

2009 Annual Real Estate Market Report – Meeting Challenging Times

Despite the prevalent economic conditions, the internet continues to grow as a medium for New Zealanders to buy and sell their homes. Having access to reliable, actionable data is the key for understanding the true impact of the internet on the real estate market in New Zealand and making informed business decisions to meet the challenging times ahead.

The Nielsen Online Fourth Annual Real Estate Market Report will show the continued evolution of the New Zealand Real Estate market, providing in-depth analysis and insightful recommendations.

This Report will give subscriber companies an edge in the New Zealand market, to take best advantage of opportunities, by exploring such issues as:

- Key Real Estate information sources used by buyers, sellers and investors
- Perceptions of real estate brands and websites in the market place
- Usage of various media types for real estate research
- Market participation dynamics – number of buyers, sellers and the use of real estate agents compared to private sales
- When and where is real estate research online taking place
- Research of property reports online
- Year-on-year changes in the market, including changes in real estate media consumption, consumer brand perception, market dynamics and website satisfaction

Key Features

- Expert commentary and analysis on major trends, unlocking the power of the data and allowing companies to navigate their way through the coming year
- Analysis of key data on market dynamics, growth, and media usage trends comparing 2009 with the last three years.
- Perceptions of real estate brands – both online and offline
- Individual site satisfaction survey results and performance tracking of each subscriber company website against its competition. This section will remain confidential for each client and will include information on how respondents first became aware of their website.
- Insight into online real estate research – the where and when it takes place, and what innovative applications or resources do users want to see on real estate websites
- Property information consumers are accessing online including market share by major report type
- Complimentary Market Intelligence data showing web traffic trends and demographic segmentation of website audiences.

2008 Key Findings

- Real estate websites are the most consulted medium by buyers and sellers alike. However, on average, respondents use 4.1 different types of media for their research – a decrease from 4.7 in 2007.
- Respondents spend more time researching property on a real estate website than any other media option.
- Respondents are spending more than 2.75 hours a week researching on specialist real estate websites.
- 24% of respondents intend to use specialist real estate websites more frequently in the six months following the survey – and company websites saw 16% of respondents saying they would increase their usage.
- Weekday evenings are the busiest times to research real estate on the internet.
- As expected there are now less buyers in the market, but this still represents a significant change in market dynamic since 2007.
- There has been a rise since 2007 in sellers wanting to sell through a real estate agent.
- Continued growth in user satisfaction levels for all major attributes in 2008 compared to 2007 for the surveyed sites combined.
- Users are increasing the amount of time on real estate websites and increasing the average engagement (page/unique browsers) per month, according to Nielsen Online Market Intelligence.
- Half of respondents have accessed or purchased a property report online.
- Areas of strength and opportunities for improvement were identified for individual websites through the 2008 site satisfaction survey, including collected verbatims from actual site users.

Data Sources

The Nielsen Online 2009 Annual Real Estate Market Report will draw intelligence from two main sources. The data will be collated and analysed to uncover underlying trends and provide relevant and actionable recommendations.

1. Market information and site satisfaction results will be collected via intercept surveys running on subscriber companies' websites.
2. Broad market context information will be drawn from the proprietary Nielsen Online service, Market Intelligence. Market Intelligence measures total traffic and user activity on audited websites within New Zealand. As the recognised standard for online measurement, Market Intelligence provides an excellent perspective on actual online market activities.

Sample size aim is 250 per subscriber site (subject to visitor traffic numbers). Overall target number is a minimum of 1200 participants.

Report Outline

The following summarises a proposed list of main headings to be included within the 2009 report. All sections will include reference to results since 2006 to identify changes in market dynamics and the performance tracking results of subscriber companies (where applicable).

