation of vendors at by 2% as compared to June. The over continues to show no expectation in price.
- 8% price slide since Oct 2**
 - As compared to the peak asking price market in October 2007 at \$420,000, the asking price for new property listings in shows a 8% decline.

Property Asking Price (Average price)	May 2009	Jun 2009	Jul 2009
Property Asking Price	\$401,196	\$403,107	\$398,000
% change from previous month	- 1%	+ 1%	- 1%
% change from prior 3 months	- 2%	- 0%	+ 1%

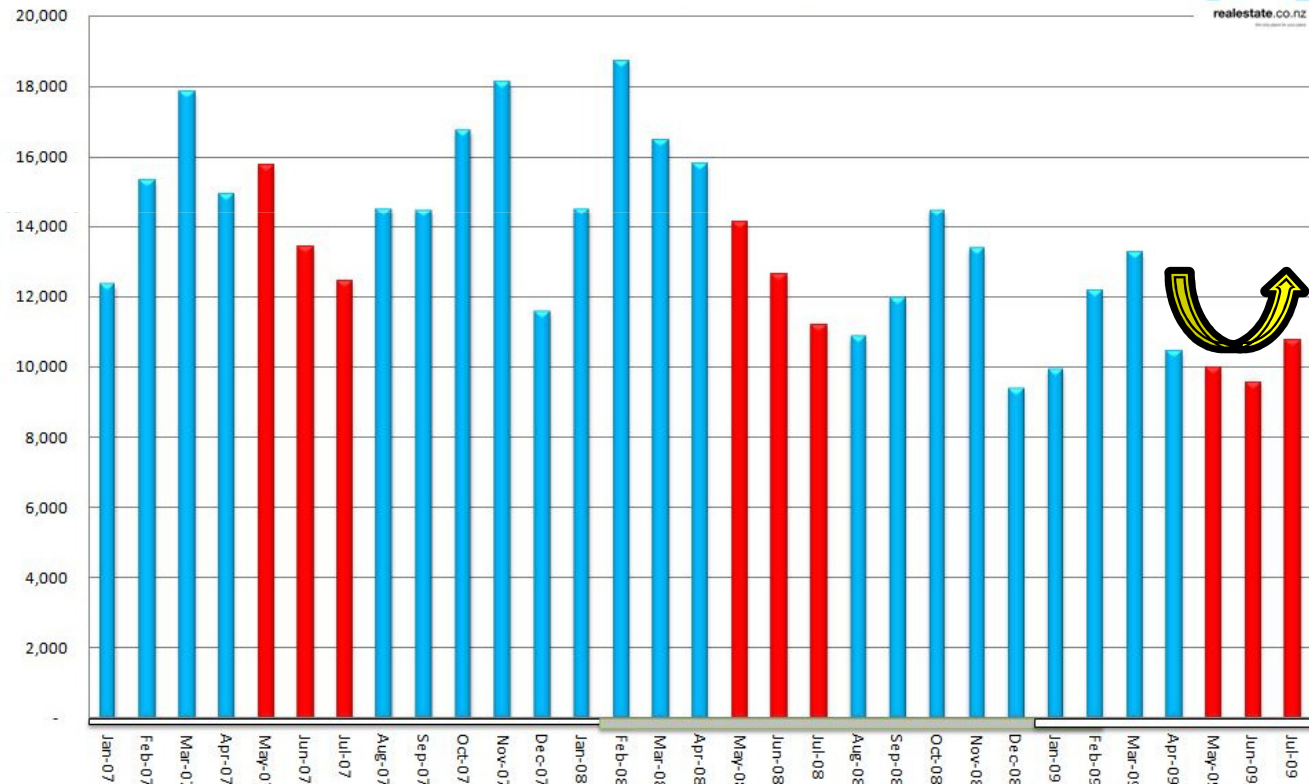
Number of New Listings	May 2009	Jun 2009	Jul 2009
Number of New Listings	9,993	9,561	11,284
% change from previous month	- 5%	- 4%	+ 13%
% change from same month last year	- 29%	- 24%	- 24%

Inventory - Number of weeks	May 2009	Jun 2009	Jul 2009
Inventory - Number of weeks	35.4	31.5	32.0
% change from previous month	- 17%	- 11%	+ 2%
% change from same month last year	- 21%	- 37%	- 37%

Realestate.co.nz is the official website of the New Zealand real estate industry, and provides the most comprehensive selection of listings across all categories of real estate. Realestate.co.nz lists over 40,000 properties at any one time, representing over 90% of all listings currently marketed by real estate professionals.

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The report can be viewed at www.realestate.co.nz

New Property Listings



The 2 top websites dominate the market...

