

Annual Perceptions Report, 2026

Experience with and perceptions of the real estate industry

June 2026

NielsenIQ



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Introduction and method



Introduction

Since 2012, the Real Estate Authority (REA) has tracked consumer perceptions to gain a comprehensive understanding of the real estate industry, with a particular focus on individuals who have engaged in transactions within the past year. This ongoing research explores their perceptions of the overall process, their experiences with real estate professionals, and the challenges they encountered along the way. To remain current and adaptable, the survey has been regularly updated to meet specific requirements and evolving needs within the industry.

Specific objectives amongst each audience are as follows:

Among those who have had a real estate transaction in the last year

Assessment of:

- The process of buying, selling, making or receiving an offer
- Materials available (Real estate guides)
- Perceptions of their real estate agent
- Awareness of, interactions with REA and Settled.govt.nz
- Problems/ issues they faced
- Twelve consumer buying and selling groups/ segments
- Consideration of environmental risks (floods, earthquakes, etc.)

Covered in this report

Among all New Zealanders

- Assessment of:
- Confidence in the real estate industry
 - Awareness of REA
 - The perceived impact that the REA has on consumer protection
 - Population proportions of consumers, including first home buyers

About the research

Part 1: Consumers: those who have had a real estate transaction in the last year

A **stand-alone survey** was conducted online among those who have bought, sold, put an offer or received an offer on a property in the last twelve months using a real estate agent.

Sample: The minimum age is 18 years. Soft regional quotas are used to ensure coverage of a range of geographic areas. An equal gender quota has been applied since 2019, but age quotas are not set, due to natural age skews in the target survey group.

Booster sampling was used to increase the number of Māori, Pacific peoples and Asian in 2025. The total base sample size was 744 in 2026 with the additional booster. The total number of Māori consumers was n=153, Pacific Peoples: n=79 and Asian n=146.

Reference 2025: The total base sample size was 729 in 2025 with the additional booster. The total number of Māori consumers was n=125, Pacific Peoples: n=61 and Asian n=135.

Questionnaire: There were minor changes to the 2026 questionnaire. Some wording and routing updates were made and response options expanded. New questions were added on property type (residential, rural, commercial) and who the property was purchased with. Additions were made to agent performance measures and new codes included in challenges and information sources. A question was also added on where consumers would go to make complaints and whether agents informed them about complaints.

Fieldwork dates: Fieldwork took place between 27 April to 20 May 2026.

Reference 2025: Fieldwork took place between 14 May to 2 June 2025.

Part 2: New Zealand general

Questions were included in the **NielsenIQ Omnibus**.

Questionnaire: Changes made to the Consumer questionnaire were applied to the Omnibus as appropriate.

Sample: The Nielsen Omnibus surveys 700 people nationally aged 18 plus. The sample is structured to be representative of the New Zealand population by age, gender and region. The minimum age is 18 years.

Booster sampling was used to increase the number of people of Māori ethnicity to 106, Pacific peoples to 52 and Asian to 105. With the booster samples, the total sample was n=744.

Reference 2025: Booster sampling was used to increase the number of people of Māori ethnicity to 164, Pacific peoples to 51 and Asian to 98 (new 2025). With the booster samples, the total sample was n=782.

Fieldwork dates: Fieldwork took place between 27 April to 7 May 2026.

Reference 2025: Fieldwork took place between 20 and 29 May 2025.

Covered in this report

Notes to the report

Subgroup differences:

- When subgroup differences are mentioned, the results are compared with the total result of all those who answered the question, unless stated otherwise.

Year-on-year comparisons:

- The sample segment profile should be taken into consideration when making year-on-year comparisons (for example; first-home buyers are less likely to feel empowered, so if there are more first-home buyers in the sample, then this will impact the overall empowerment result). Over time the population makeup may change naturally.
- Also, note that an additional “Seller” category was included from 2021: (those who listed a property but who didn’t sell it). 6% said they have done so.

Rounding:

- Results have been rounded to the nearest whole number. Some results may not add up to 100% due to rounding or multiple responses being allowed for particular questions.

Management of ‘Don’t know’ responses

- ‘Don’t know’ responses have been excluded from ratings analysis.

Small base sizes:

- Results marked with one star (*) are indicative due to a small base size (n=50 or less), and those marked with two stars (**) are highly indicative and should be treated with extreme caution (n=30 or less).

Notes to the report continued

Weighting

- The data are weighted to ensure the sample profile matches the population being measured.
- The Omnibus is weighted by age, gender and region to ensure it is a representative sample of the total New Zealand population aged 18 plus on these variables, using Statistics NZ Census data.
- For the Consumer survey, there are no readily available population results for the subgroup of people targeted, that is those who have had a real estate transaction using a real estate agent in the last twelve months. In the absence of population statistics, the same question set is included on the Omnibus to estimate the population data. The results from the 2021/2022/2023/2024/2025 combined set have been used to weight the results for Consumers.
- That data are weighted by buyers/ sellers/ offers made/ received (from 2021). From 2021 the data are also weighted by first home buyer vs. non-first home buyer.
- Booster samples (Māori, Asian, and Pacific people) are weighted back to their population proportions.

Statistically significant differences

- All differences mentioned are statistically significant at a 95% confidence interval. This means that the difference is a true difference statistically and not due to random variation. These are noted with a triangle. Triangles can denote a significant change from the previous survey or any results that are significantly different from the total result (please refer to the notation on each slide).
- This table displays the maximum margin of error for different sample sizes.

Sample size	Margin of error
n=30	±17.0%
n=50	±13.8%
n=61	±12.5%
n=125	±8.8%
n=164	±7.7%
n=729	±3.6%
n=782	±3.5%
N=744	±3.6%

Key findings



Key findings: REA and Settled.govt.nz

Awareness and interactions with REA

- Six in ten consumers (61%) had heard of REA, consistent with 2025, and almost half (48%) said they knew at least a little about what REA did. Around one in three (34%) had interacted with REA in the past year.
- **Perceptions of REA** remained positive. Most consumers agreed that REA provided clear information (87%), accessible information (86%), and helped protect real estate consumers (83%).
- While awareness of REA remained stable, unprompted awareness was lower and understanding still lagged overall, suggesting awareness continued to outpace familiarity with what REA does.
- Interaction with REA was higher among Pacific Peoples (48%) and some Asian groups than the total sample (34%), while New Zealand Europeans were less likely to visit the REA website than average.

Awareness and interactions with Settled.govt.nz

- **Awareness of Settled.govt.nz** increased slightly in 2026, with 38% saying they had heard of or seen it. Among those aware of the site, more than eight in ten had interacted with it in the past year.
- **Settled.govt.nz** was usually discovered through internet search (26%) and was typically used early in the buying journey, with 93% of visitors accessing it before making an offer.
- Settled.govt.nz **continued to perform strongly**. Most users agreed it provided useful information (87%) and trustworthy information (84%), and overall recommendation remained positive (NPS +19). Nine in ten visitors (94%) said the site **made them feel more confident** about participating in a transaction.

Information sources and interactions during the transaction process

- **The Residential Property Agency Agreement Guide** and the Sale and Purchase Guide remained widely used and highly useful. Around two in three sellers recalled receiving the Agency Agreement Guide (65%), while three in four consumers recalled receiving the Sale and Purchase Guide (74%). Nearly all who received each guide found it useful (96% and 94% respectively).
- Before making an offer, buyers and prospective buyers were most likely to **seek information from a lawyer or conveyancer** (49%), followed by a building inspection report (43%) and a free valuation (40%).
- Trust, cost and awareness remained the **key barriers** to obtaining a certified building inspection.

Key findings: Empowerment, knowledge, barriers to participation and confidence in the industry

Consumer empowerment and knowledge

- **Consumers remained empowered** overall, with close to nine in ten (89%) saying they felt empowered during their most recent transaction. The proportion who felt very empowered increased to 53%.
- Empowerment was higher among those who had interacted with REA and/or Settled.govt.nz. Feeling well informed through agent explanations, feeling in control, and prior knowledge of the process were the main drivers of empowerment.
- Almost half of consumers (48%) said they had good knowledge and understanding of the end-to-end transaction process, slightly higher than in 2025. Knowledge was higher among those who had recently bought or sold, and among those who were aware of or had interacted with REA and Settled.govt.nz.
- Low empowerment was mainly linked to process complexity, lack of knowledge, poor clarity, and feeling pressured by the agent.

Barriers to participating in real estate transactions

Real estate consumers

- Market uncertainty (35%), difficulty finding a suitable property (33%), and lack of knowledge about the transaction process (26%) remained the main challenges consumers faced. Financial limitations were also mentioned by one in four (25%).

Managing potential environmental risks

- Seven in ten consumers (73%) considered environmental risks when buying or selling a property, up slightly on 2025. These risks were much more likely to be considered when buying (58%) than when selling (27%).

Whether there was something sellers were pleased the buyer did not know

- Around one in seven sellers (15%) said there was something about the property they were pleased the buyer did not know, consistent with 2025. Most sellers (79%) said there was nothing they were pleased the buyer did not know.

Consumer confidence in the real estate industry

- Confidence in the real estate industry remained high in 2026, with 88% of consumers reporting at least some confidence, in line with 2024 and above 2025 (86%). Nearly one in four (23%) said they had a lot of confidence in the industry.
- **Confidence increased across all key aspects** of the industry. Professionalism remained the strongest aspect at 62%, while confidence that the industry was well regulated (51%), well monitored (48%), fair (46%), and transparent (45%) all reached their highest levels since 2020.

Key findings: Relationship with the real estate agent and issues experienced

Perceptions of their real estate agent

- Ratings of agent performance remained positive overall in 2026, with professionalism and knowledge rated most strongly. Around six in ten rated agents very good or excellent for professionalism (61%) and knowledge of the market (61%).
- Positive ratings were mainly driven by strong communication, responsiveness, market knowledge, and the sense that the agent acted in the consumer's best interests. Less positive ratings were more likely to reflect poor communication, lack of clarity, and limited responsiveness.

Experiences with their real estate agent

- **Recommendation continued to improve.** In 2026, 31% were promoters and 32% were detractors, resulting in an overall NPS of -2, an improvement on 2025 (-7).
- **Promoters were most likely to praise** professionalism (25%), a friendly and reassuring manner (21%), and clear communication (18%). Detractors were most likely to want greater transparency (18%), more information (11%), and better communication (10%).
- One in five consumers (20%) reported **an issue with their agent** during the most recent transaction, a result that was consistent with 2025.

Issues consumers experienced

- Around one in five consumers (22%) reported an issue with their real estate transaction overall, up from 17% in 2025. Among those who experienced an issue, 57% said it was caused by a real estate agent, similar to 2025.
- Agent-related issues mainly concerned poor communication (14%), missing information about the transaction process (12%), pressure to make quick decisions (11%), and misleading information (11%).
- Non-agent issues were more likely to relate to price disagreement (11%) and property issues identified through inspection or after settlement.
- Among those who experienced an issue, 77% made a complaint or took action to resolve it. Most complaints were directed to the real estate agency (44%) or the agent (38%), while 35% lodged a complaint with REA.

In conclusion

Looking to the future

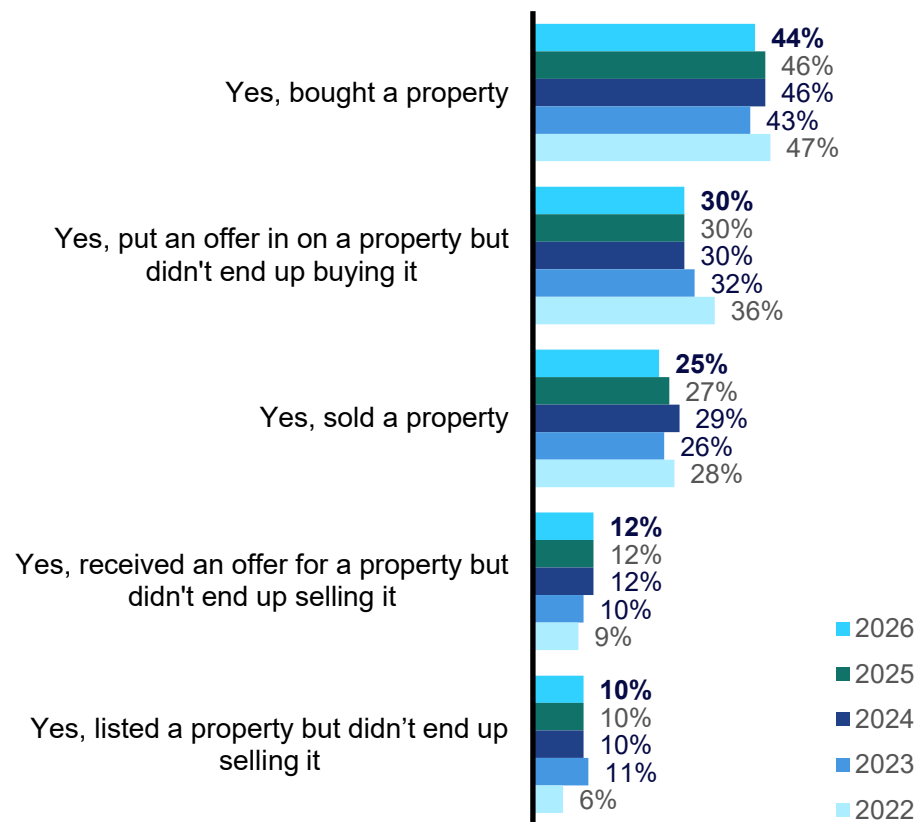
- The market remained challenging for consumers in 2026. Completed transactions softened slightly, and market uncertainty, property suitability, process knowledge, and financial constraints continued to shape the consumer experience.
 - Even in this environment, most consumers still felt empowered and broadly confident. Empowerment remained high, knowledge improved slightly, and confidence in the industry strengthened across all key attributes.
 - Continued effort to build awareness and engagement remains important, particularly as more than half of consumers still had not interacted with either REA or Settled.govt.nz.
 - **REA and Settled.govt.nz** continued to play an important role in supporting consumers. Those who were aware of or had interacted with these tools were more likely to feel informed, empowered, and confident, while Settled.govt.nz continued to help users build confidence early in the buying journey.
 - Building awareness and encouraging engagement with these tools remained an opportunity, particularly because more than half of consumers still had not interacted with either REA or Settled.govt.nz.
-
- Agents remained central to the consumer experience. Performance ratings stayed positive overall, and recommendation continued to improve, but communication, transparency, and disclosure remained the main sources of friction.
 - Transaction issues persisted for a minority of consumers, and complaint pathways were still not fully understood. This reinforced the need for continued focus on clearer guidance, stronger communication standards, and easier navigation of complaints processes.
 - Overall, the report showed that REA's role in supporting confidence and consumer protection remained important, particularly in a market where many consumers still faced uncertainty and complexity.

Buying and selling a property, challenges and transactor segments

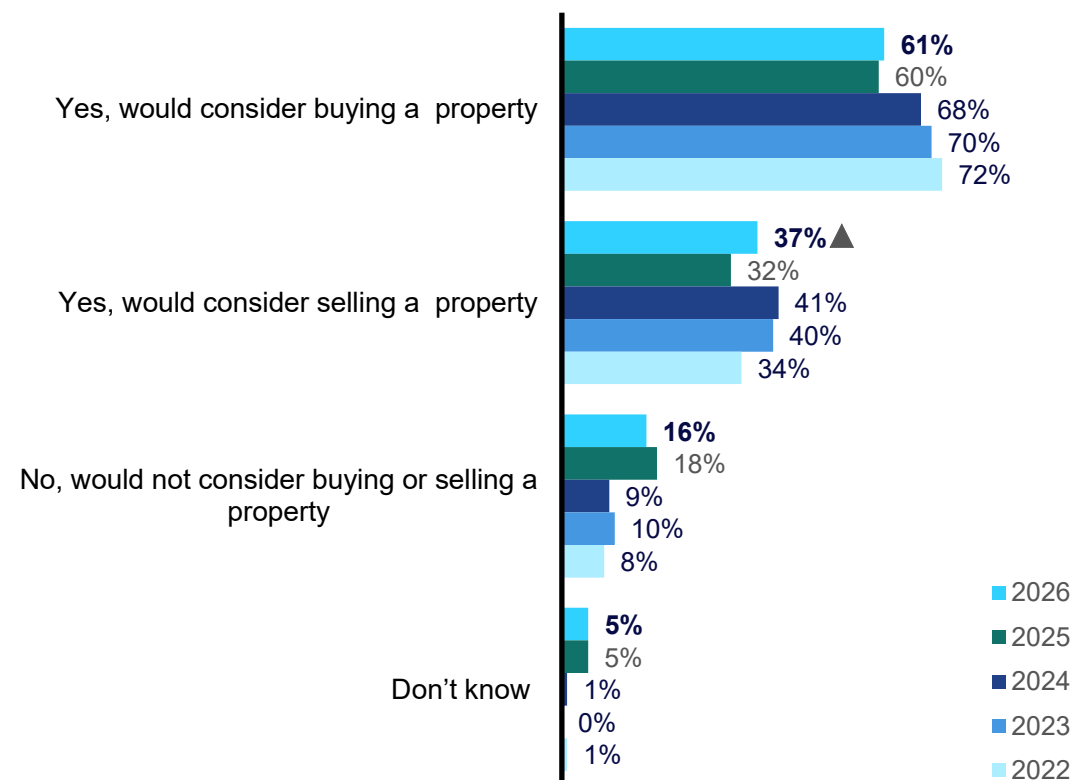
Completed property transactions have softened slightly, while selling consideration has increased

The incidence of completed property transactions has softened slightly in 2026, with fewer saying they bought or sold a property than in 2025. In contrast, consideration of selling has increased, while consideration of buying remains broadly similar.

Incidence of buying/selling a residential property using a real estate agent in the last year



Consideration of buying/selling a residential property using a real estate agent in the last year



Q1. In the last year, have you bought, sold, received or put an offer in on a property using a real estate agent? Base: All respondents (n=744)

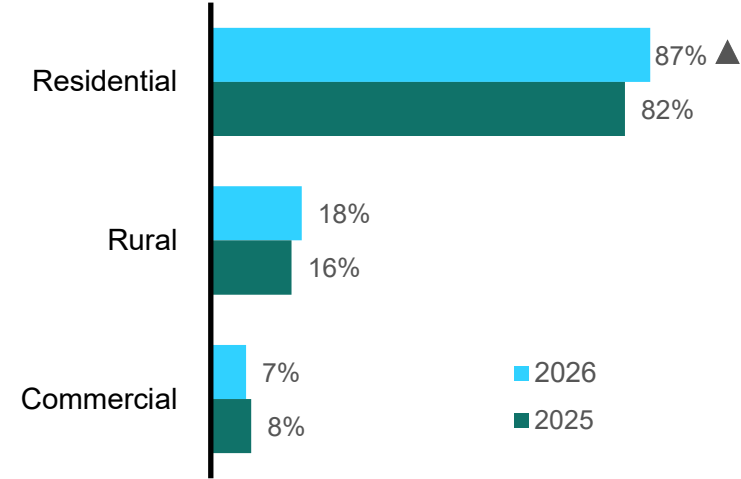
Q100. In the last year, did you consider buying or selling a property, using a real estate agent? Base: All respondents (n=744)

▲ Significantly higher / lower than the previous wave

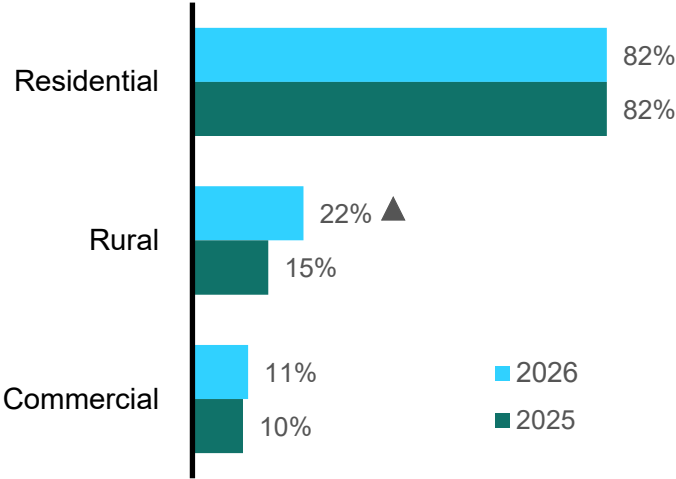
Residential remains the dominant property type, with stronger residential buyer activity in 2026

Among buyers and prospective buyers, residential property remains by far the most common property type and has increased compared with 2025. Among sellers and prospective sellers, rural property accounts for a higher share than in 2025.