1. **Market Measurement & Participation**
Market overview including the percentage of buyers, sellers, and investors involved, the property values at stake, and method of purchase/sale
Market cycles
2. **Media Tracking**
Use of different media for property decisions
Preferred media for buyers, investors, and sellers
Comparative analysis of media effectiveness (newspaper, brochures, online, etc)
Time spent online vs. using traditional media
Media profiles by key targets (eg. first time buyers vs. investors vs. rural)
3. **Real Estate Online**
Where and when does real estate research online take place
What innovative applications or resources does the user want to see on real estate websites
4. **Performance Tracking – Brands and Websites**
Brand positioning and ranking of key real estate brands
Site satisfaction scoring
5. **Market Intelligence Round-up**
Top sites & Trends by Unique Browsers
Trends by Time Spent on real estate websites
Trends by Page Impressions/Unique Browsers ratio (ie. engagement via volume of pages read per visitor)
Demographic Profiling of Top Websites
6. **Property Research Reports Online**
The number of people aware of, and participating in, accessing property reports online
What information is being accessed online, and which websites are providing reports.
Usefulness of information included in property reports. What information is difficult to find.
7. **Subscriber Company-Specific Information (*Note, this information will remain confidential to the subscriber company*)**
In-depth site satisfaction scoring and analysis
How the respondent first became aware of the subscriber's website.
Each subscriber company will also have an opportunity to include questions relating to its own specific issues, the results of which would be proprietary to the subscriber

Report Cost

Real Estate Market Report **\$5,500** excl GST
Discounted to \$4,995 if purchased before 28th February
 33% deposit required by Registration Cut-Off Date
 67% invoiced upon final delivery

Subscribers to the Nielsen Online Annual Real Estate Market Report for 2009 will receive a key top-line results and learnings summary, along with a full report of all results, in-depth analysis, charts and graphs.

Target Report Delivery

Final Registration Cut-Off Date	20 March 2009
Survey Launch Date	15 April 2009
Survey End Date	22 May 2009
Reporting Date	24 July 2009

Dates are subject to sufficient subscribers participating.

For more information about the report please contact Nielsen Online Research Director – New Zealand, Tony Boyte on 09 970 4143 or your Account Manager.

What are others saying about the Nielsen Online Real Estate Report?

“The Nielsen Online Real Estate Market Report is now firmly established as a critical part of business planning for realestate.co.nz. Its rich trend analysis assists in evaluating the growth and development of online as compared to traditional media. The annual report provides a valuable tool to analyse competitive performance in a far more qualitative perspective as well as providing rich insight into how the consumer judges your site.”

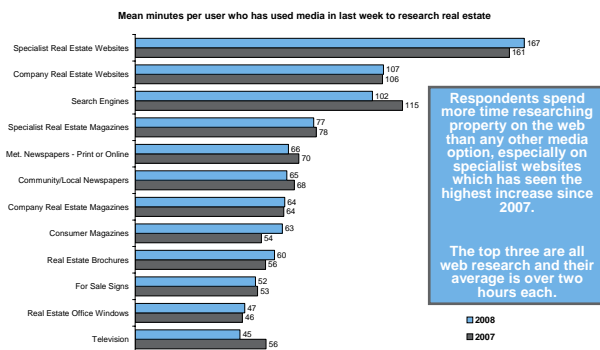
Alistair Helm - CEO
realestate.co.nz

“The Nielsen Online Real Estate Report provides us with valuable feedback that has led to direct improvements being implemented on the Trade Me Property platform.”

Brendon Skipper, Head of Property
Trade Me Ltd

Sample Charts from the 2008 Nielsen Online Real Estate Report

Minutes spent researching real estate by media type in the last week



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Q19C. Thinking back over the past week, how much time have you spent consulting the different types of media for the purpose of researching real estate?
Base: n=1176 total

Real Estate Website Recommendation - Mean Score Rating out of 5

	Total Mean Scores	
	2008	2007
trademe.co.nz/trade-me-property	4.3	4
open2view.com	4.1	3.9
realestate.co.nz	4.0	4.0
qv.co.nz	3.9	3.8
terraneet.co.nz	3.8	3.6
allrealestate.co.nz	3.8	3.6
propertybrokers.co.nz	3.8	3.7
pggwrightsonrealestate.co.nz	3.7	3.4
professionals.co.nz	3.7	3.5
bayleys.co.nz	3.7	3.5
harcourts.co.nz	3.7	3.6
barfoot.co.nz	3.6	3.5
raywhite.co.nz	3.6	3.5
firstnational.co.nz	3.6	3.5
lthooker.co.nz	3.5	3.5
century21.co.nz	3.5	3.4
harveys.co.nz	3.5	3.4
remax.co.nz	3.4	3.4
leaders.co.nz	3.3	3.4

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Q19C. Taking all things into account, would you recommend this website to a friend/colleague/family member?
Base: website users in the last month * Indicates small sample size