July 2009

nielsen
.....
www.nielsen-online.com

TOP REAL ESTATE SITES

Total Traffic, July 2009

1	trademe.co.nz/property	893,558
2	realestate.co.nz	370,745
3	harcourts.co.nz	175,453
4	trademe.co.nz/flatmates	140,581
5	nzherald.co.nz/propertynews	118,857
6	open2view.com	113,826
7	barfoot.co.nz	97,787
8	bayleys.co.nz	90,346
9	qv.co.nz	59,326
10	zoodle.co.nz	36,075

Source: Nielsen Market Intelligence

Unique Browsers for July 2009

Top Sites, Real Estate Category, NZ Total Traffic

Total market
1,415,803

+7%



..however realestate.co.nz attracts a unique audience

In July - 58% of visitors to realestate.co.nz

DID NOT VISIT trade me property website

– that is over 200,000 unique property seekers



157,590 UB's
visited BOTH sites



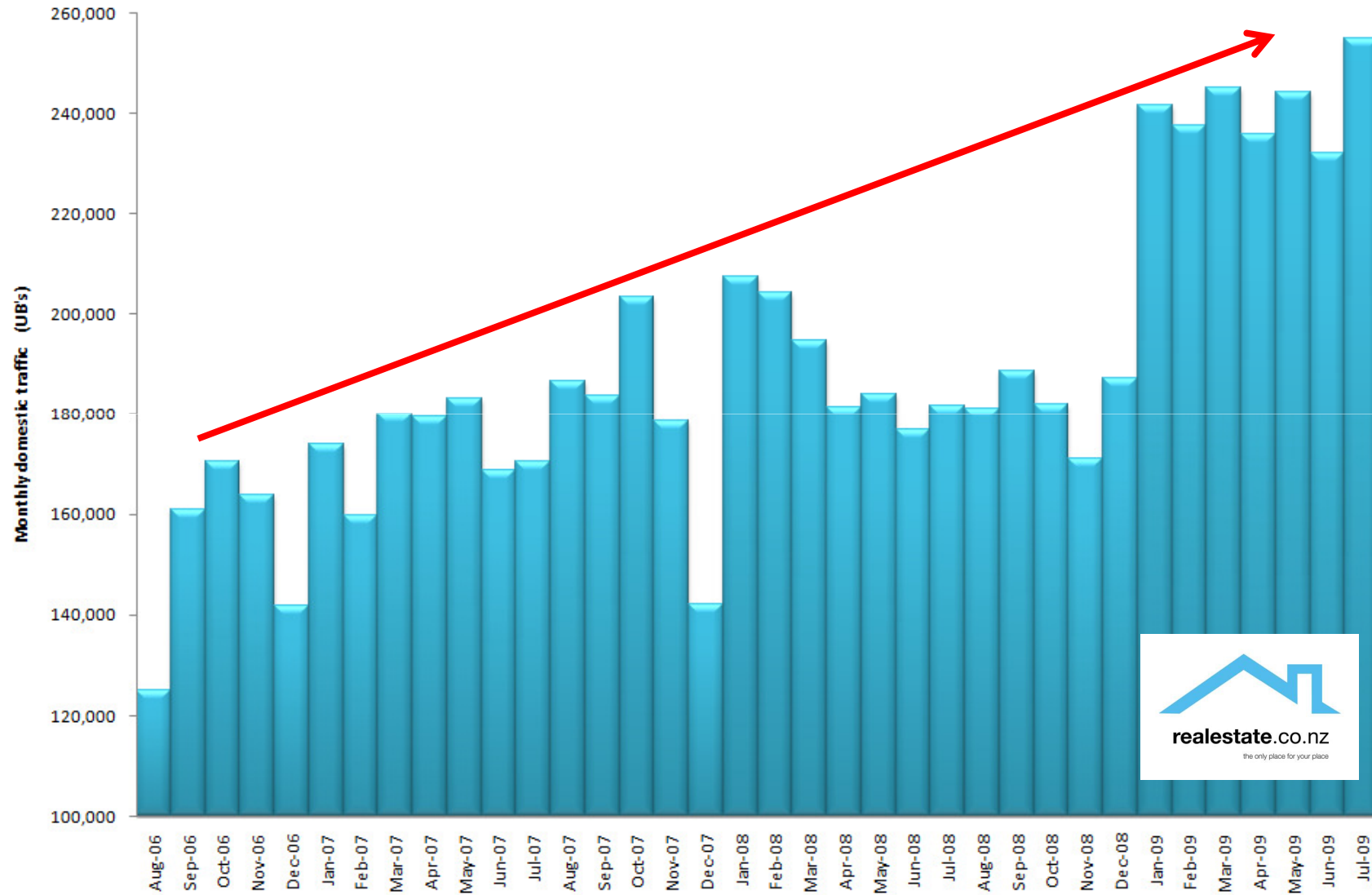
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the only place for your place