Bought or put an offer on a property



Sold or received an offer for a property/listed a property



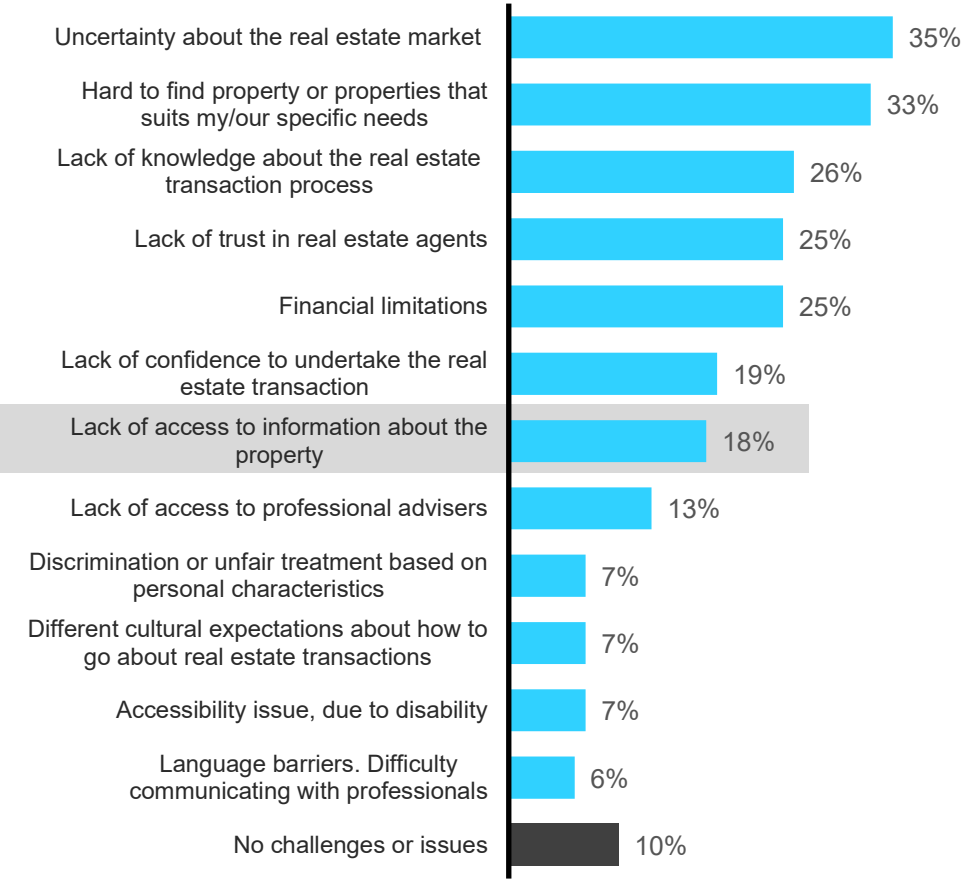
Q1a. You mentioned you bought a property/ put an offer on a property. What type of property was this? Base: Those who are buyers or prospective buyers (n=567)
Q1b. You mentioned you sold a property/received an offer for a property/listed a property. What type of property was this? Base: Those who are sellers or prospective sellers (n=314)

▲▼ Significantly higher / lower than the previous wave

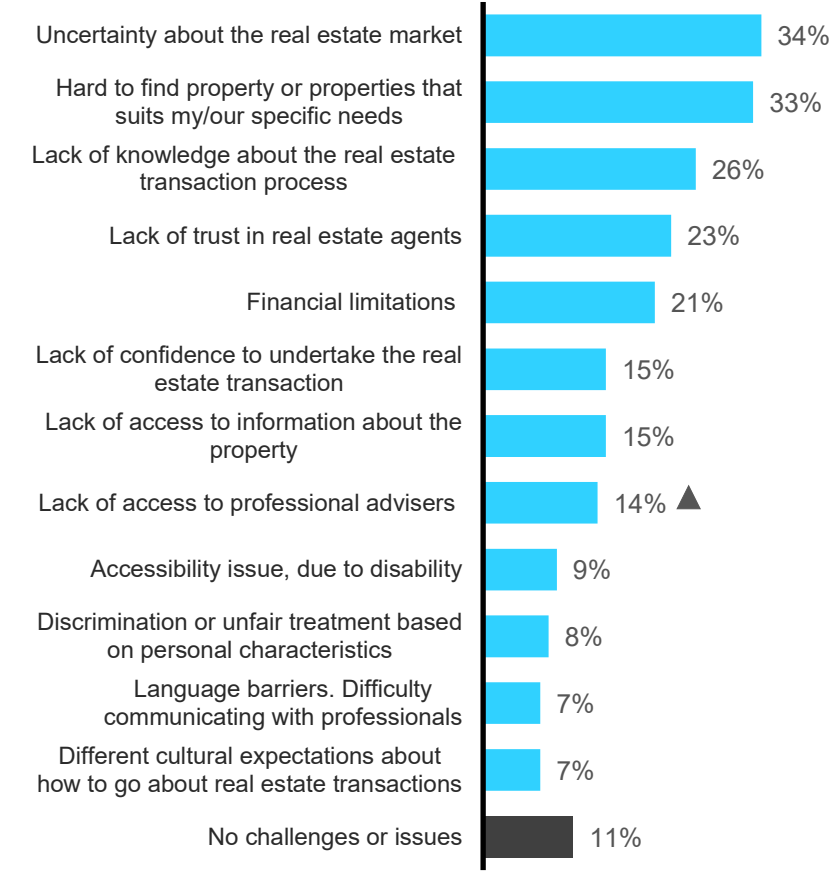
Challenges and issues faced with real estate transactions

The main challenges remain uncertainty about the real estate market, difficulty finding a property that suits specific needs, and lack of knowledge about the transaction process. Lack of access to professional advisers is higher than in 2025.

Challenges and issues (all consumers)



Challenges and issues (successful buyers and sellers)



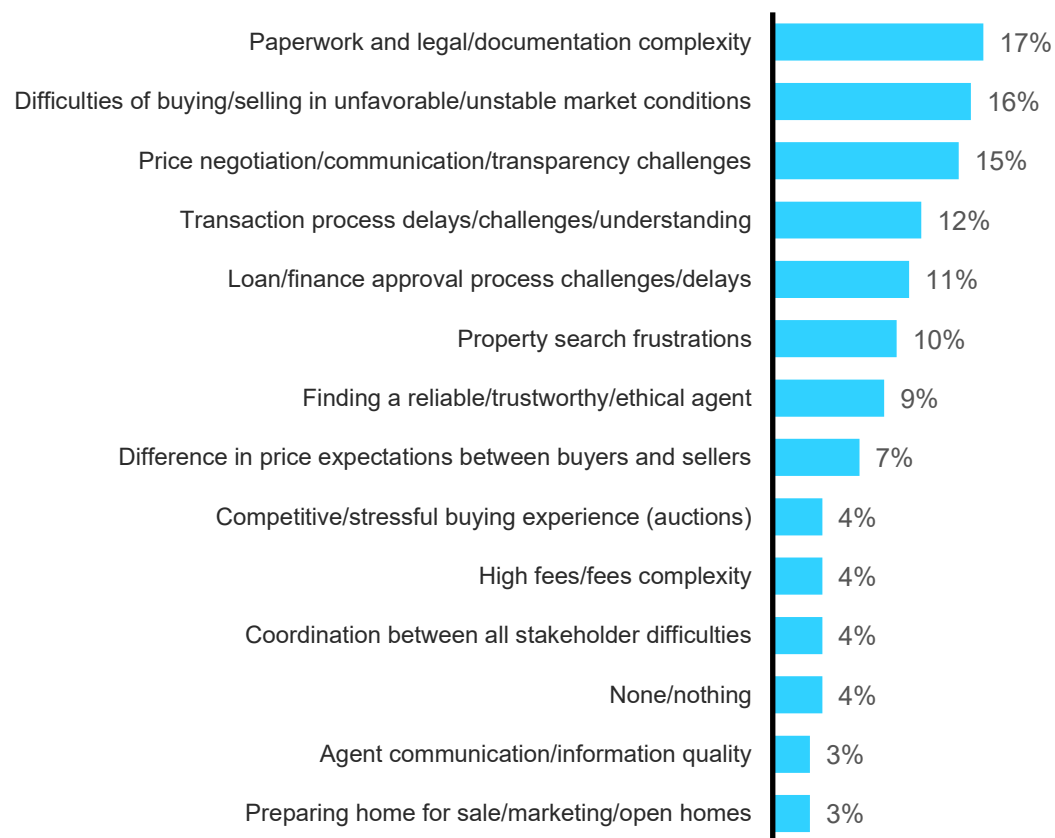
Q116. All respondents: (n=744); if have bought/ sold (n=418) Based on your most recent real estate transaction, please indicate if you faced any of the following challenges or issues when participating in the transaction. Please select all that apply [MA]:
 Note: - New answer option added in 2026 (Lack of access to information about the property)

▲▼ Significantly higher / lower than the previous wave

Challenges and issues faced with real estate transactions - Unprompted

Without prompting, the most commonly mentioned challenges were complex legal paperwork (17%), unfavourable market conditions (16%), and price negotiation or transparency issues (15%). Process delays (12%) and loan or finance approval challenges (11%) were also mentioned.

Challenges and issues (Unprompted)



“The most challenging aspect was navigating the negotiation and due diligence phase at the same time...It’s a lot of moving parts under pressure, and small delays or missing information can quickly impact the outcome..”

“Dealing with offers and negotiations - the back and forth nature of it all can become overbearing and tiresome.”

“Not hearing back on offers/lack of communication from the selling property real estate guy. Competing offers.”

“I notice people are being extremely cautious and offers seem more representative of a struggling economy and don’t necessarily represent the property or the market but are driven by the feeling that if they can purchase at a very low price then they may invest..”

“I think its complex because it’s so up and down and you just can’t predict what is going to happen with prices.”

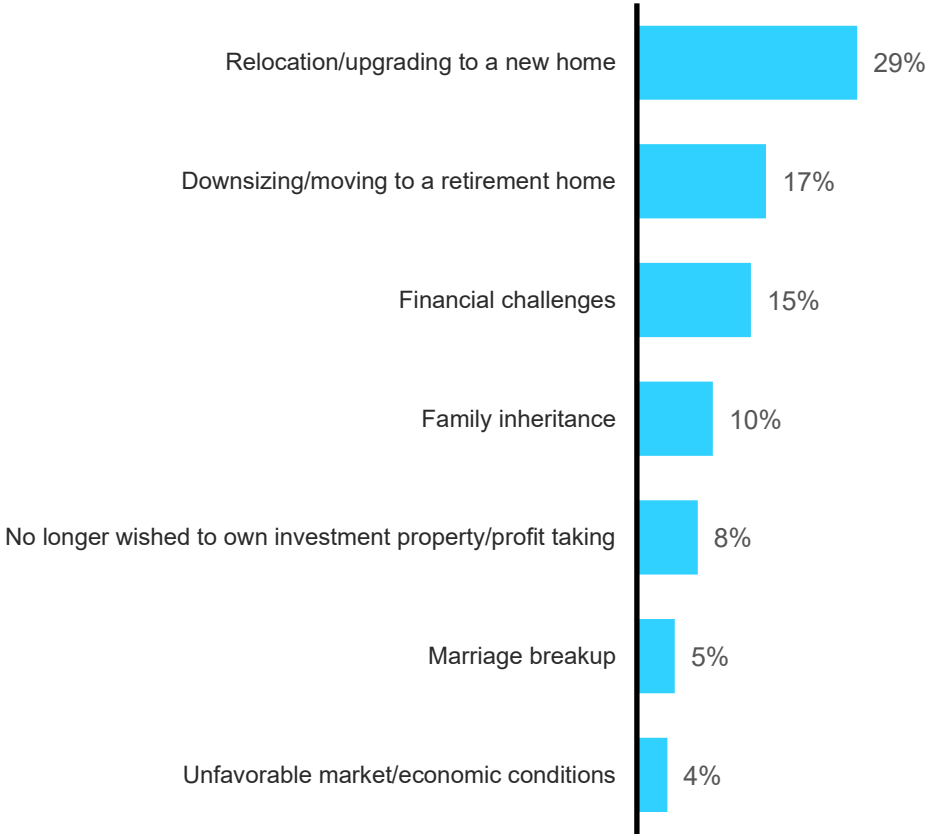
Q7n. The real estate market is complex. When thinking about the real estate transaction you participated in, what was the most challenging aspect of the process?

Base: All respondents: (n=744), Note: - New question added in 2026

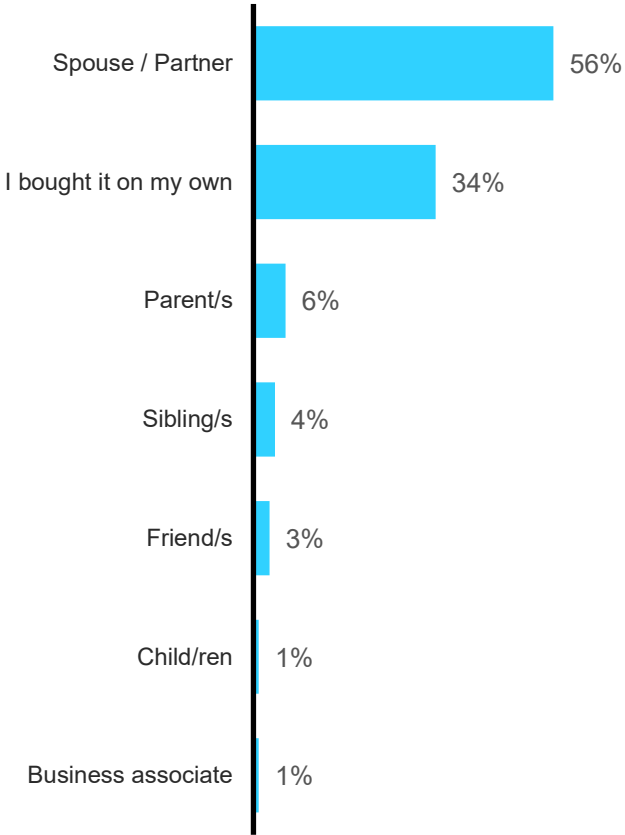
Relocation was the main reason for selling, while most buyers purchased with a spouse or partner

Among sellers, relocation or upgrading to a new home was the most common reason for selling (29%), followed by downsizing or moving to a retirement home (17%). Among buyers, over half purchased with a spouse or partner (56%), while one in three bought on their own (34%).

Reason For Selling



Property Bought With



Q8A. You have indicated that you sold a property in the last year. What was your reason for selling the property? Base: Among sold property (n=81)
Q8B. You have indicated that you bought a property with a real estate agent in the last year. Did you purchase the property with another person? Base: Among bought a property (n=337)
Note: New questions added in 2026

Challenges and issues faced with real estate transactions

Compared with all consumers, New Zealand Māori are more likely to report a lack of access to property information and professional advisers. Net Asian consumers are also more likely to mention lack of knowledge about the transaction process and financial limitations, while Pacific Peoples are less likely to report challenges overall.

Challenges and issues faced when participating in the transaction	Total	New Zealand European	Other European	New Zealand Māori	Pacific Peoples	Chinese	Indian	Net Asian
Base	744	435	38*	153	79	36*	49	146
	%	%	%	%	%	%	%	%
Uncertainty about the real estate market	35	36	43	25 ▼	29	52	34	40
Hard to find property or properties that suits my/our specific needs	33	30	41	35	22 ▼	22	36	37
Lack of knowledge about the real estate transaction process - how to go about it	26	24	34	31	23	19	41	35 ▲
Lack of trust in real estate agents	25	26	31	25	18	12	32	22
Financial limitations	25	23	14	27	23	28	40	42 ▲
Lack of confidence to undertake the real estate transaction	19	20	7	21	14	19	18	20
Lack of access to information about the property	18	18	24	27 ▲	8 ▼	15	18	18
Lack of access to professional advisers	13	12	2	21 ▲	11	16	14	16
Discrimination or unfair treatment based on personal characteristics	7	6	4	9	13	3	3	4
Different cultural expectations about how to go about real estate transactions	7	6	10	5	9	11	8	9
Accessibility issue, due to disability	7	5	8	15 ▲	4	0	5	5
Language barriers. Difficulty communicating with professionals	6	6	1	7	8	8	7	6
No challenges or issues	10	11	2	9	23 ▲	6	15	7
Don't know	1	0	6	1	0	0	0	0

Q116. All respondents: (n=744)

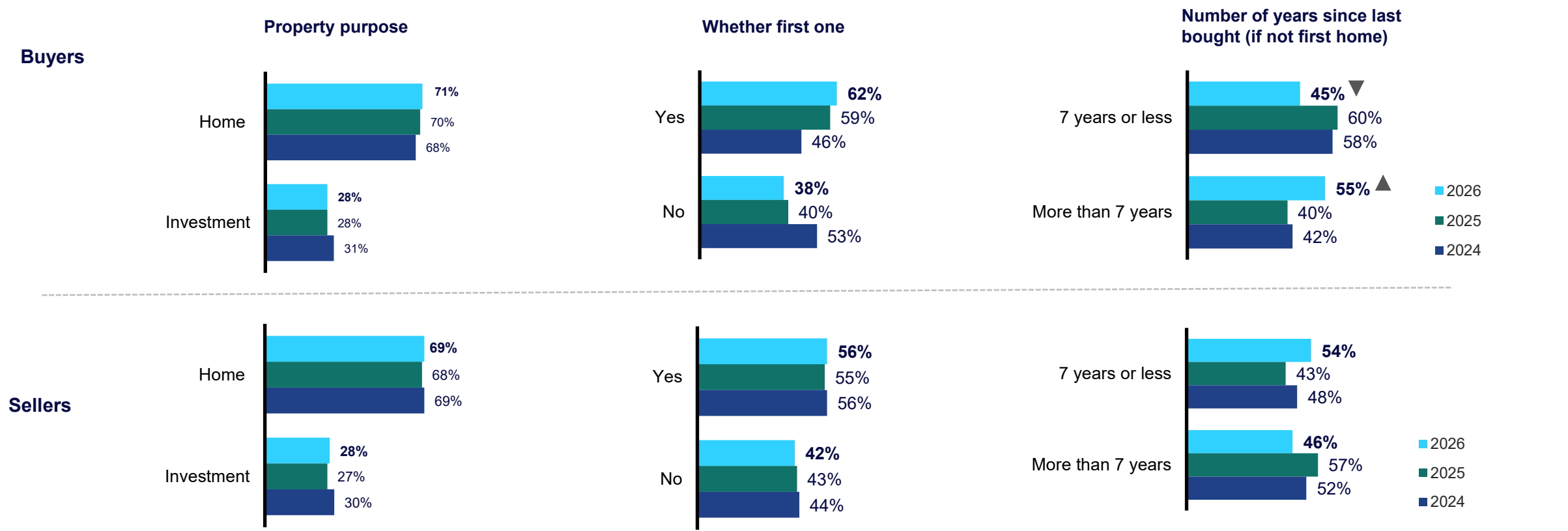
Based on your most recent real estate transaction, please indicate if you faced any of the following challenges or issues when participating in the transaction. Please select all that apply [MA]:

▲▼ Significantly higher / lower than the total

*Small Base

Details about the property purchase / sale

Among both buyers and sellers, most transactions are for home rather than investment purposes. The proportion of first home buyers continues to grow, while there has also been an increase in those who have not bought for more than seven years.



▲▼ Significantly higher / lower than the previous wave

QQ1/QQ4. Which of the following best describes the purpose of the property Base: Buyers (2022 N=522, 2023 N=559, 2024 N=550, 2025 n=540, 2026 n=567), Sellers (2022 N=270, 2023 N=287, 2024 N=280, 2025 n=328, 2026 n=201)

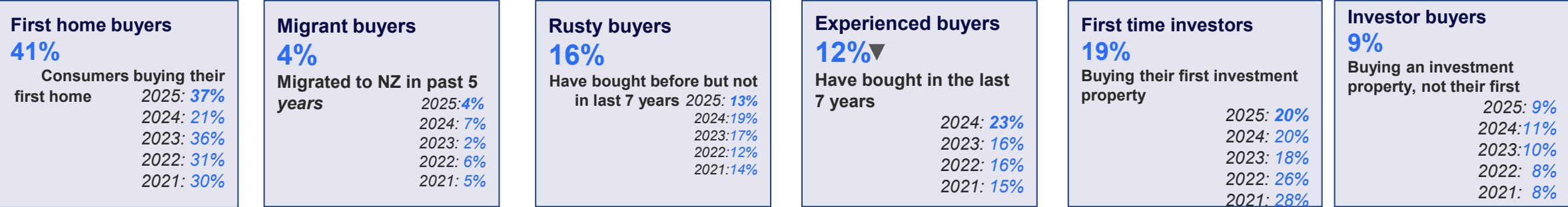
QQ2/QQ5. Was this for your first home, investment property, first property bought? Base: Buyers (2022 N=522, 2023 N=559 2024 N=550, 2025 n=540, 2026 n=567), Sellers (2022 N=270, 2023 N=287, 2024 N=280, 2025 n=328, 2026 n=201)

QQ3/QQ6. How many years since you last...? Base: Those whose purchase/sale was not their first one excluding don't know: Buyers (2022 N=141, 2023 N=152, 2024 N=174, 2025 n=171, 2026 n=138), Sellers (2022 N=86, 2023 N=91, 2024 N=88, 2025 n=114, 2026 n=69)

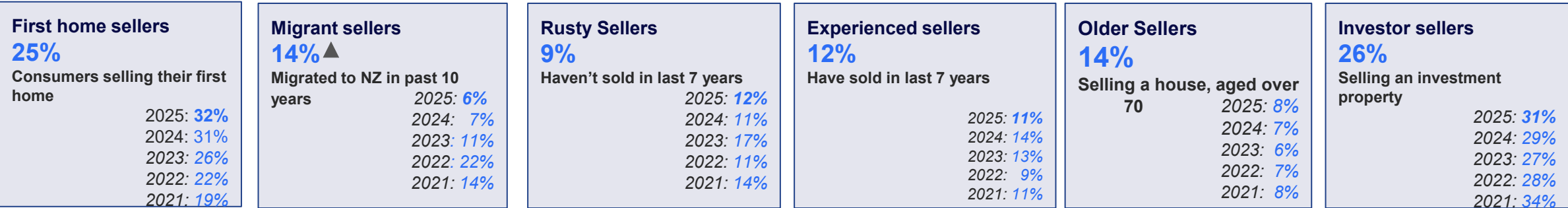
Buyer and Seller market segments

There has been a decline in experienced buyers compared with 2025, while first home buyers continue to make up a larger share of the buyer market. Among sellers, migrant sellers accounted for a higher share than in 2025.

Buyers



Sellers*



VARIOUS QUESTIONS
 Respondents can be a buyer and a seller but cannot fall into more than one buying or selling segment.
 *Note: additional option added to Seller group in 2022: those who listed a property but didn't end up selling it
 Base: All respondents (n=744); Buyers (n=565); Sellers (n=221)

▲▼ Significantly higher / lower than the previous wave

Who are the buyers?

Gender

Age

Region

Ethnicity

What else is unique about them?

Consumers: Segments

<div>First home buyers</div> <div>41%</div> <div>(n=234)</div>	Male: 59%▲ Female: 41%▼	18-24: 27% 25-34: 37% 35-49: 31% 50-64: 6% 65+: 0%	Auckland: 26%▼ Upper North: 20% Central: 37%▲ South: 16%	European: 62% Māori: 32% Pacific Peoples: 10% Chinese: 2% Indian: 3%	More likely to have interacted with REA and Settled.govt.nz (53% cf. 41%) More likely to know a lot about REA (18% cf. 7%) Less likely to have migrated to NZ (19% vs Total 29%) More likely to have put in an offer but did not buy (46% vs Total 30%) More likely to have bought a property (58% vs 44% Total)
<div>Migrant buyers</div> <div>4%</div> <div>(n=27**)</div>	Male: 61% Female: 39%	18-24: 10% 25-34: 39% 35-49: 37% 50-64: 12% 65+: 2%	Auckland: 38% Upper North: 16% Central: 31% South: 15%	European: 38% Māori: 4% Pacific Peoples:13% Chinese: 0% Indian: 9%	Base too low to deep dive further.
<div>Rusty buyers</div> <div>16%</div> <div>(n=73)</div>	Male: 72%▲ Female: 27%▼	18-24: 5% 25-34: 8% 35-49: 32% 50-64: 19%▼ 65+: 37%	Auckland: 12% Upper North: 15% Central: 48%▲ South: 25%	European: 86% Māori: 16% Pacific Peoples: 4% Chinese: 2% Indian: 0%	Less likely to have interacted with REA/Settled.govt.nz (21% vs Total 44%) More likely to have no interaction with REA/Settled/govt.nz (45% vs Total 25%) Less likely to have migrated to NZ (16% vs Total 29%) More likely to have put in an offer but did not buy (48% vs Total 30%)
<div>Experienced buyers</div> <div>12%▼</div> <div>(n=60)</div>	Male: 59% Female: 41%	18-24: 14% 25-34: 19% 35-49: 39% 50-64: 14% 65+: 15%	Auckland: 13% Upper North: 20% Central: 25% South: 42%	European: 72%▼ Māori: 28%▲ Pacific Peoples: 6% Chinese: 4% Indian: 4%	Less likely to have bought a property (60% cf. 78%) More likely to know a little about what the REA does (48% vs Total 32%) More likely to have no interaction with REA/Settled/govt.nz (45% vs Total 25%) More likely to have put in an offer but did not buy (44% vs Total 30%) More likely to have bought a property (60% vs 44% Total)
<div>First time investor</div> <div>19%</div> <div>(n=122)</div>	Male: 70% Female: 30%	18-24: 11%▼ 25-34: 37% 35-49: 41% 50-64: 7% 65+: 4%	Auckland: 37% Upper North: 26% Central: 22%▲ South: 15%	European: 66% Māori: 26% Pacific Peoples: 11% Chinese: 4% Indian: 7%	More likely to have migrated to NZ (37% cf. 15%) More likely to know a lot about what the REA does (28% vs Total 19%) More likely to have interacted with REA/settlted.govt.nz (62% vs Total 44%) More likely to have bought a property (69% vs 44% Total)
<div>Investor buyers</div> <div>9%</div> <div>(n=49)</div>	Male: 65%▲ Female: 35%	18-24: 6% 25-34: 23% 35-49: 41% 50-64: 26% 65+: 4%	Auckland: 18%▼ Upper North: 30% Central: 23% South: 29%	European: 70% Māori: 10% Pacific Peoples: 4% Chinese: 4% Indian: 9%	More likely to have bought a property (82% vs 44% Total)

Who are the sellers?

	Gender	Age	Region	Ethnicity	What else is unique about them?
First home sellers 25% (n=54)	Male: 42% Female: 58%	18-24: 29% 25-34: 19% 35-49: 32% 50-64: 17% 65+: 3%	Auckland: 22% Upper North: 17% Central: 42% South: 19%	European: 78% Māori: 23% Pacific Peoples: 5% Chinese: 3% Indian: 1%	More likely to have listed, but did not sell (22% vs Total 10%)
Migrant sellers 14% ▲ (n=43)	Male: 55% Female: 45%	18-24: 16% 25-34: 32% 35-49: 42% 50-64: 6% 65+: 0%	Auckland: 46% Upper North: 16% Central: 20% South: 18%	European: 49% Māori: 15% Pacific Peoples: 11% Chinese: 15% Indian: 16%	Base too low to deep dive further.
Rusty sellers 9% (n=25*)	Male: 49% Female: 51%	18-24: 0% 25-34: 0% 35-49: 48% 50-64: 43% 65+: 9%	Auckland: 20% Upper North: 12% Central: 30% South: 38%	European: 78% Māori: 10% Pacific Peoples: 1% Chinese: 0% Indian: 17%	Base too low to deep dive further.
Experienced sellers 12% (n=28**)	Male: 42% Female: 58%	18-24: 9% 25-34: 15% 35-49: 36% 50-64: 37% 65+: 3%	Auckland: 17% Upper North: 22% Central: 35% South: 26%	European: 79% Māori: 15% Pacific Peoples: 1% Chinese: 4% Indian: 0%	Base too low to deep dive further.
Older sellers 14% (n=22**)	Male: 90% Female: 10%	18-24: 0% 25-34: 0% 35-49: 0% 50-64: 0% 65+: 100%	Auckland: 9% Upper North: 25% Central: 34% South: 32%	European: 82% Māori: 0% Pacific Peoples: 6% Chinese: 0% Indian: 6%	Base too low to deep dive further.
Investor sellers 26% (n=49*)	Male: 62% Female: 38%	18-24: 20% 25-34: 26% 35-49: 24% 50-64: 21% 65+: 9%	Auckland: 33% Upper North: 32% ▲ Central: 21% South: 14%	European: 77% Māori: 15% Pacific Peoples: 5% Chinese: 8% Indian: 11%	Less likely to be aware of REA (61% cf. 80%) Less likely to know at least a little about REA (39% cf. 69%) Less likely to have interacted with REA/Settled.gov.nz (14% cf. 35%) Less likely to have bought a property (3% cf. 32%) More likely to have received an offer but did not sell (23% vs Total 12%)

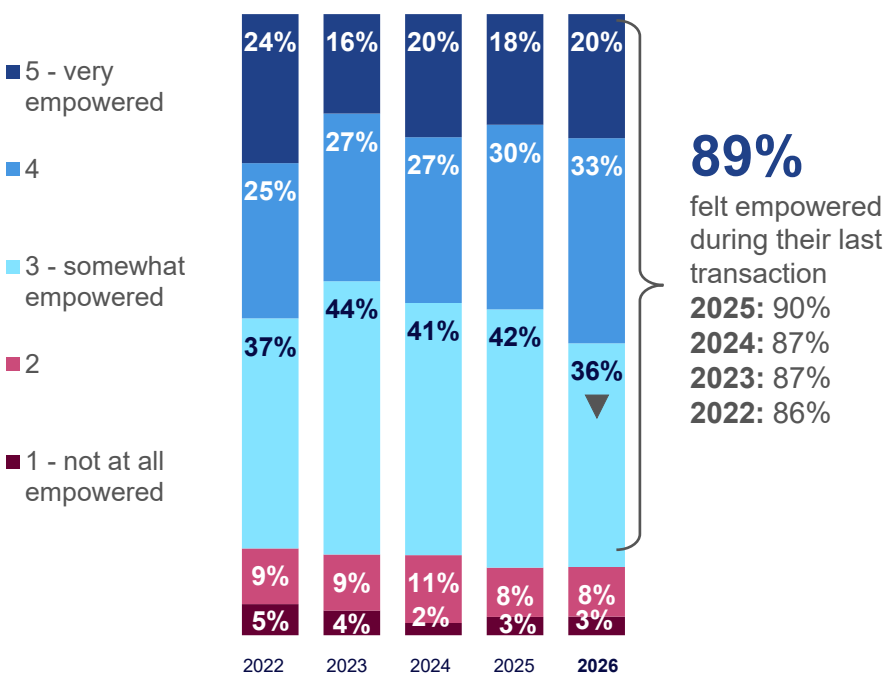


Consumer empowerment and knowledge

Consumers continued to feel empowered, with a significant increase in very empowered ratings

As in 2025, close to nine in ten consumers felt empowered during their most recent transaction. The proportion feeling very empowered was significantly higher in 2026, with a particularly strong increase among Pacific Peoples.

Level of empowerment in the transaction



Level of empowerment by ethnicity

Level of empowerment by ethnicity (excluding Don't know)	Base:	(% 4-5/5)	(% 3-5/5)	(% 1-2/5)
Total	738	53%	89%	11%
New Zealand European	433	54%	89%	11%
Other European	38*	53%	87%	13%
New Zealand Māori	150	47%	90%	10%
Pacific Peoples	79	63%▲	90%	10%
Chinese	35*	39%	92%	8%
Indian	49	51%	97%	3%
Net Asian	143	45%	93%	7%

Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

Q6. Thinking about your last interaction with a real estate agent when you <insert response from Q40>, overall, did you consider yourself empowered and able to participate effectively in the real estate transaction? Base: All respondents (excl. don't know) (2022 n=646, 2023 n=723, 2024 n=713, 2025 n=721, 2026 n=738)

▲ Significantly higher / lower than the previous wave

Those who had engaged with REA and/or Settled.govt.nz felt significantly more empowered

Consumers who had recently bought or sold a property were significantly more likely to feel empowered than the total sample. Empowerment was also significantly higher among those who had interacted with REA and/or Settled.govt.nz, while those whose recent transaction was unsuccessful were less likely to feel empowered.

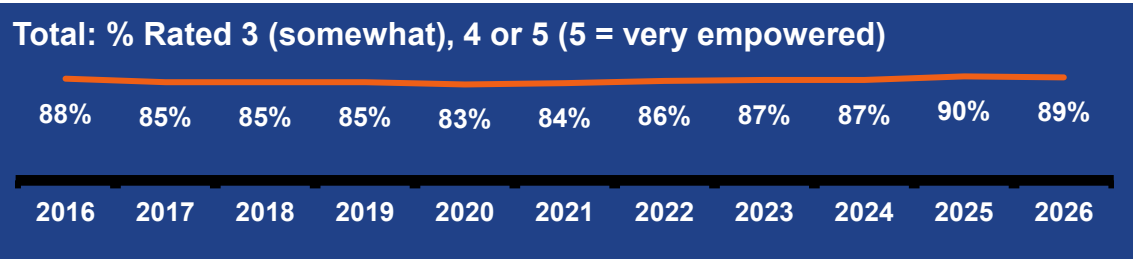
Subgroup differences:

Those more likely to feel very empowered (53%) were:

- Those who have interacted with REA and Settled.govt.nz (74%)
- Those aware of Settled.govt.nz (68%)
- Reside in Auckland (62%)
- First time investors (64%)

Those more likely to feel unempowered (11%) were:

- Those who recently listed a property but didn't end up selling (22%)
- Those who recently put an offer but didn't end up buying (16%)
- Those who say they did not receive a copy of the NZ Property Sale and Purchase Agreement Guide (22%)
- Those who have not interacted with either REA or Settled.govt.nz (14%).



Q6. Thinking about your last interaction with a real estate agent when you <insert response from Q40>, overall, did you consider yourself empowered and able to participate effectively in the real estate transaction?
Base: All respondents (excl. don't know) (n=738)
Note: Before 2017, respondents were not restricted to thinking only about their most recent transaction

% Rated 4 or 5 (5 = very empowered)



▲ Significantly higher / lower than the total result

Feeling well informed and in control underpinned empowerment

Feeling well informed through agent explanations was the main reason consumers felt empowered. A sense of control and prior knowledge or experience of the process were also important contributors.

Reasons for feeling very empowered (4 or 5) – 53% of transactors



Note: only showing mentions 3% or above

Q6a. Why did you feel empowered and able to participate effectively in the transaction?

Base: Those who rated empowerment as a 5 or 4 in Q6 (n=400)



“What made me feel confident and able to participate effectively was having clear information, good professional support, and a structured process.”

“I felt empowered because my agent took the time to explain every step of the process in detail. Having a clear understanding of the legal requirements and timelines removed the mystery and allowed me to make decisions with confidence rather than confusion.”

“Good preparation of documents and budget planning kept me in control of the whole process.”

“I felt a strong sense of control because I did my own research, had a clear understanding of my budget, and worked with an experienced agent who guided me through every step.”

“I did my research and had participated in the process before.”

Low empowerment was driven by complexity, limited knowledge and information, and sales pressure

Low empowerment was mainly driven by the complexity of the process, feeling rushed or pressured by the agent, and lack of knowledge. Lack of information/guidelines and lack of transparency also contributed to lower empowerment.

Reasons for feeling unempowered (2 or 1) – 11% of transactors



“Considering all the aspects and it should be a clear conversation and all the pros and cons of buying a property through an agent need to be explained clearly.”

“The agents weren’t talking in plain English when then things were moving quickly.”

“There was a lot of complex information, paperwork, and industry jargon, which made it hard to feel fully confident when making decisions.”

“It was all very confusing and I felt like we were being rushed into it to make us just sign the documents and get the sale done it was not a good experience.”

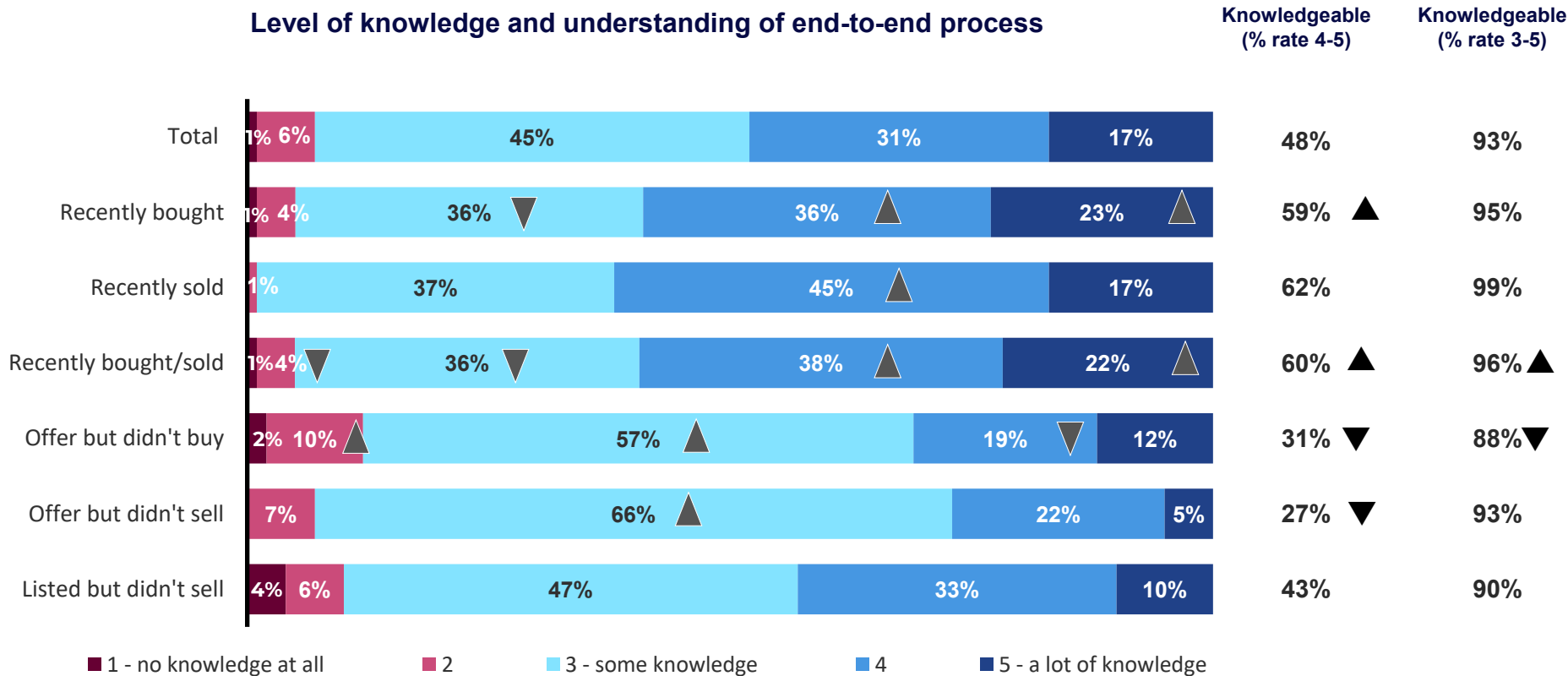
“The agent was trying to push us into signing when we were not happy to do so.”

“The real estate agent was too pushy and we felt like her primary goal was to get the sale no matter what - she didn’t have any care or interest in us as buyers or our best interests.”

“Because I wasn’t able to make my decisions in an informed manner due to lack of knowledge which was caused via little communication.”

Note: only showing mentions 3% or above
Q6a. Why didn’t you feel empowered and able to participate effectively in the transaction?
Base: Those who rated empowerment as 1 or 2 in Q6 (n=84)

Almost half of consumers (48%) said they had good knowledge and understanding of the end-to-end real estate transaction process, slightly higher than in 2025. Knowledge levels were significantly higher among those who had recently bought or sold a property, and among those who said they knew at least a little about REA or had interacted with it.



- Recently bought or sold a property (60%)
- Know at least a little about REA (61%)
- Had an interaction with the REA (61%)
- Male (53%), 55+ years old (58%)

Knowledge and understanding (4-5)

2022 (n=725)	2023 (n=730)	2024 (n=715)	2025 (n=724)	2026 (n=739)
50	40%	45%	46%	48%

Significantly higher / lower than the total result

Agents and lawyers remained the main information sources

Real estate agents (55%) and lawyers (42%) remained the most likely sources of information about the transaction process, while mention of Settled.govt.nz increased significantly to 17% from 11% in 2025.

Where would you go to get information about the real estate transaction process



Community organisations mentioned

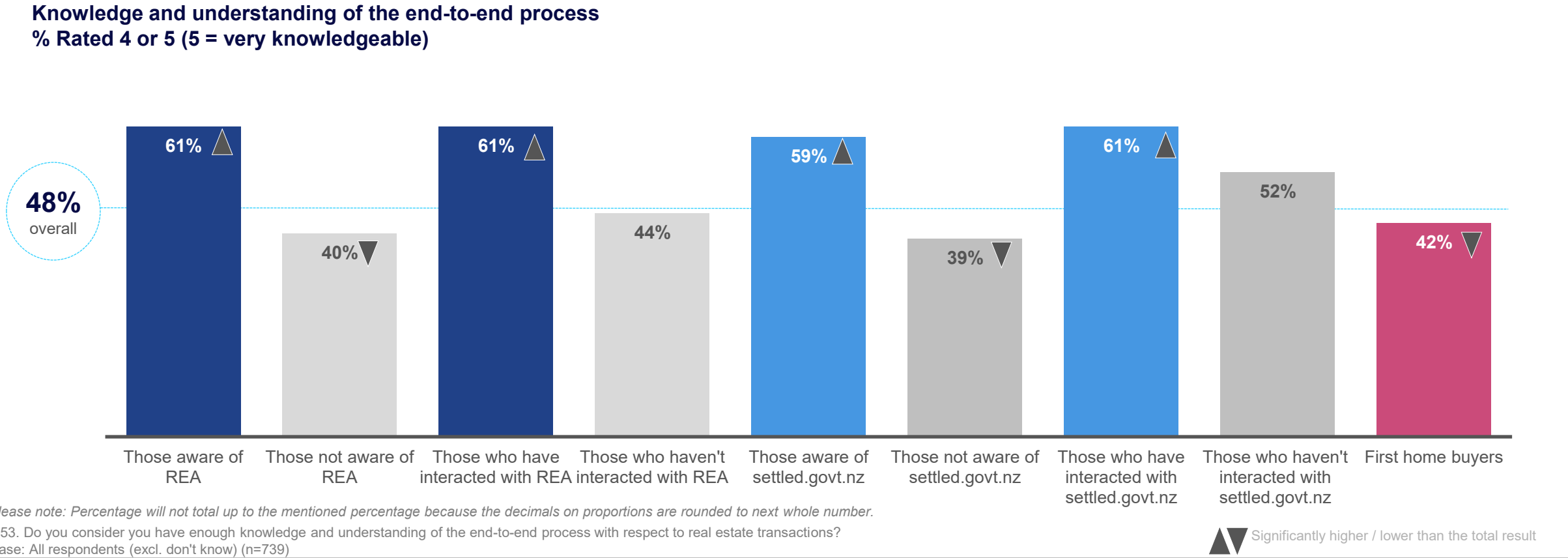
Base: 33*	% of mentions
REA/Real estate agency	42
Citizens Advice Bureau (CAB) / Community Organization	28
REINZ	8
Housing Association	5

Q101. Where would you go to get information about the real estate transaction process? Base: All respondents (n=744)
 Q119: Which community organisations would you go to didn't get information about real estate transactions? (Base: n=33**)
 Note: New answer option added to Q101 - Mortgage advisor/broker - in 2026

▲ Significantly higher / lower than the total result

Knowledge was significantly higher among those aware of and engaged with REA and Settled.govt.nz

Consumers who were aware of REA were more likely to report good knowledge of the transaction process (61% vs 40% among those not aware), while those who had interacted with REA were also more likely to feel knowledgeable (61% vs 44% among those who had not interacted).