213,155 Unique visitors visited
realestate.co.nz - but did NOT
visit trade me property



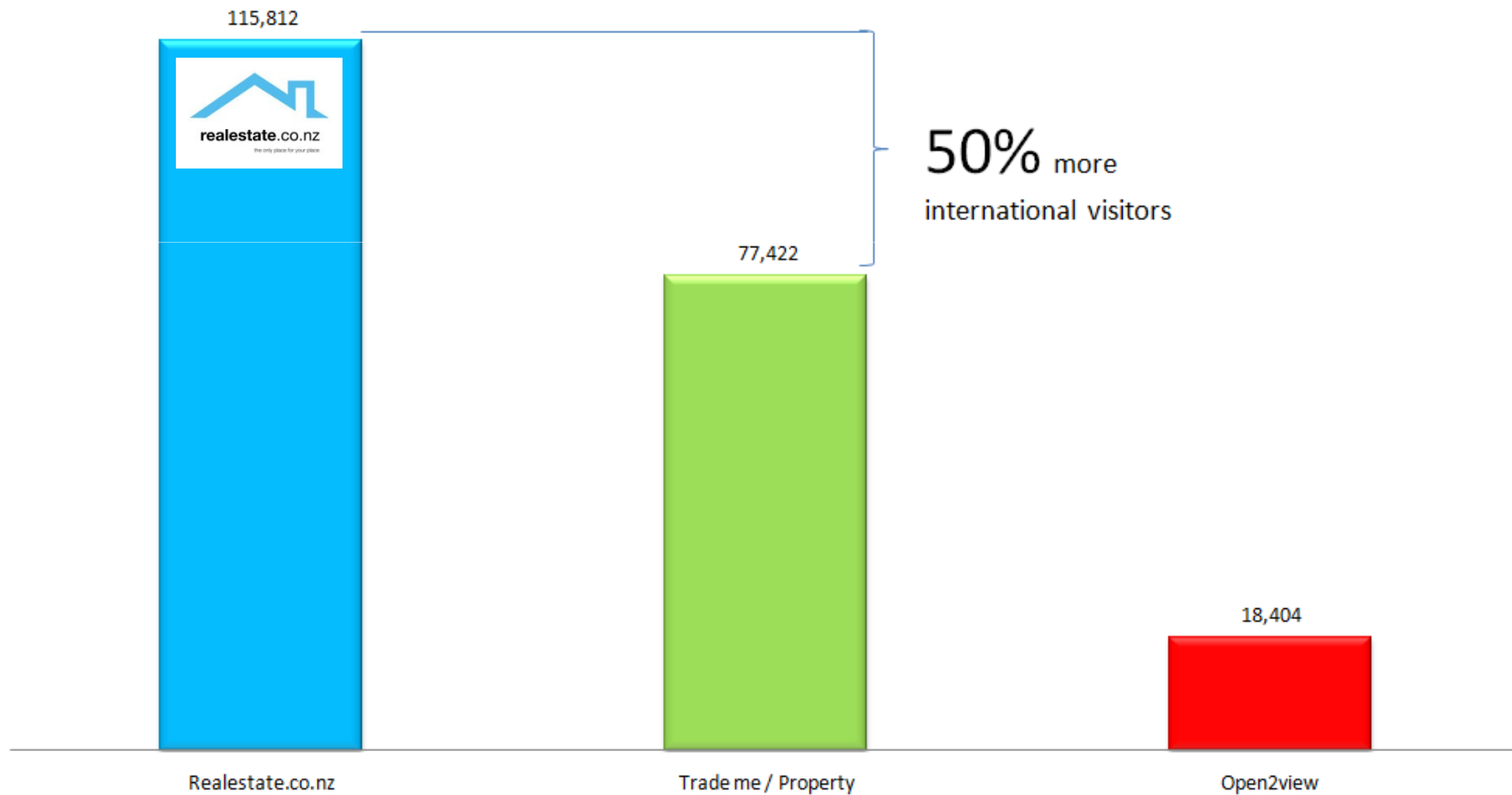
realestate.co.nz
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3 years of growth – 27% per annum vs. market 17%



Realestate.co.nz is the market leader for international visitors searching for NZ real estate...

International visitors viewing NZ real estate - July 2009



...with favourite NZ countries choosing realestate.co.nz!

International visitor traffic to NZ real estate listings

(July 2009 - Nielsen Online : UB's)