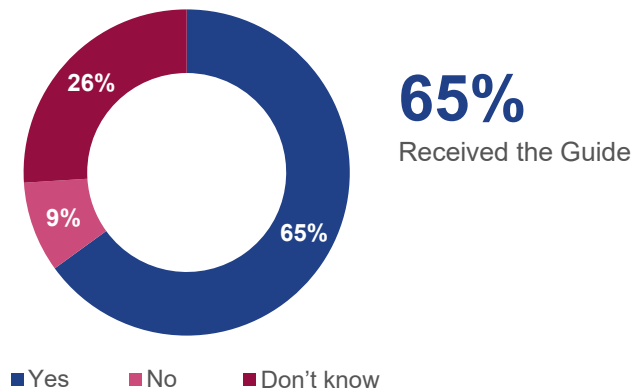


Information sources and interactions during the transaction process

The Residential Property Agency Agreement Guide remained highly useful among those who received it

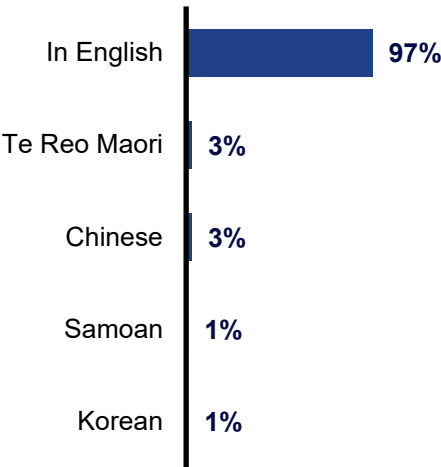
Around two in three (65%) sellers and prospective sellers said they received the Residential Property Agency Agreement Guide. While a sizeable minority did not recall receiving it, nearly all (96%) of those who received the guide said they found it useful.

Whether received the Residential Property Agency Agreement Guide

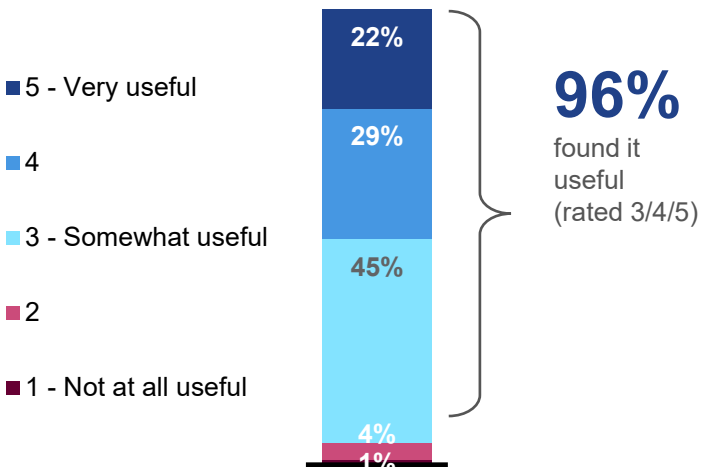


	2019	2020	2021	2022	2023	2024	2025	2026
	(n=138)	(n=158)	(n=157)	(n=270)	(n=287)	(n=280)	(n=227)	(n=201)
Received guide	66%	65%	61%	81%	73%	67%	71%	65%

Whether translated



Usefulness of the guide



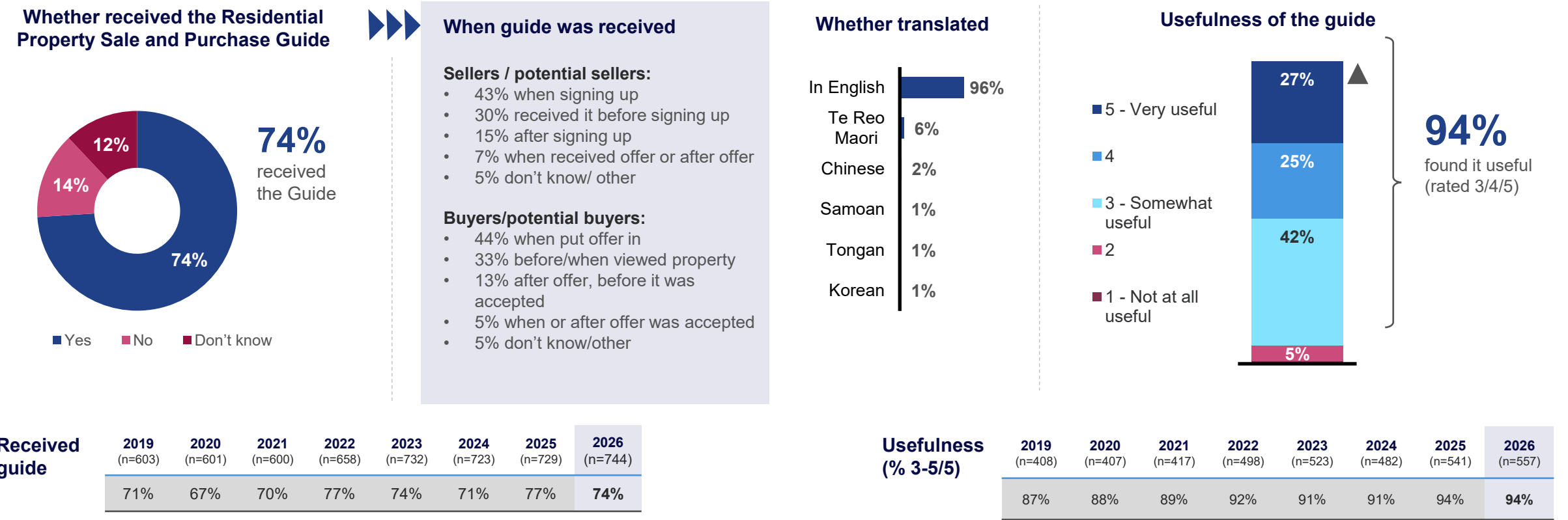
	2019	2020	2021	2022	2023	2024	2025	2026
	(n=86)	(n=100)	(n=98)	(n=206)	(n=203)	(n=179)	(n=151)	(n=129)
Usefulness (% 3-5/5)	84%	83%	85%	92%	90%	89%	96%	96%

Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.
Q2. Received a copy of the NZ Residential Property Agency Agreement Guide from your agent? (Among sellers/prospective sellers. n=201)
Q117 Was the guide in English or did you received it translated? (n=131)
Q3. Did you find the guide useful? Base: Those who have sold a property or have received an offer for a property but did not end up selling it (excl. don't know) (n=129)



The Sale and Purchase Guide remained widely received and useful

Around three in four consumers said they received the Sale and Purchase Guide, with buyers most often receiving it when making an offer and sellers when signing up. The proportion rating the guide as very useful was significantly higher than in 2025 (27% cf. 20% in 2025).



Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

Q4. Did you receive a copy of the New Zealand Residential Property Sale and Purchase Agreement Guide from your real estate agent?Base: All respondents (n=744)

Q44. You said you received a New Zealand Residential Property Sale and Purchase Agreement Guide from the real estate agent, do you remember when they gave it to you... Base: All respondents (n=744)

Q118 Was the guide in English or did you received it translated? Base: Those who did receive the New Zealand Residential Property Sale and Purchase Agreement Guide (n=561)

Q5. Did you find the guide useful? Base: Those who did receive the New Zealand Residential Property Sale and Purchase Agreement Guide (excl. don't know) (n=557)

▲▼ Significantly higher / lower than previous wave

Lawyers and building inspections remained the main sources of pre-offer information

Before making an offer, buyers and prospective buyers were most likely to have talked with a lawyer or conveyancer, followed by obtaining a building inspection report and a free valuation. Compared with 2025, property files were accessed less often (26% vs 33% in 2025), while paid valuations were accessed more often (26% vs 20% in 2025).

Proportion who obtained each type of service/information	2021	2022	2023	2024	2025	2026	2026: Buyers	2026: Potential buyers
A lawyer / conveyancer	N/A	N/A	N/A	N/A	59%	49% ▼	57% ▲	37% ▼
A building inspection report by a certified building inspector	42%	46%	48%	42%	44%	43%	46%	37%
A free valuation	46%	43%	42%	42%	41%	40%	37%	44%
A Land Information Memorandum (LIM)	38%	34%	41%	42%	37%	33%	35%	30%
Council documents	N/A	30%	32%	41%	34%	30%	31%	28%
A title search	41%	33%	40%	42%	34%	28%	31%	25%
Property files	N/A	26%	34%	35%	33%	26% ▼	25%	26%
A valuation that was not free	24%	29%	26%	24%	20%	26% ▲	29%	21%
A building inspection by someone who is not a certified building inspector	13%	20%	15%	16%	15%	15%	19% ▲	8% ▼
An engineer's report	8%	12%	12%	14%	11%	14%	13%	15%
An EQC Scope of Works	6%	9%	8%	10%	10%	11%	10%	11%
A drug contamination test	5%	8%	9%	5%	6%	6%	5%	7%
None of the above	8%	6%	7%	5%	5%	4%	2%	6%

NEW ATTRIBUTES ADDED IN 2022 and 2025.

Q32. Which, if any, of the following, did you obtain before purchasing the property? Base: Buyers / prospective buyers (2026 n=543) Buyers n=337, potential buyers n=206

▲ Significantly higher / lower than previous wave
▼ Significantly higher / lower than total

Most information was self-initiated, while some documents were more often provided by agents

Talking to a lawyer or conveyancer (76%), obtaining a free valuation (63%) and arranging building inspections (63%) were more often self-initiated. By contrast, property files (70%), council documents (53%), EQC Scope of Works (53%) and LIMs (52%) were more commonly provided by the agent.

How the information was obtained (Among all buyers and those who put offer in, who obtained each type of report)	I obtained it myself	Provided by agent	Other
A lawyer / conveyancer (n=261)	76%	23%	1%
A building inspection report by a certified building inspector (n=248)	57%	42%	1%
A free valuation (n=213)	63%	37%	0%
A Land Information Memorandum (LIM) (n=189)	42%	52%	5%
Council documents (n=149)	45%	53%	2%
A title search (n=158)	51%	44%	5%
Property files (n=140)	30%	70%	0%
A valuation that was not free (n=155)	61%	37%	2%
A building inspection by someone who is not a certified building inspector (n=73)	63%	34%	3%
An engineer's report (n=68)	49%	49%	2%
An EQC Scope of Works (n=55)	47%	53%	0%
A drug contamination test (n=29**)	48%	45%	7%

Q32. Which, if any, of the following, did you obtain or have been provided to you <before purchasing the property / before making an offer on a property>?

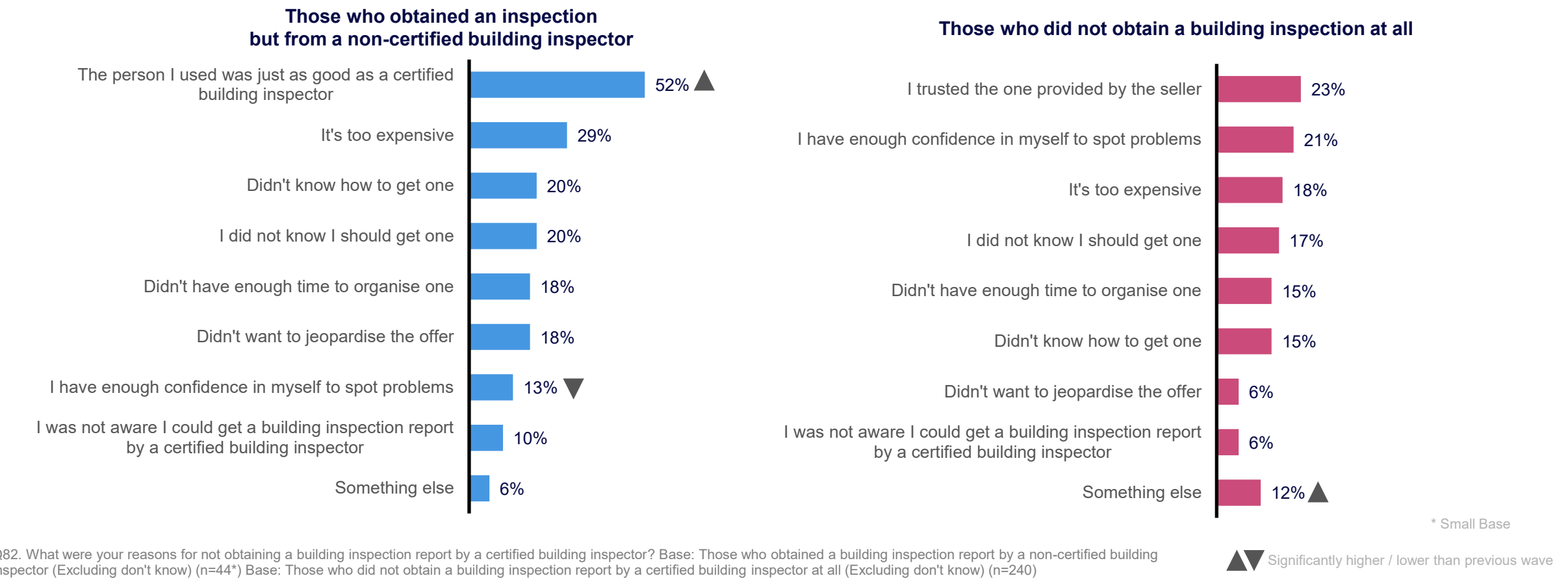
Base: Buyers or those that put an offer in (n=543)

Q33. And did you obtain it yourself, or was it provided to you by the agent/seller? Base: Obtained a report (n=29**-261)

** Very Small Base

Trust, confidence and cost were the main barriers to obtaining a certified building inspection

The main reason for using a non-certified inspector was believing that provider was just as good as a certified inspector (52%). Among those who did not obtain an inspection at all, the main barriers were trust in the seller's inspection (23%), confidence in their own judgement (21%) and cost (18%).



REA and Settled.govt.nz: awareness, interactions and perceptions

Prompted awareness of REA remained stable, while unprompted awareness declined slightly

Six in ten (61%) consumers were aware of REA when prompted, consistent with 2025. Unprompted awareness declined slightly, while just under half (48%) said they had at least some knowledge of what REA does.

Unprompted awareness of REA

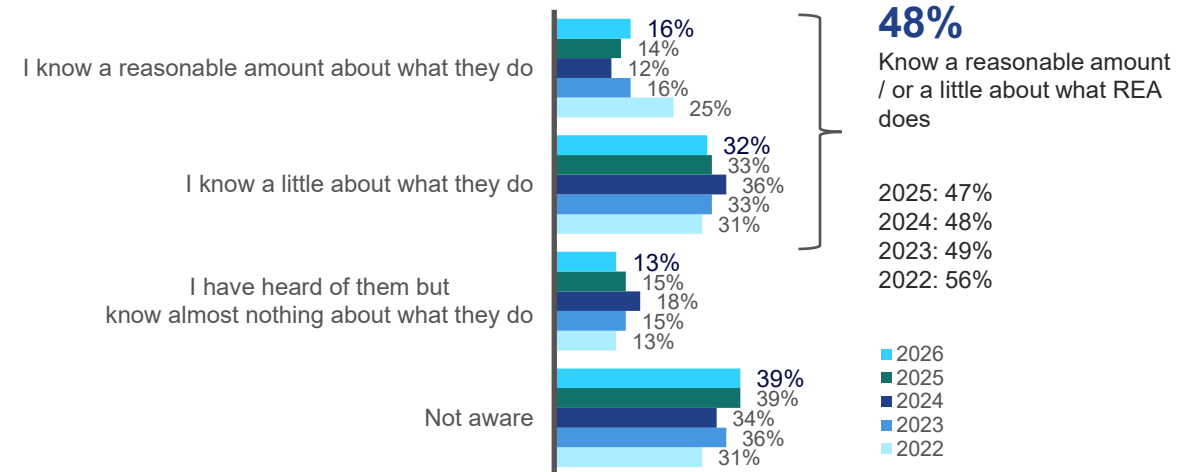
	2021	2022	2023	2024	2025	2026
	%	%	%	%	%	%
REA / REANZ	*	14	13	17	14	11
Real Estate Agency / Authority / Body / Council / Commission / Organisation	5	4	5	3	7	9
REAA / REAA NZ	6	6	3	1	3	2
Real Estate Agents Authority/ NZ Real Estate Agents Authority	*	0	1	5	1	1
New Zealand Real Estate Agency/ Board/ Federation	*	1	0	0	1	0
Net mentions of REA / REANZ / REAA / Real Estate Authority	11	25	22	26	26	23
Government/ NZ Government / NZ Government Real estate Board	5	2	3	3	3	2
REINZ	12	3	3	2	2	2
Real Estate Institute / Real Estate Institute of NZ	*	1	2	2	1	1
Local council / local government	1	1	1	2	1	3
MBIE / Ministry of Business, Innovation and Employment	*	1	1	2	1	2
NZ Real Estate / Real Estate NZ	1	1	1	1	0	1
Housing New Zealand	-	2	1	1	1	2
Commerce Commission	*	1	1	1	1	2
Agents / the industry / themselves	2	1	1	0	2	2
Ministry of Housing / Housing Minister	*	0	1	0	2	2
Other	6	10	9	7	8	12
None/ Nil/ Nothing	6	6	3	3	8	1 ▼
Don't Know	54	46	51	51	45	45

Prompted awareness of REA (%)

(Know a reasonable amount / a little about what REA do / have heard but know nothing)

2018	2019	2020	2021	2022	2023	2024	2025	2026
51%	51%	54%	63%	69%	64%	66%	61%	61%

Level of knowledge about REA



Please note: Percentages may not total the mentioned percentage because the decimals on proportions are rounded to next whole number.

Q49. Which independent government organisation do you think is responsible for regulating real estate agents? Base: All respondents (n=744)

Q50. Have you heard of the Real Estate Authority or REA as it is sometimes called? Base: All respondents (n=744)

Q23. How much do you know about what the Real Estate Authority (REA) does? Base: All respondents (n=744)

▲▼ Significantly higher / lower than the previous wave

The REA website remained the main interaction point, while direct contact was rated most useful

Consumers were most likely to visit the REA website (19%), followed by reading an article from REA (13%), receiving guidance by phone (11%) and receiving guidance by email (10%). Usefulness remained high across all channels, with phone guidance rated most positively (89% rating 4–5).

19%

Visited REA website
(n=172)

Usefulness (% 3-5/5)						
2020	2021	2022	2023	2024	2025	2026
93%	97%	95%	98%	96%	99%	94% ▼

11%

Received guidance from a REA staff member via phone
(n=88)

Usefulness (% 3-5/5)						
2020	2021	2022	2023	2024	2025	2026
97%	98%	99%	95%	100 %	97%	98%

10%

Received guidance from a REA staff member via email
(n=90)

Usefulness (% 3-5/5)						
2020	2021	2022	2023	2024	2025	2026
93%	95%	99%	95%	89%	94%	93%

13%

Read an article from REA via social media/ media
(n=107)

Usefulness (% 3-5/5)						
2020	2021	2022	2023	2024	2025	2026
94%	98%	94%	93%	94%	96%	96%

Usefulness (% 4-5/5)						
2020	2021	2022	2023	2024	2025	2026
70%	72%	81%	66%	67%	70%	76%

Usefulness (% 4-5/5)						
2020	2021	2022	2023	2024	2025	2026
53% *	82%	91%	77%	89%	85%	89%

Usefulness (% 4-5/5)						
2020	2021	2022	2023	2024	2025	2026
69% *	80% *	90%	78%	72%	82%	72%

Usefulness (% 4-5/5)						
2020	2021	2022	2023	2024	2025	2026
40%	70%	77%	55%	61%	59%	66%

Q24. During the last year, have you done any of the following? Base: Rebased to all respondents (n= 744), Among aware of REA (n=478)
Q25. Overall, how useful did you find each of the following in terms of getting the information and/or advice you were looking for? Base: Those who have visited website or received guidance from REA. ATTRIBUTE CHANGED IN 2024: The article you read from REA in the media/ social media

▲▼ Significantly higher / lower than the previous wave

Interactions with REA were higher among some ethnic groups

Interaction with REA was higher among Pacific Peoples and some Asian groups than the total sample. New Zealand Europeans were less likely to have visited the REA website than average.

Ethnicity	Interacted with REA	Visited REA website	Received guidance from a REA staff member via phone	Received guidance from a REA staff member via email	Read an article from REA in social media/ media
Total	34%	19%	11%	10%	13%
New Zealand European (n=435)	30%	16% ▼	11%	9%	12%
Other European (n=38*)	24%	15%	17%	6%	5%
New Zealand Maori (n=153)	38%	24%	10%	13%	14%
Pacific Islander (n=79)	48% ▲	29%	12%	21% ▲	21%
Chinese (n=36*)	44%	32%	11%	20%	27%
Indian (n=49*)	48%	24%	25%	2%	9%
Asian (n=146)	40%	24%	11%	9%	13%

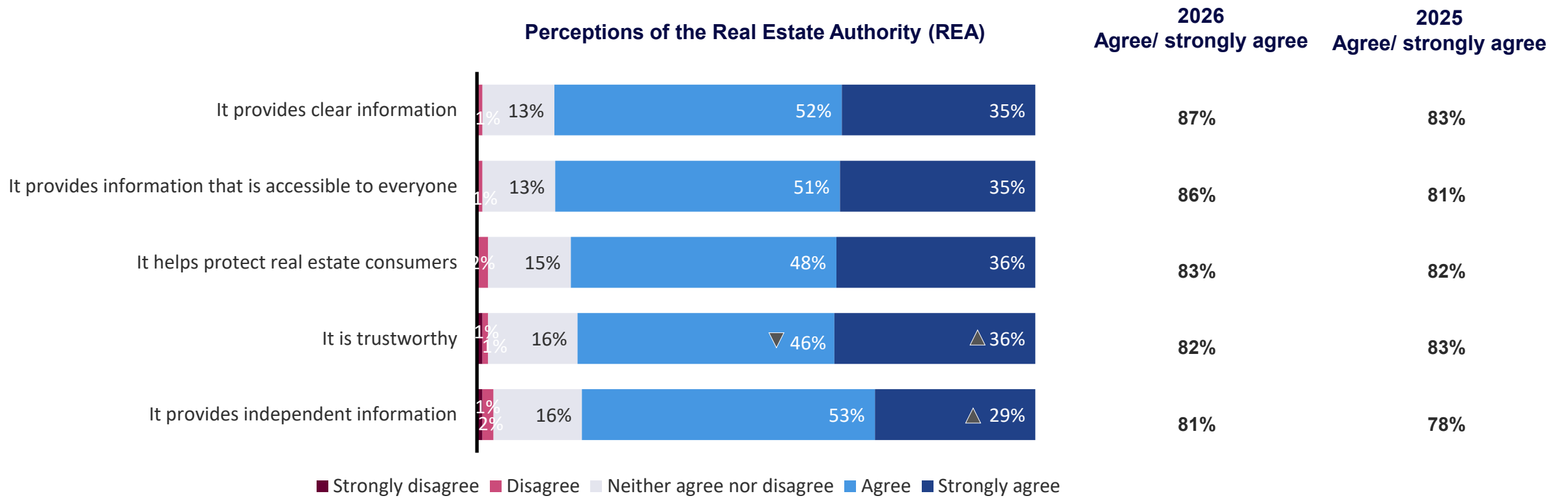
*Small Base
**Very Small Base

 Significantly higher / lower than the total result

Q24. During the last year, have you done any of the following? Base: Rebased to all respondents (n=744)

Perceptions of REA remained positive, particularly for clarity and accessibility of information

Agreement was highest that REA provides clear information (87%) and information that is accessible to everyone (86%). Agreement that REA helps protect real estate consumers (83%), is trustworthy (82%) and provides independent information (81%) also remained strong, with most measures slightly higher than in 2025.



▲▼ Significantly higher / lower than the previous wave

Please note: Percentage may not total up to the mentioned percentages because the decimals on proportions are rounded to next whole number.

Q102. How strongly do you agree or disagree with the following statements about the Real Estate Authority? Base: Those who know a little or a reasonable amount about what REA do (n=389)

Awareness of REA and Settled.govt.nz has increased compared to last year

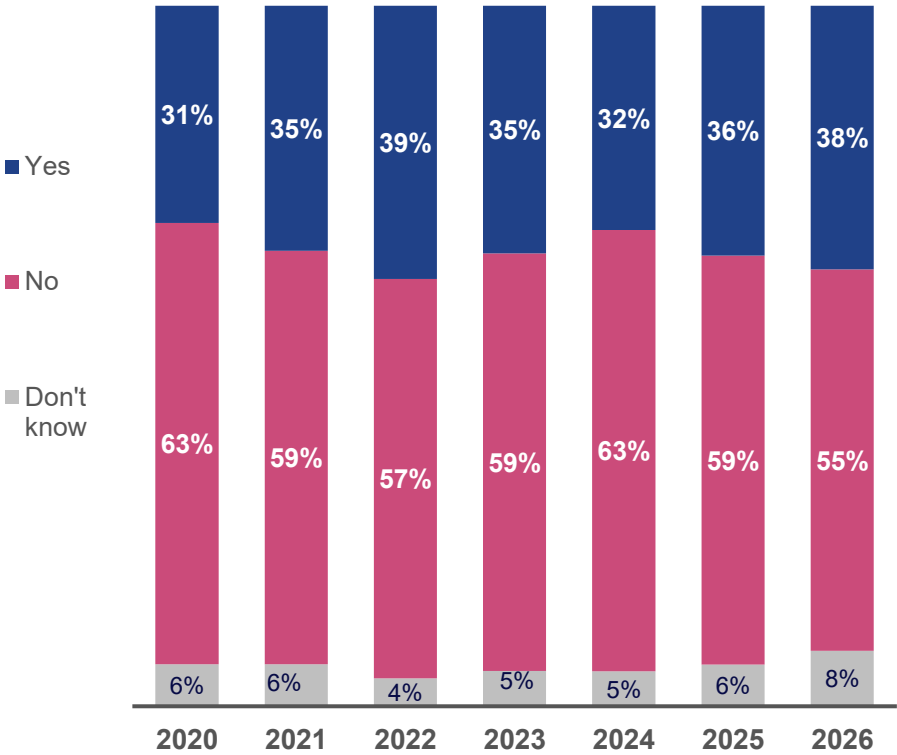
TradeMe remained the most top-of-mind property information website (18%), while awareness of Settled.govt.nz increased to 9% and mention of Real Estate NZ declined significantly to 7% as compared to 13% in 2025.

Unprompted awareness of Settled.govt.nz and other property related websites

	2023	2024	2025	2026
TradeMe	17%	14%	22%	18%
REA	12%	14%	10%	12%
OneRoof	8%	8%	11%	10%
Settled/Settled.govt.nz	6%	8%	6%	9%
Homes/Homes NZ/homes.co.nz	8%	7%	6%	8%
Real Estate/realestate.co.nz/Real Estate NZ	10%	11%	13%	7%▼
Sorted/sorted.co.nz	5%	3%	2%	4%
Harcourts	4%	3%	4%	3%
Ray White	3%	3%	4%	3%
Lawyers/Law Society	3%	3%	2%	3%
Google	3%	3%	1%	3%
Barfoot and Thompson	3%	5%	3%	2%
Agents	3%	2%	3%	2%
Consumer	1%	3%	2%	2%
Wiseup.nz	-	1%	2%	2%



Prompted awareness of Settled.govt.nz



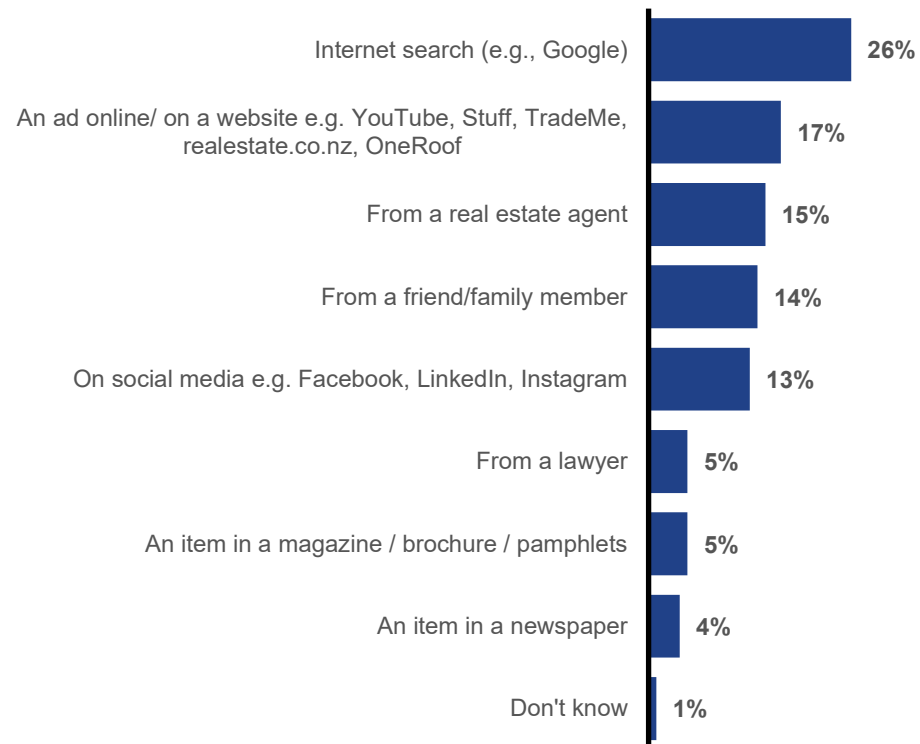
▲▼ Significantly higher / lower than previous wave

Q58 What websites, if any, are you aware of that provide independent advice/information about buying and selling your property?
QB. Have you ever heard of or seen anything about Settled.govt.nz? Base: All respondents (n=744)

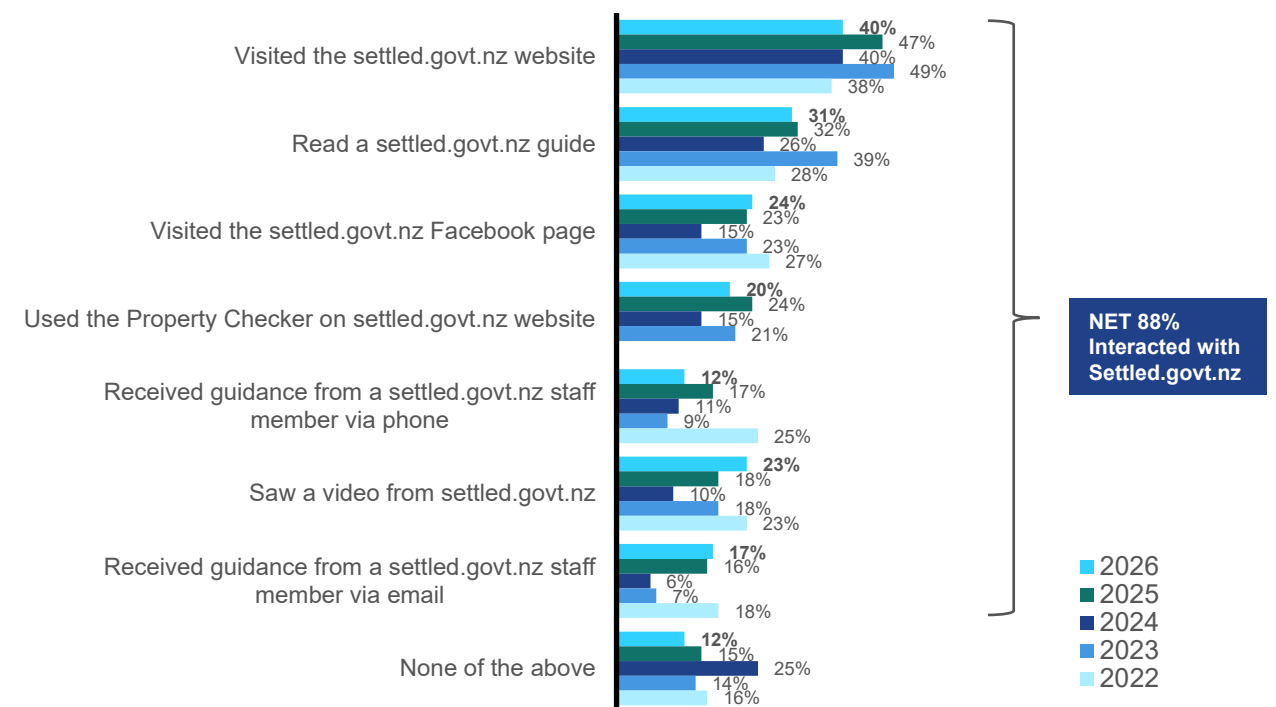
Awareness of Settled.govt.nz translated into strong engagement

Among those aware of Settled.govt.nz, 88% had interacted with it in the past year. Internet search was the main discovery route (26%), while the most common interactions were visiting the website (40%), reading a Settled.govt.nz guide (31%), visiting the Facebook page (24%) and using the Property Checker (20%).

How first found out about Settled.govt.nz



Interactions with Settled.govt.nz among those aware (last 12 months)



NZ Māori are more likely to have visited the Settled.govt.nz Facebook page (45% vs 24% total)

QBB. And during the last year, have you done any of the following? Base: Those aware of Settled.govt.nz (n=302)

Q60 And how/where did you first find out about Settled.govt.nz? Base: Those aware of Settled.govt.nz (n=302)

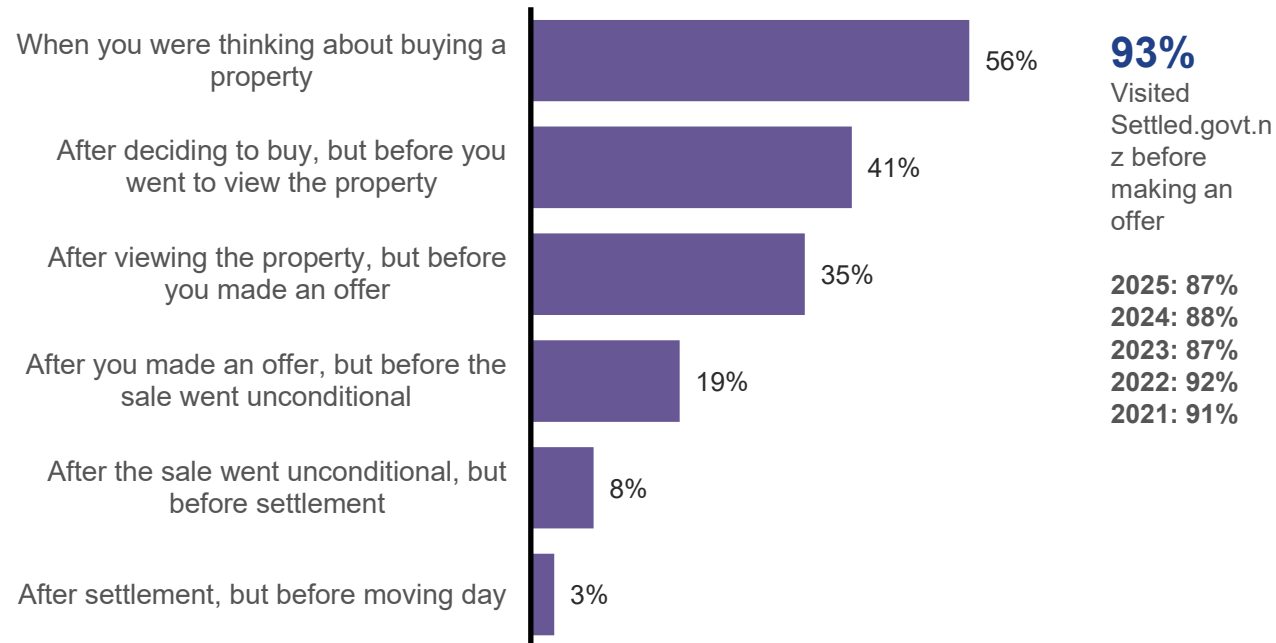


Significantly higher / lower than previous wave

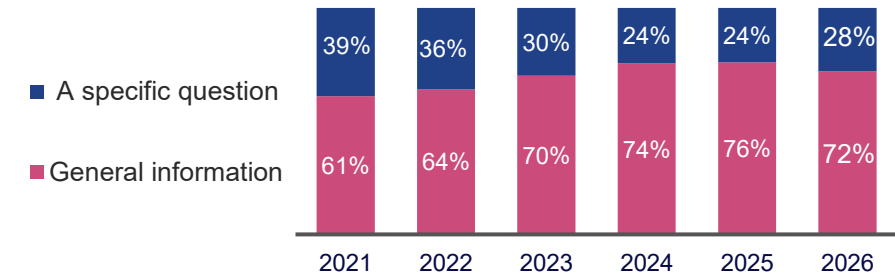
Settled.govt.nz was mainly used before an offer was made, most often for general information

Most visitors used Settled.govt.nz before making an offer (93%), most commonly when thinking about buying a property (56%) or after deciding to buy but before viewing (41%). The main purpose of the most recent visit was to access general information (72%), rather than to answer a specific question (28%).

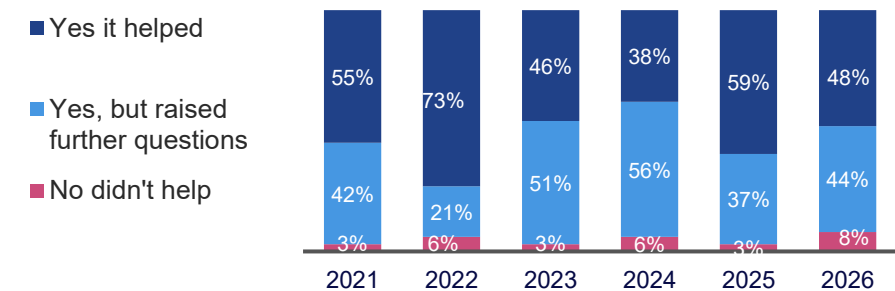
Stage of the buying process Settled.govt.nz was visited



Aim of most recent visit to Settled.govt.nz



Whether the visit answered the specific question* (n=36)



Please note: Percentages may not total the mentioned percentage because the decimals on proportions are rounded to next whole number.

Q83. Thinking about your most recent visit to the Settled.govt.nz website, which of the following best describes why you were visiting? Base: Those who visited the Settled.govt.nz website in the last 12 months excluding don't know (n=129)

Q95 And did the Settled.govt.nz website help to answer your question? Base: Those who had a specific question when visiting the Settled.govt.nz website (excluding don't know) (n=36*)

Q84. At what stages of the process did you visit Settled.govt.nz? Base: Buyers or prospective buyers who have interacted with Settled.govt.nz in the last 12 months (n=211)

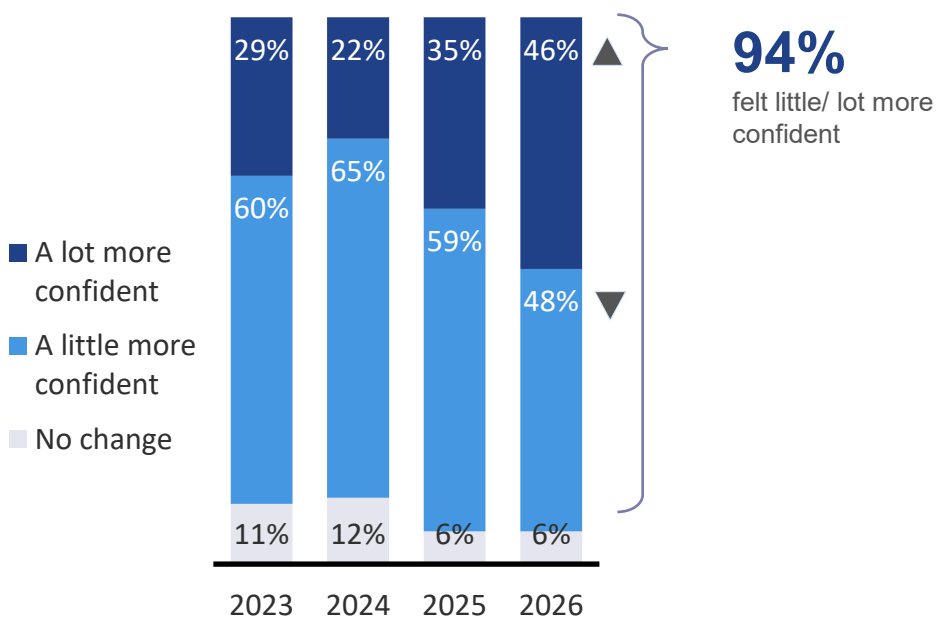
*Small Base

**Very Small Base

Visiting Settled.govt.nz increased confidence for most users

Nine in ten visitors said they felt more confident about participating in a real estate transaction after visiting the website. The proportion who felt a lot more confident was significantly higher than in 2025.

Level of confidence after visiting Settled.govt.nz



Level of Confidence by ethnicity

Level of confidence by ethnicity (excluding Don't know)	Base:	A lot more confident	NET A lot/ a little more confident
Total	261	46% ▲	94%
New Zealand European	139	48%	93%
New Zealand Māori	57	46%	95%
Pacific Peoples	35*	64%	99%
Chinese	17**	30%	91%
Indian	22**	27%	97%
Net Asian	61	27%	93%

*Small Base

**Very Small Base

Please note: Percentages may not total the mentioned percentage because the decimals on proportions are rounded to the next whole number.

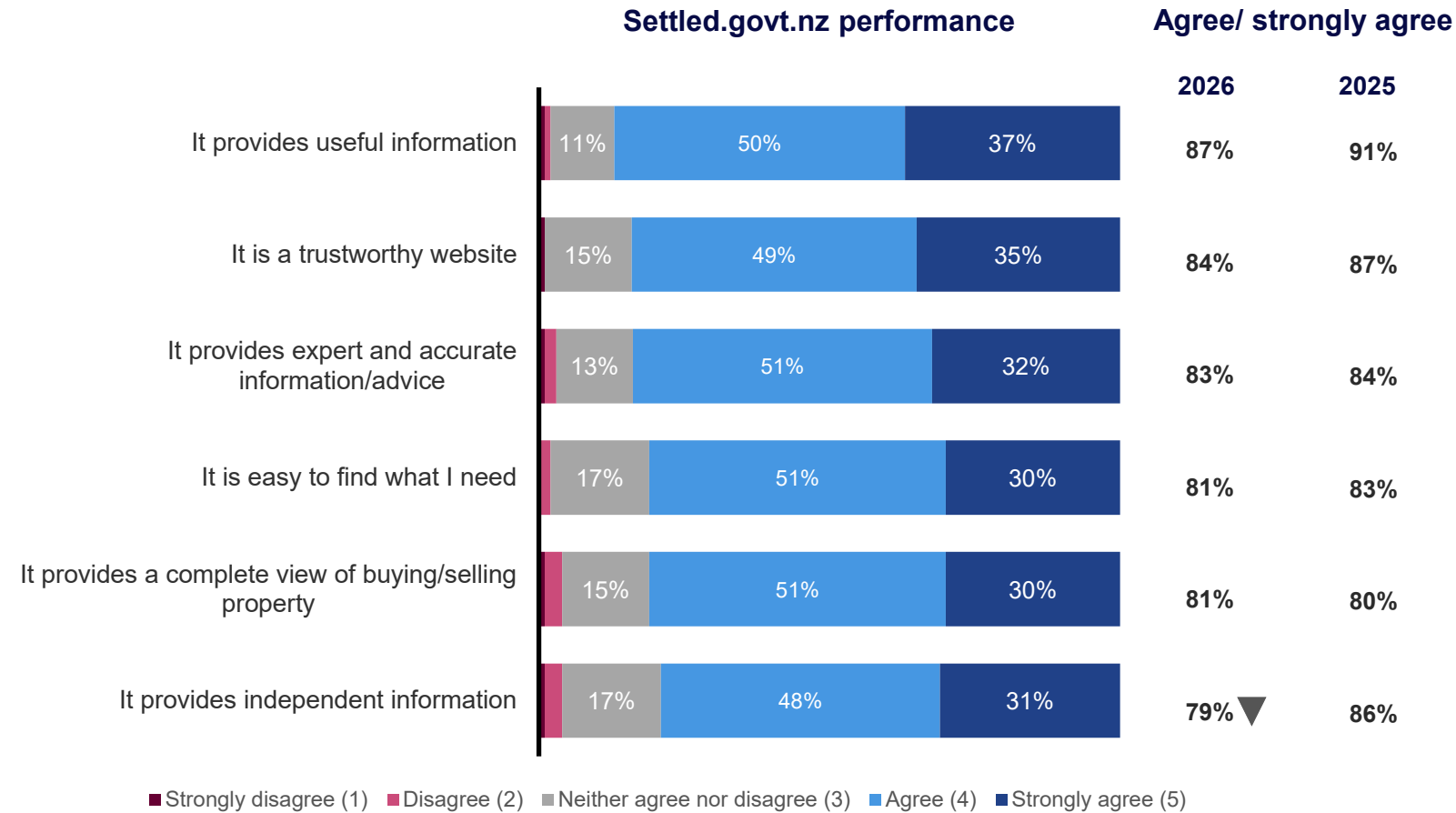
Q86. How confident did you feel to participate in the real estate transaction after visiting Settled.govt.nz?

Base: Those who interacted with Settled.govt.nz in the past 12 months (Excluding Don't know) (2023 n=232, 2024 n=175, 2025 n=201, 2026 n=261)

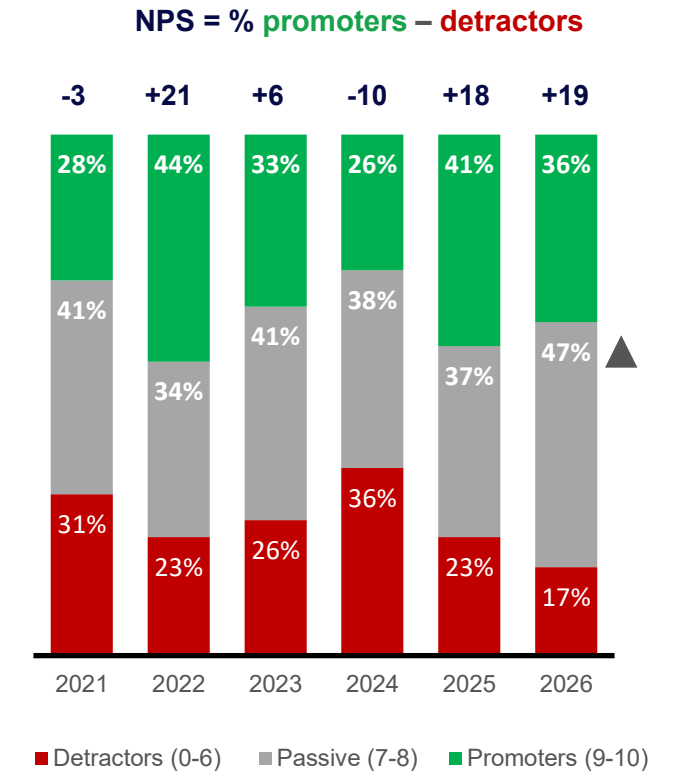
▲▼ Significantly higher / lower than total

Settled.govt.nz continued to perform strongly across key measures

Most users agreed that Settled.govt.nz provides useful information (87%) and is trustworthy (84%), while recommendation remained positive at NPS +19. Ratings were slightly lower than in 2025 on most measures, with a significant decline in agreement that it provides independent information (79% vs 86%).



Settled.govt.nz Net Promoter Score (NPS)



Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

Q61. How strongly do you agree or disagree with the following statements about Settled.govt.nz? Base: Those who are aware of Settled.govt.nz (n=290-295)

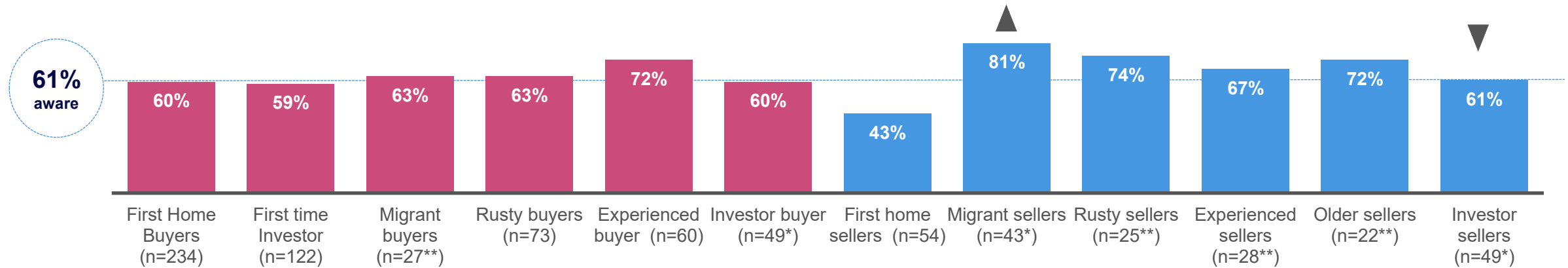
Q63. Imagine someone you know is interested in buying or selling their home, if they asked you, how likely are you to recommend Settled.govt.nz, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely? Base: Those who are aware of Settled.govt.nz (excl. don't know/ can't say) (n=290)

▲ ▼ Significantly higher / lower than previous wave

Awareness of REA and Settled.govt.nz varied across segments

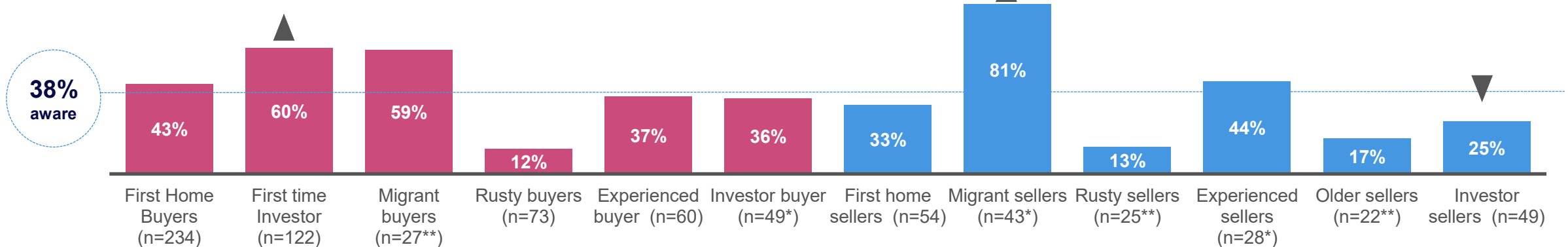
Among the larger-base segments, awareness of Settled.govt.nz was higher among first time investors (60%), while REA awareness was relatively higher among experienced buyers (72%). *Some of the highest-awareness seller groups were based on smaller samples and should be interpreted with caution.*

Prompted awareness of REA by segment



Settled.govt.nz is lesser known than REA, but is more likely to be known among migrant sellers (81%), first time investors (60%), and migrant buyers (59%).

Prompted awareness of Settled.govt.nz by segment



Q50. Have you heard of the Real Estate Authority or REA as it is sometimes called? Base: All respondents (n=744)

QB. Have you ever heard of or seen anything about Settled.govt.nz? Base: All respondents (n=744)

*Small Base

**Very Small Base

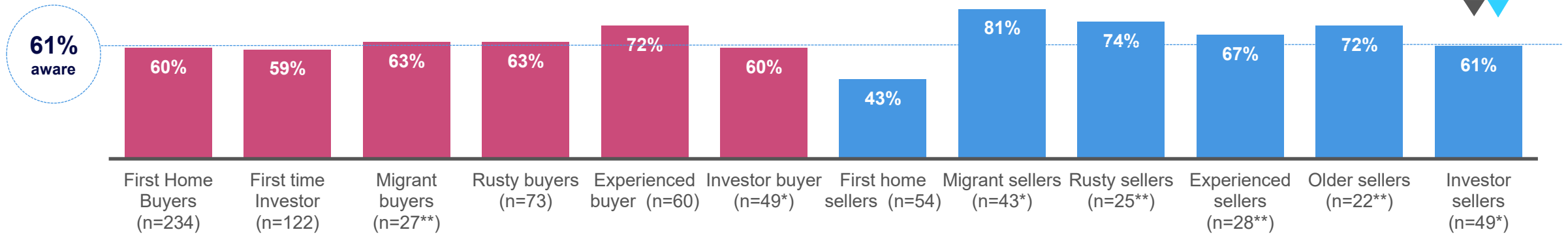


Significantly higher / lower than the total result

Awareness of REA (2026 vs 2025)

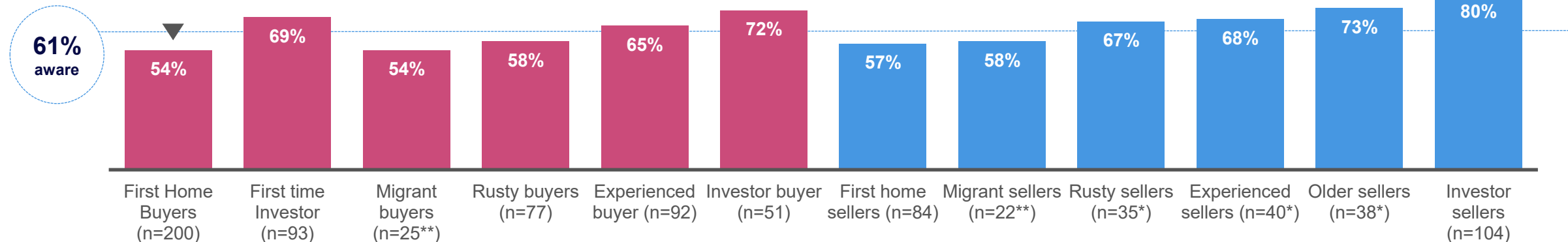
REA awareness was relatively higher among experienced buyers (72%). *Some of the highest-awareness seller groups were based on smaller samples and should be interpreted with caution.*

Prompted awareness of REA by segment (2026)



In 2025, prompted awareness of REA was highest among both Investor buyers and sellers. Awareness amongst Investor sellers has increased over the last year (80% cf. 75% in 2024). First home buyers continued to have lower awareness of REA (54% vs 60% in 2024) and had the lowest levels of awareness relative to other segments.

Prompted awareness of REA by segment (2025)



Q50. Have you heard of the Real Estate Authority or REA as it is sometimes called? Base: All respondents (n=744)

QB. Have you ever heard of or seen anything about Settled.govt.nz? Base: All respondents (n=744)



Significantly higher / lower than the total result

*Small Base

**Very Small Base

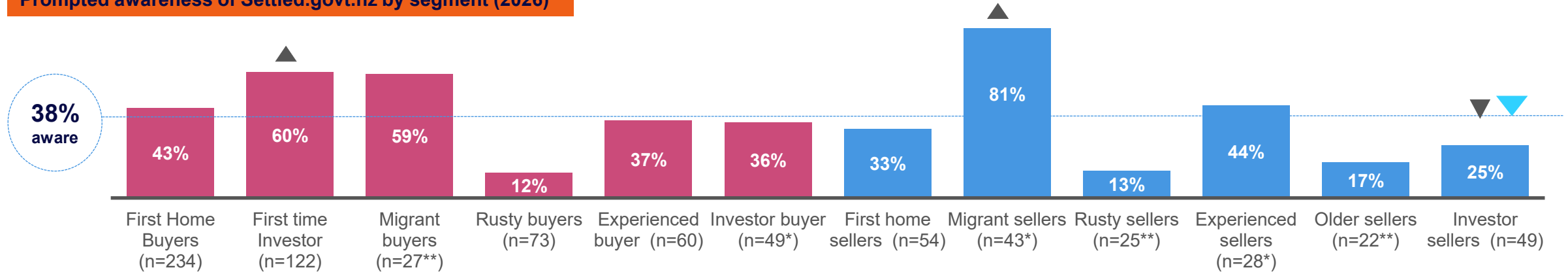


Significantly higher / lower than 2025 results

Settled.govt.nz (2026 vs 2025)

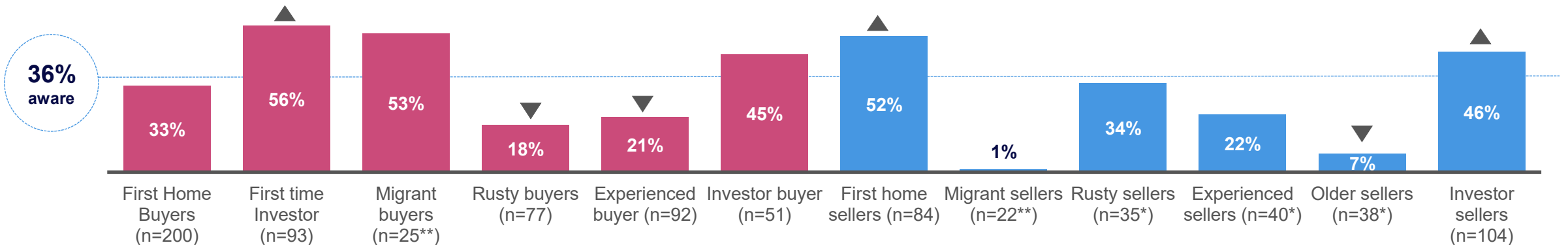
Among the larger-base segments, awareness of Settled.govt.nz was higher among first time investors (60%). Settled.govt.nz is lesser known than REA, but is more likely to be known among migrant sellers (81%), first time investors (60%), and migrant buyers (59%). *Some of the highest-awareness seller groups were based on smaller samples and should be interpreted with caution.*

Prompted awareness of Settled.govt.nz by segment (2026)



In 2025, awareness of settled.govt.nz was highest among first time investors (56%), first home sellers (52%) and Investors sellers (46%) – having increased significantly over last year. Experienced buyers/sellers, Rusty buyers and Older sellers are less likely to be aware.

Prompted awareness of settled.govt.nz by segment (2025)



Q50. Have you heard of the Real Estate Authority or REA as it is sometimes called? Base: All respondents (n=744)

QB. Have you ever heard of or seen anything about Settled.govt.nz? Base: All respondents (n=744)

▲ Significantly higher / lower than the total result

*Small Base
**Very Small Base

While awareness of REA was high, fewer consumers had engaged with REA or Settled.govt.nz

Although six in ten (61%) consumers were aware of REA, fewer had interacted with either REA or Settled.govt.nz, and over half had not engaged with either. Engagement was higher among Pacific Peoples and Net Asian consumers.

Ethnicity	Aware of REA (prompted)	Aware of Settled.govt.nz (prompted)	Have interacted* with REA <u>and</u> Settled.govt.nz	Have interacted* with REA <u>or</u> Settled.govt.nz	Have interacted* with REA	Have interacted* with Settled.govt.nz	Have not interacted with either REA or Settled.govt.nz
Total	61%	38%	23%	44%	34%	33%	56%
New Zealand European	60%	34%	21%	39%	30%	30%	61%
Other European	72%	25%	15%	24%	24%	15%	76%
New Zealand Māori	63%	38%	25%	48%	38%	35%	52%
Pacific Peoples	63%	50%	37%	56%	48%	46%	44%
Net Asian	59%	48%	26%	57%	40%	44%	43%

*Note: 'interacted' includes any of the following interactions with:

- REA: visited REA website, received guidance from REA staff by phone or email, or read an article from REA and or with Settled.govt.nz
- Settled.govt.nz: visited Settled.govt.nz website, or received guidance from Settled staff by phone or email, or visited the Settled Facebook page, or read a Settled.govt.nz guide or saw a video from Settled.govt.nz

Q50. Have you heard of the Real Estate Authority or REA as it is sometimes called? Base: All respondents (n=744) / Q23. How much do you know about what the Real Estate Authority (REA) does? Base: All respondents (n=744)

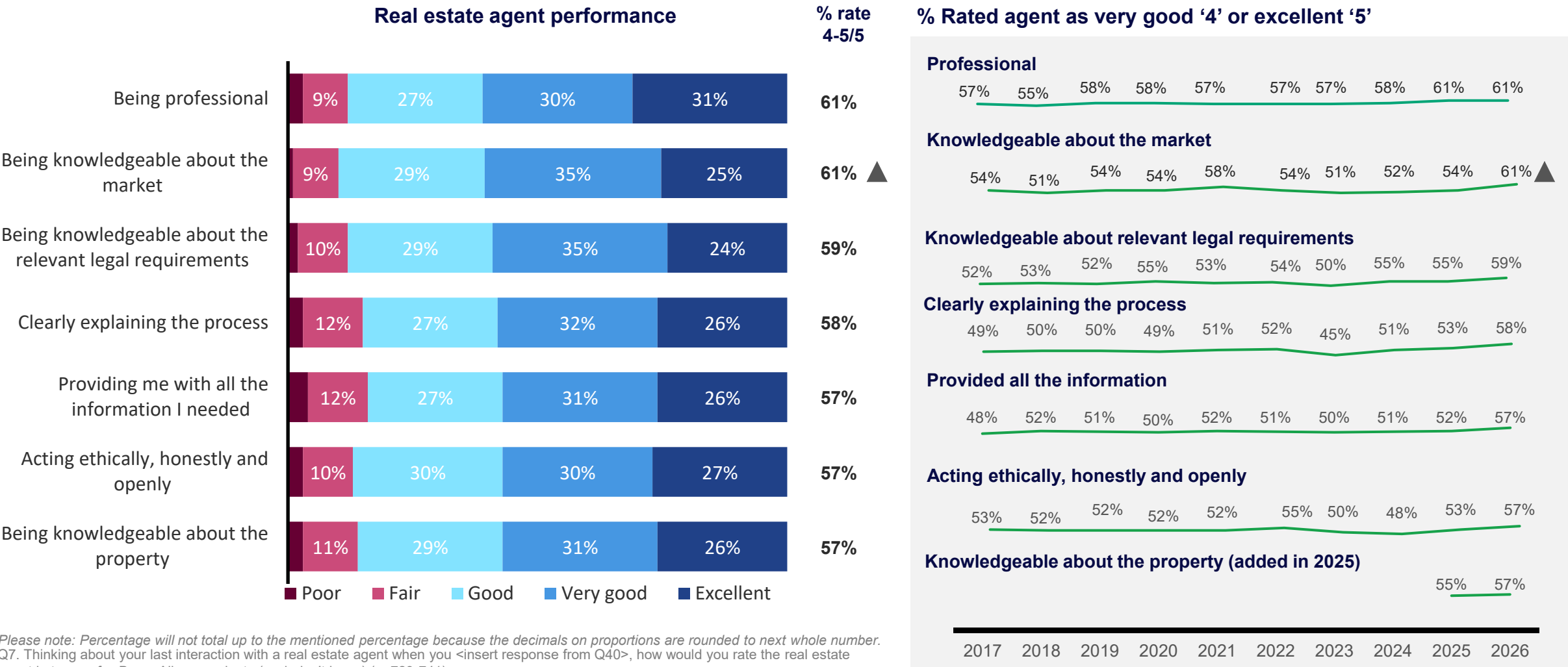
Q24. During the last year, have you done any of the following? Base: Rebased to all respondents (n=744) / QB. Have you ever heard of or seen anything about Settled.govt.nz? Base: All respondents (n=744)

(Q24 & QBB. Interacted with REA & Settled.govt.NZ)

Experience with and perceptions of real estate agents

Ratings of real estate agent performance were stable to slightly higher in 2026

Ratings of agent performance remained positive overall, with professionalism and knowledge rated most strongly. There was a significant increase in higher ratings for knowledge about the market (61% vs 54% in 2025).



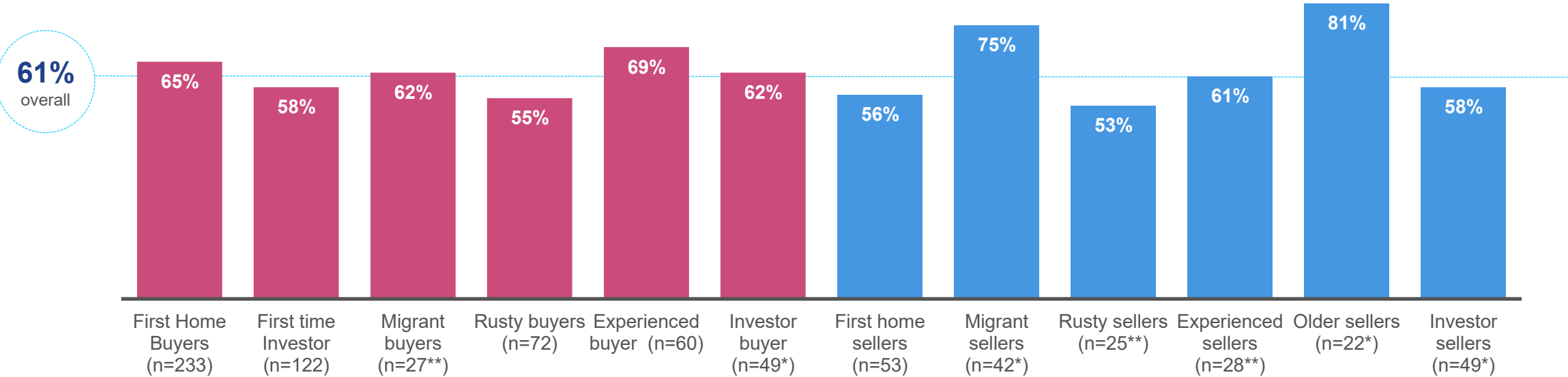
Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

Q7. Thinking about your last interaction with a real estate agent when you <insert response from Q40>, how would you rate the real estate agent in terms of... Base: All respondents (excl. don't know) (n=729-741)

Perceptions of professionalism varied across segments

Older sellers, migrant sellers and experienced buyers were more likely than average to rate agents highly for professionalism. First time investors, rusty buyers and first home sellers were less positive than the total sample.

Rating the professionalism of the real estate agent
% Rated the real estate agent 4 or 5 out of 5 (5 = excellent)



*Small Base
**Very Small Base

Q7. Thinking about your last interaction with a real estate agent when you <insert response from Q40>, how would you rate the real estate agent in terms of... <Being professional>
Base: All respondents (excl. don't know) (n=740)

Significantly higher / lower than the total result

Why consumers rated the agent’s professionalism as very good or excellent

Consumers who rated their agent highly most often mentioned strong communication, responsiveness and market knowledge. Feeling that the agent acted in their best interests also underpinned positive perceptions.



Rated Excellent	<i>“Because they were always on time and well prepared for the open homes. Kept me updated on the progress of the sale.”</i>	Rated Very Good	<i>“Responded efficiently to calls and emails. Ensured to search for answers and provide the write details. Always there to help/assist.”</i>
Rated Excellent	<i>“Provided professional and reliable guidance in aspects such as price negotiations, document preparation, and loan coordination.”</i>	Rated Very Good	<i>“The agent demonstrated exceptional market knowledge and provided clear, honest guidance at every stage of the transaction.”</i>
Rated Excellent	<i>“I gave this agent an excellent rating because they were really professional, always responded quickly, and guided me smoothly throughout the whole process.”</i>	Rated Very Good	<i>“They were very easy to deal with and their background really assisted in our decision to purchase.”</i>
Rated Excellent	<i>“They always called when they said they would; provided appropriate documentation and information in a timely manner; had a professional appearance; weren’t overly pushy.”</i>	Rated Very Good	<i>“The agent was highly knowledgeable about the local market, prices, and process, which made me feel confident in their advice.”</i>

Q7a. Could you please explain why you rated the professionalism of the real estate agent as < >?
Base: Those who rated agent professionalism as a 4 or 5 in Q7 (n=454)

Why consumers rated the agent’s professionalism as good

Consumers who rated their agent as good generally noted adequate communication and knowledge. However, some felt agents could have been more proactive, clearer, or less sales-focused.



27%
rated the agent’s
professionalism as good

Rated Good
"I rated the agent’s professionalism as good because they communicated clearly, responded on time, and handled the process in an organized and respectful way."

Rated Good
"its not totally perfect transaction but every issues have been Settled calmly and all of our naiveness has been corrected through constructive criticism of our agent and solicitor.."

Rated Good
"The agent was adequate but not proactive. They should improve communication and provide clearer guidance."

Rated Good
"They weren't horrible but didn't put too much effort in."

Rated Good
"They were very professional but I feel more information could have been provided about the process to make everything as clear as possible."

Rated Good
"They are always professional if someone performance to try and sell a property but that is to be expected."

Rated Good
"the real estate agent acted in quite professional manner but all the wording he used most times was hard to understand sometimes."

Rated Good
"Lovely and professional at the beginning, but got relaxed with my sister and was very persuasive to her."

Q7a. Could you please explain why you rated the professionalism of the real estate agent as < >?
Base: Those who rated agent professionalism as a 3 in Q7 (n=199)

Why consumers rated the agent's professionalism as poor

Consumers who rated their agent poorly most often cited inconsistent communication, lack of clarity and limited responsiveness. Some also raised concerns about transparency and feeling unsupported during the process.



12%

rated the agent's professionalism as fair or poor

Rated Fair

"I would have given a higher rating if we had been listened to. We had to fight for our perspective to be heard."

Rated Fair

"The agent was sometimes hard to reach and didn't respond quickly."

Rated Fair

"Real estate agents need to be clear in their explanations and also and also give you the correct recommendation which I didn't get in the first place."

Rated Fair

"Because there were many more ways the agent could have conducted themselves that would have made me feel more confident in decision making."

Rated Fair

"They should provide more regular updates throughout the process and explain legal documents in simpler terms to improve their professionalism."

Rated Poor

"She was looking after her interests and it felt like she was working in the best interests of the purchaser not us."

Rated Poor

"I felt that communication could have been better thought out - sometimes I felt barraged or pressured by the level of comms, and other times couldn't get an answer to questions."

Rated Poor

"I rated them poorly because communication was inconsistent. They often didn't update me on viewings or offers unless I chased them up, and they were unclear about small details in the process.."

Rated Poor

"They should be clear about the details of the property. Didn't explain clearly. Gave wrong information. I trusted their word. Big mistake."

Rated Poor

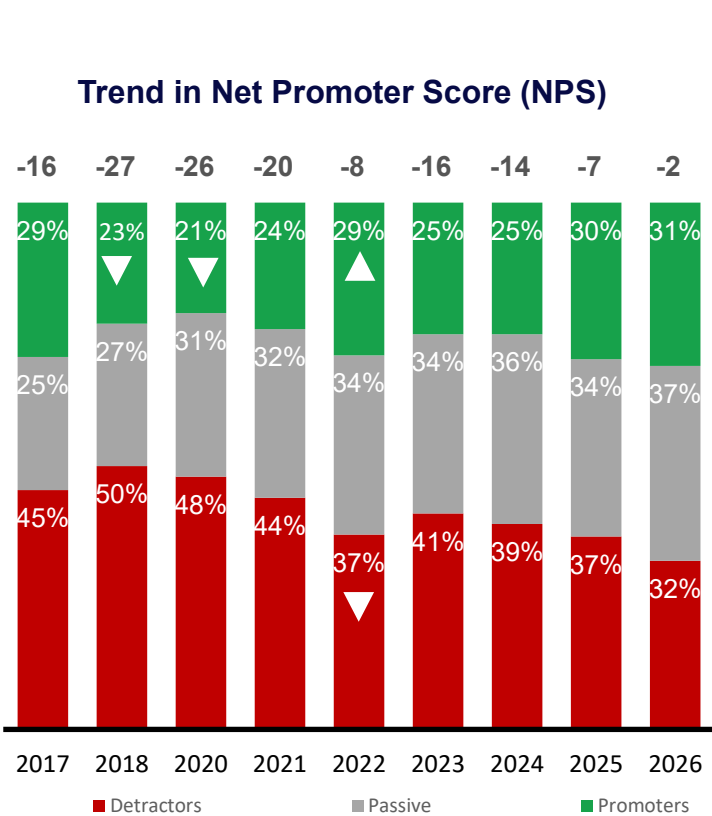
"Communication was sometimes slow and unclear, and I felt they were more focused on closing the deal than understanding my needs."

Q7a. Could you please explain why you rated the professionalism of the real estate agent as < > and what they should do to be more professional ?

Base: Those who rated agent professionalism as a 1 or 2 in Q7 (n=87)

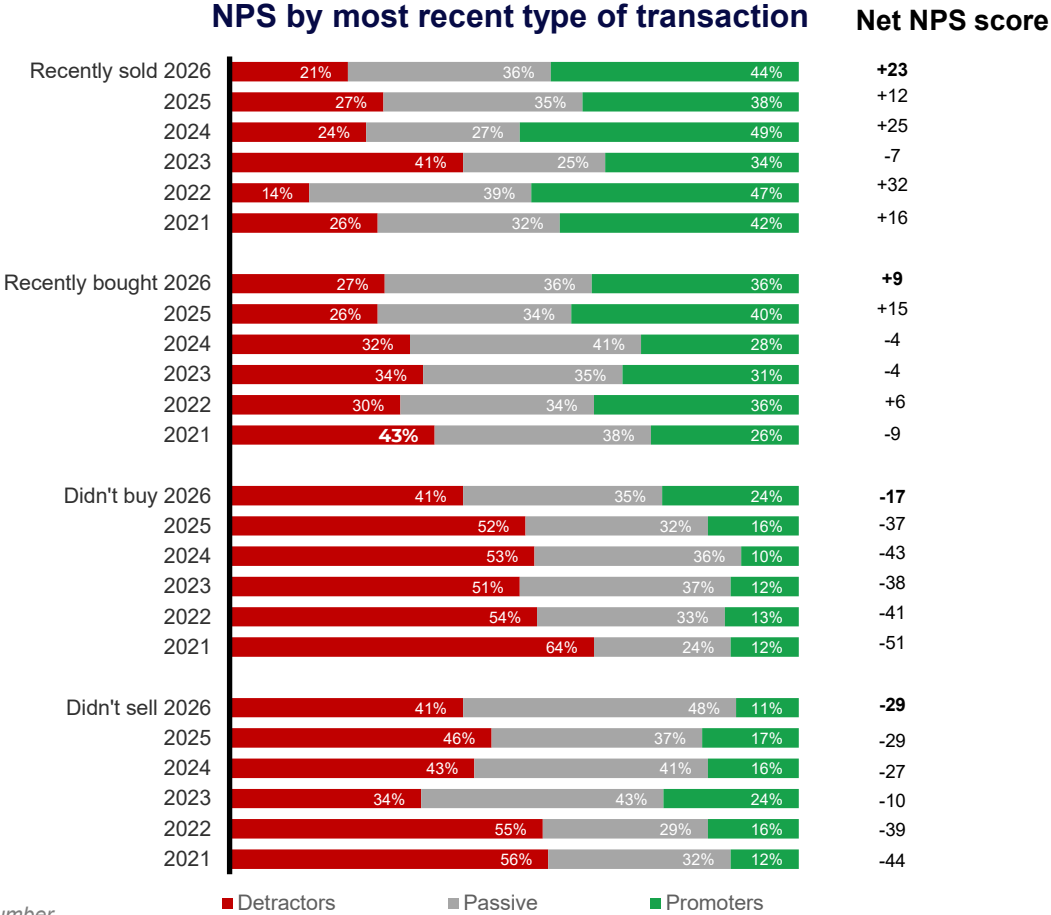
Recommendation of agents improved gradually, driven by stronger promoter sentiment

Net Promoter Scores increased steadily since 2023, reflecting a gradual shift toward more positive sentiment. Promoters increased while detractors declined, with stronger recommendation among those who had successful transactions.



NPS = % (Promoters (score of 9, 10) – Detractors (score of 0, 1, 2, 3, 4, 5, 6))

Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.
Q47. Imagine someone is interested in listing their property with a real estate agent/agency in the same area where you <insert response from Q40> most recently, If they asked you, how likely are you to recommend the real estate agent from your last transaction to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely? Base: All respondents (excl. don't know) (n=729)



Why consumers recommended their agent highly

Consumers who recommended their agent most often cited professionalism (25%) and a friendly, reassuring manner (21%). Good communication, ease of process and openness or honesty were each mentioned by 18%, while knowledge and experience was also important at 17%.

Reasons promoters recommended their agent (Rating of 9 or 10)



“I love how they looked after me through the whole process”

“What I really liked was their clear communication and reliability under pressure. They didn’t just pass on information, they explained what it meant and what my options were at each stage. They were also consistently responsive, which made the process feel controlled rather than chaotic. Overall, they made a complex transaction feel straightforward and manageable.”

“I really liked their clear communication, quick responses, and friendly, helpful approach, which made the process much easier and less stressful.”

“They have always been awesome property brokers pleasant and professional providing everything you need.”

“Fair and consistent, considered our thoughts and feelings”

Note: only showing mentions 3% or above
Q48. What did you really like about dealing with the real estate agent?
Base: Those who are promoters (n=243)

Why consumers did not recommend their agent

Consumers who did not recommend their agent most often said their agent needed to be more open and transparent (18%) and more informative (11%). Better interpersonal skills and communication were each mentioned by 10%, while 7% said their agent needed to provide better service or support.

Reasons detractors did not recommend their agent (rating of 0 to 6)



“Be more open about the proper, processes information that a first time home buyer should know and be aware of. Be helpful and follow up after the purchase it is alternatively a life changing one for a newbie”

“They would need to communicate more consistently, provide clearer updates, and be more transparent about pricing and the process. Showing more genuine interest in my needs rather than just the sale would also make me more likely to recommend them.”

“They could improve by providing more frequent, proactive updates throughout the negotiation and closing stages.”

“Be for transparent about the current work status of agents I.e. that they could potentially be moving on.”

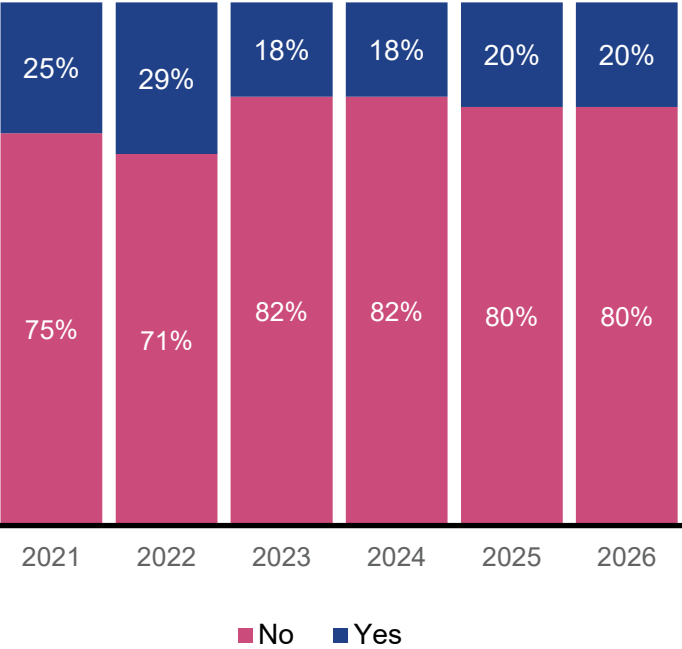
“Would need to seem more transparent and not like he was keeping something back or upsetting who else was interested.”

Note: only showing mentions 3% or above
Q48. What would the real estate agent need to do differently/ improve on, for you to be more likely to recommend them?
Base: Those who are detractors (n= 234)

One in five consumers experienced an issue with their agent during the transaction

Consistent with 2025, one in five consumers said they experienced an issue with their agent during their most recent transaction. Indian consumers were more likely than the total sample to report issues with their agent.

Whether had issue with agent during process



Whether had issues with agent’s conduct	Base:	(% Yes)
Total	744	20%
New Zealand European	435	21%
Other European	38*	22%
New Zealand Māori	153	21%
Pacific Peoples	79	21%
Chinese	36*	24%
Indian	49*	27%
Net Asian	146	20%

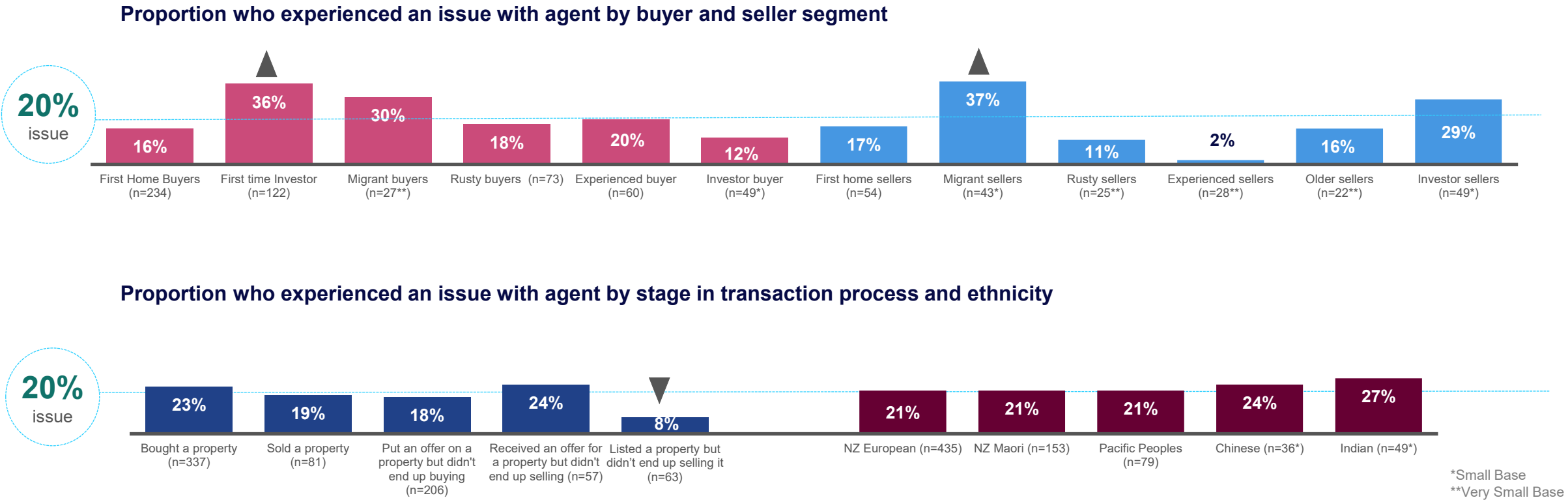
*Small Base
**Very Small Base

Significantly higher / lower than previous wave

Q34. And during your most recent transaction process did you have any issues or problems with the real estate agent you were working with? :
All respondents (2021 n=600, 2022 n=658, 2023 n= 732, 2024 n= 723, 2025 n=729, 2026 n=744)

Issues with agents were more likely among first time investors and migrant sellers

Across buyer and seller segments, first time investors (36%), migrant sellers (37%), and migrant buyers (30%) were more likely than average to report an issue with their agent. Those who listed a property but did not end up selling were less likely to report an issue (8%).



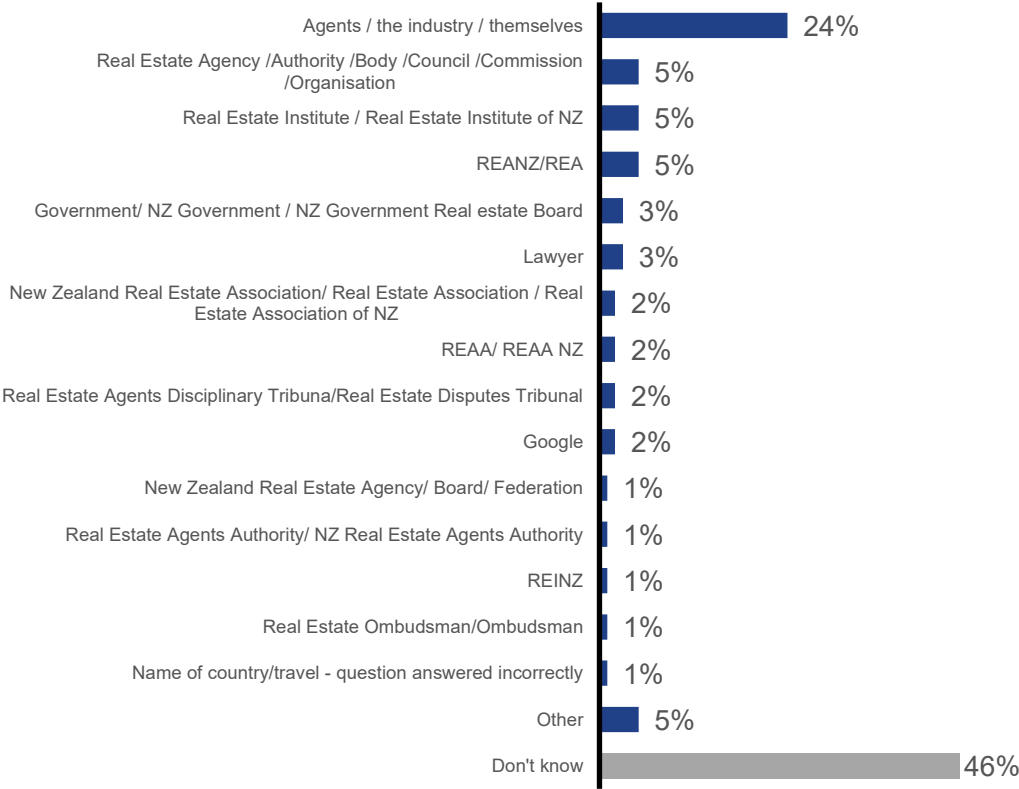
Q34. . And during your most recent transaction process did you have any issues or problems with the real estate agent you were working with? All respondents (n=744)



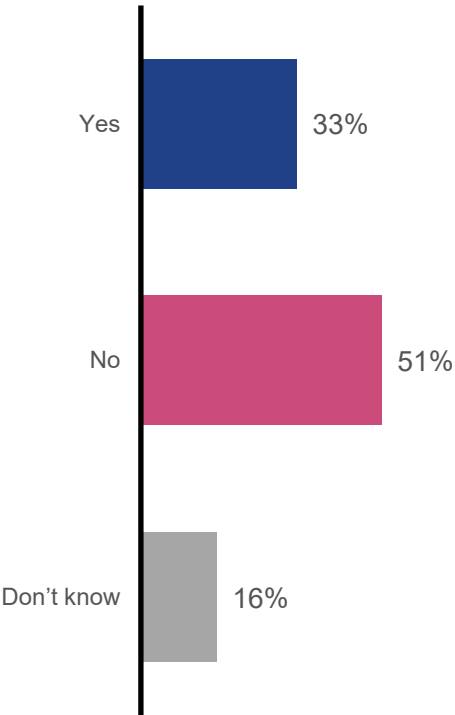
Consumers were most likely to say they would complain directly to the agent

Consumers were most likely to say they would go directly to the agent if they had an issue with an agent’s conduct (24%). Half said the agent did not tell them how to make a complaint, while one in three said they were informed.

Where they would go to make a complaint



Whether informed by agent how to make a complaint



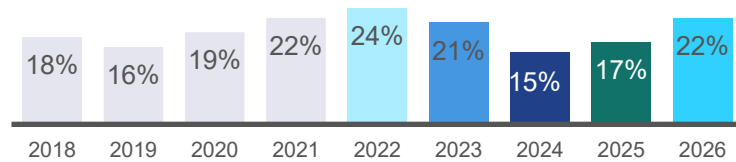
Q103. Where would you go to make a complaint if you have an issue with the conduct of a real estate agent? (Wording change from previous years) All respondents (n=744)
Q103a. Did the agent inform you of how to make a complaint to their agency? (New question) (n=744)

Issues experienced and actions taken

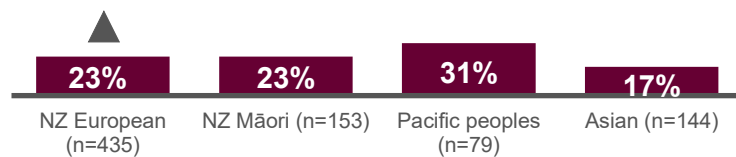
One in five consumers reported an issue with their real estate transaction

The proportion reporting an issue was higher than in 2025 (22% vs 17%), while the share who said the issue was caused by an agent remained similar.

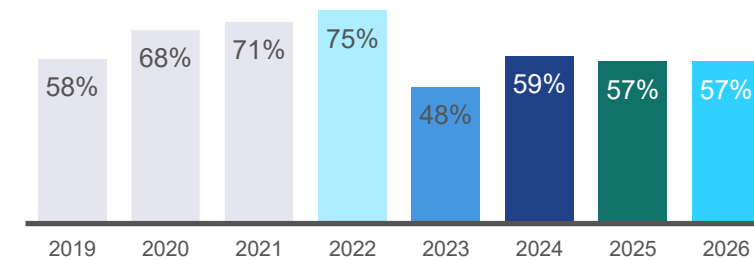
Proportion who experienced an issue



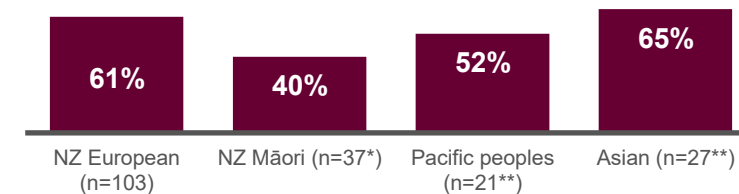
Proportion who experienced an issue (by ethnicity)



Whether issue caused by agent (among those with an issue)



Whether issue caused by agent by ethnicity (among those with an issue)



*Small Base

**Very Small Base

Q34c. Did you have any problems or issues when you bought or sold, or tried to buy or sell property in the last 12 months? Base: All respondents (n=744)

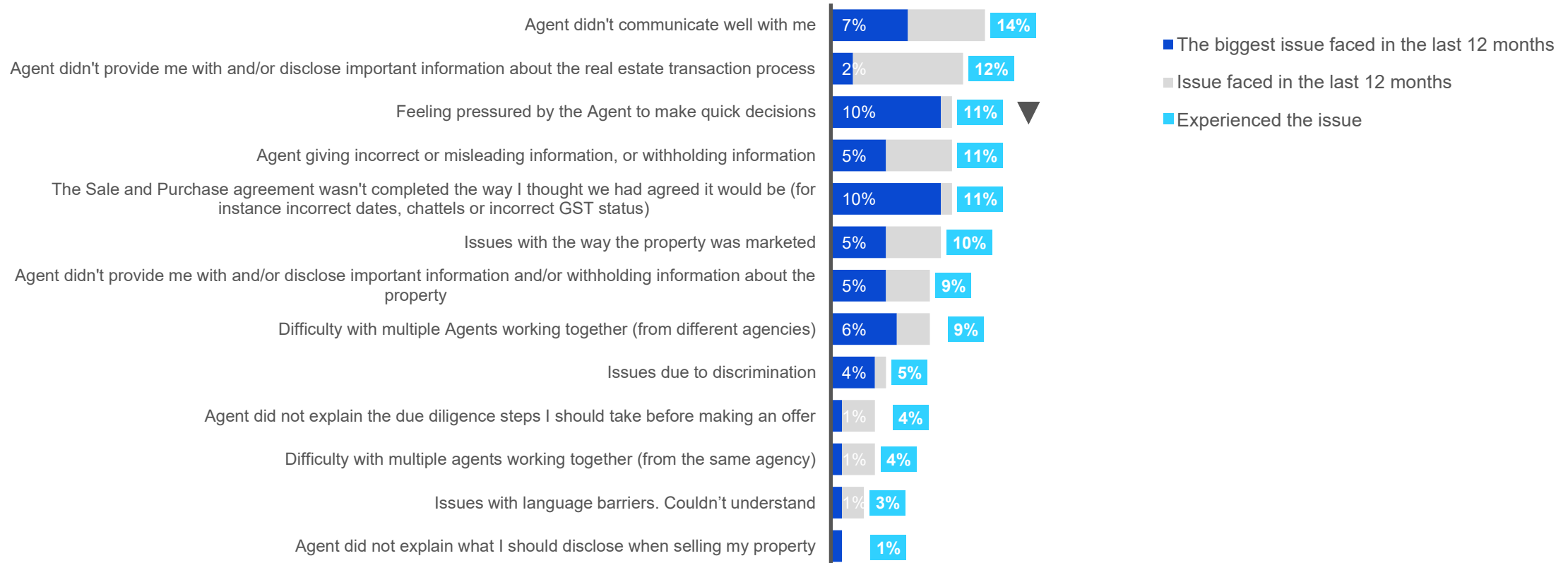
Q76 Were any of these problems or issues caused by a real estate agent? Base: Those who had an issue when they bought, sold or while trying to sell or buy a property in the last 12 months (n=171)

▲▲ Significantly higher / lower than previous wave

Agent-related issues mainly related to communication, disclosure and pressure

Poor communication, missing information and feeling pressured to make decisions quickly were the most common agent-related issues reported.

Specific issue/s experienced – agent related



ATTRIBUTES MODIFIED IN 2024

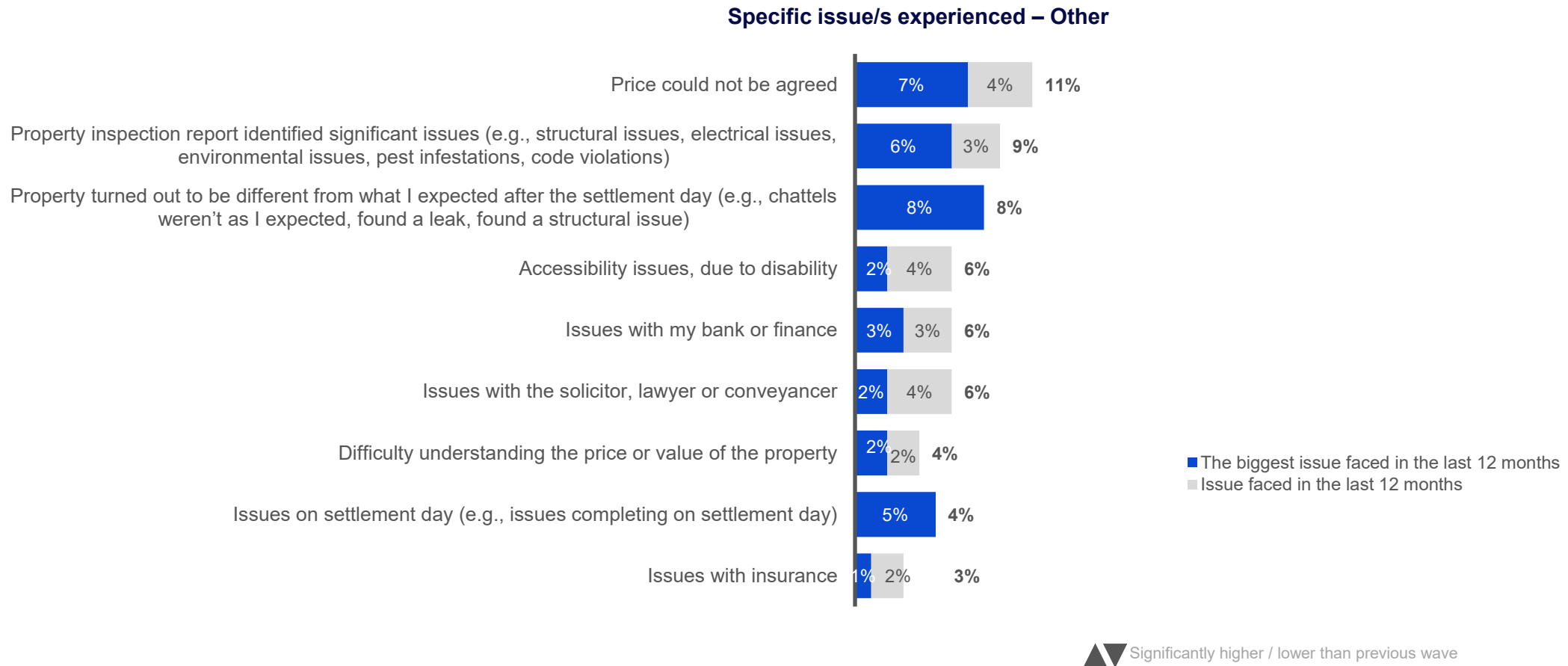
Q34c. Did you have any problems or issues when you bought or sold, or tried to buy or sell property in the last 12 months? (Base: All respondents (n=744))

Q76 The next few questions look at any issues you may have faced during the real estate process, as REA would like to understand how they can assist consumers better. Were any of these problems or issues caused by a real estate agent? (Base: Respondents who experienced an issue (n=171) Q34d. Thinking about all the issues you have had in the last 12 months, which of the following best describes the problems or issues you had? Base: Those who had an issue unprompted (n=171) Q34e. And which would you say was the biggest problem or issue you faced? Base: Those who had an issue (n=108),

▲ Significantly higher / lower than previous wave

Price, inspection findings and property expectations were the main non-agent issues

Price disagreement was the most common non-agent issue (11%), followed by inspection findings (9%) and the property differing from expectations after settlement (8%).



ATTRIBUTES MODIFIED IN 2024

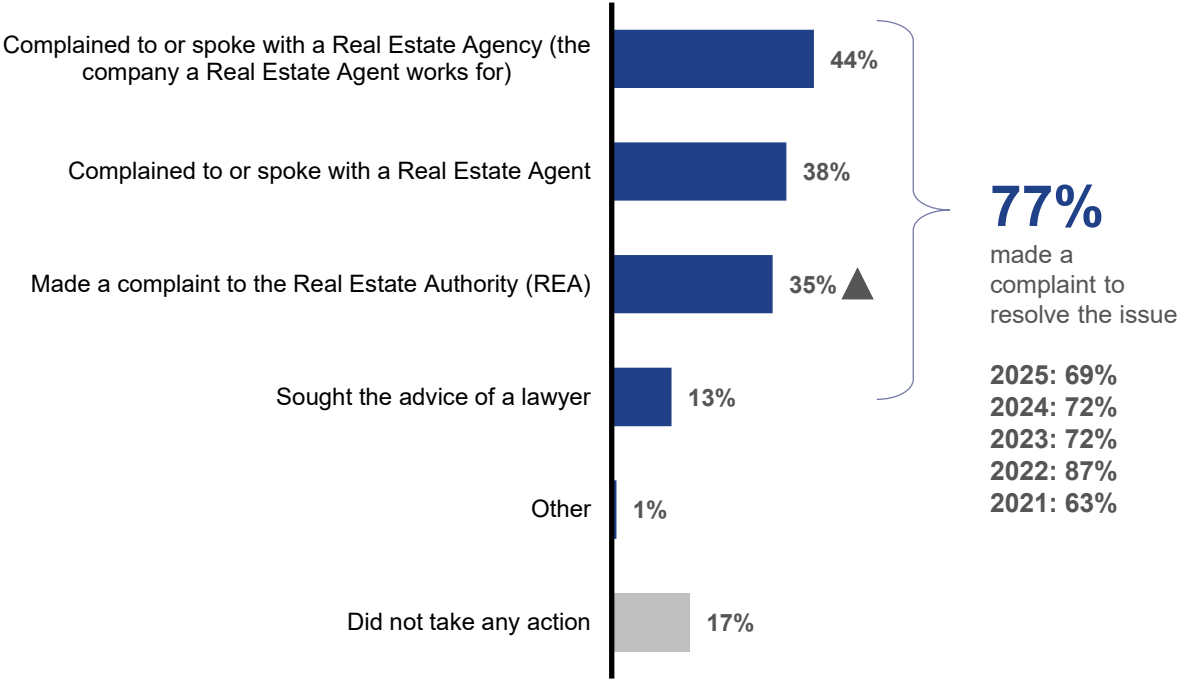
Q34d. Base: Those who had an issue unprompted (n=171) Thinking about all the issues you have had in the last 12 months, which of the following best describes the problems or issues you had?

Q34e. Base: Those who had an issue (n=108). And which would you say was the biggest problem or issue you faced?

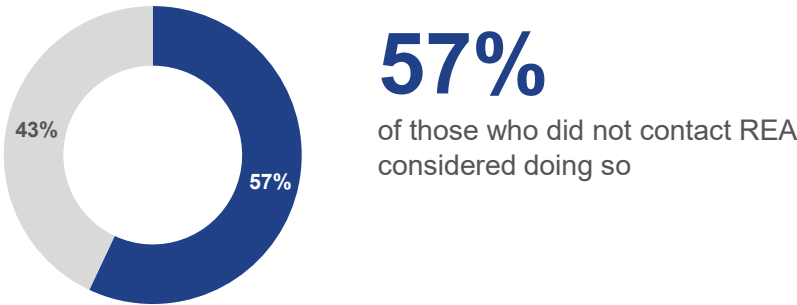
Over seven in ten made a complaint to resolve the issue

Most complaints were directed to a real estate agency (44%) or the agent (38%), while 35% lodged their complaint with REA. Among those who did not contact REA, 57% considered doing so, with lack of knowledge (18%) and perceived hassle (14%) the main reasons for not proceeding.

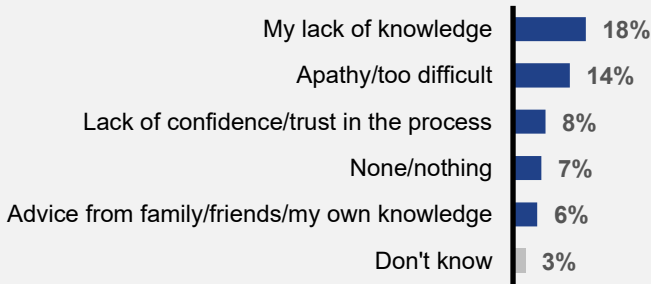
What action was taken to resolve the issue



Whether considered contacting REA



Reasons for not contacting REA (n=38)



Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

Q35c. Thinking about the biggest problem or issue you had which was <insert response from Q34e>, which of the following did you do to try and resolve the issue? Base: Those who had an issue involving agent (n=106)

Q104. Did you consider contacting REA? Base: Those who had an issue but did not contact REA (n=66)

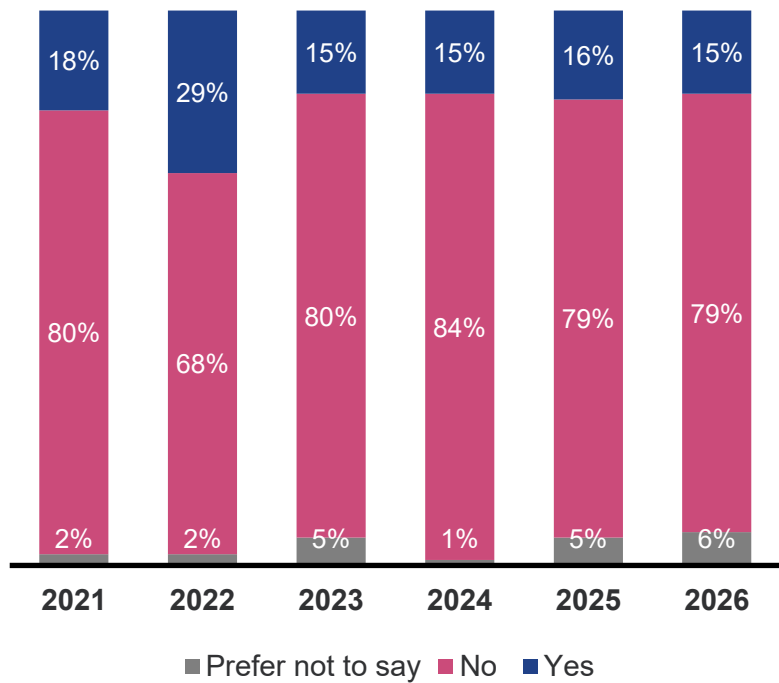
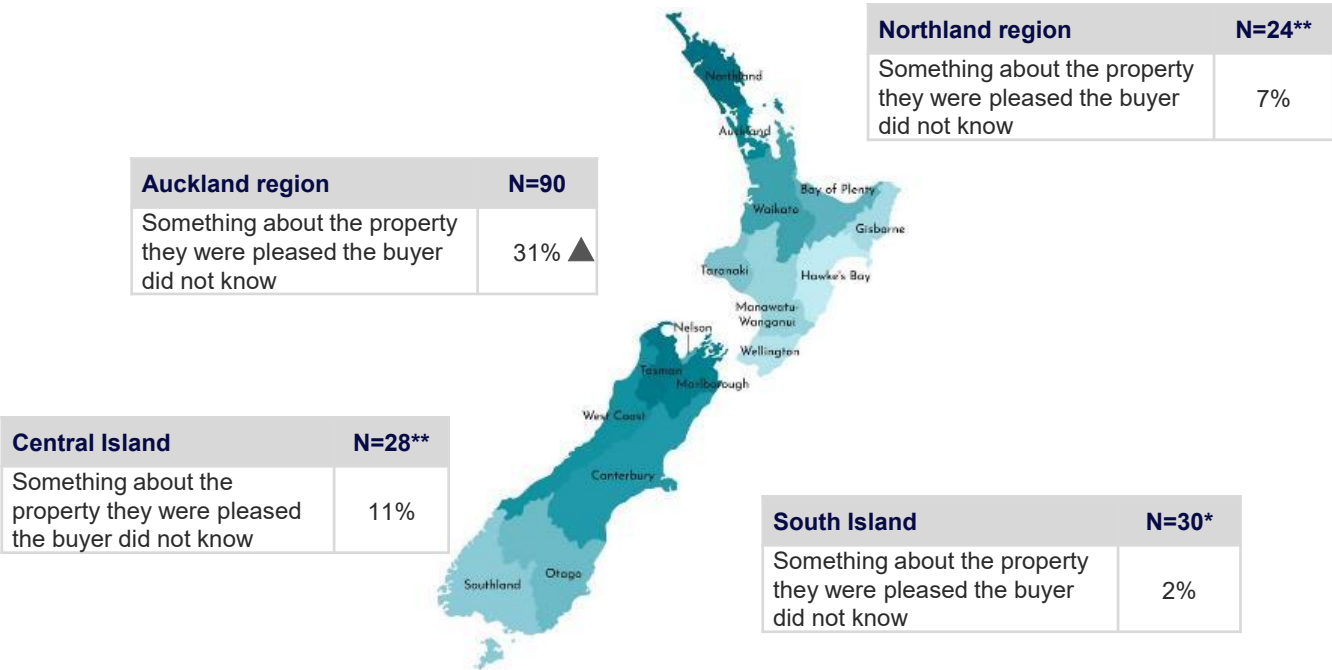
Q105. What stopped you from contacting REA? (n=38)

▲ ▼ Significantly higher / lower than previous wave

15% said there was something about the property they were pleased the buyer did not know

This remained consistent with previous years (15% in 2026 vs 16% in 2025), while almost eight in ten sellers (79%) said there was nothing they were pleased the buyer did not know. Auckland stood out at 31%.

Whether there was something about the property the seller was pleased that the buyer did not know



Q54. Was there anything about the property you sold you were glad the buyer didn't know? Base: Those who sold a property (n=172)

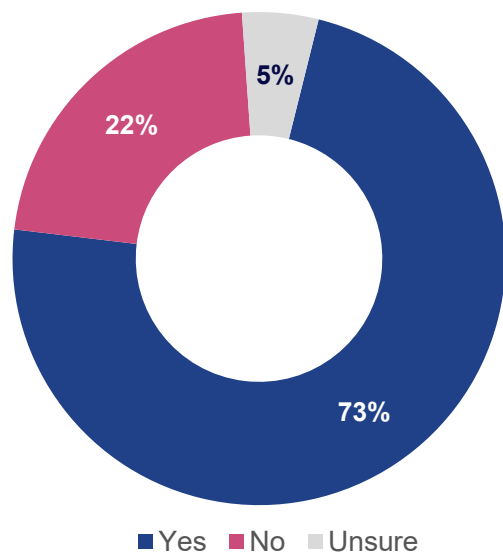
*Small Base
**Very Small Base
▲ Significantly higher / lower previous wave

Consideration of environmental risks

Consideration of environmental risks

Overall, 73% considered environmental risks when buying or selling a property, up from 71% in 2025. Consideration for environment risks was much higher when buying (58%) than when selling (27%).

Whether considered environmental risks

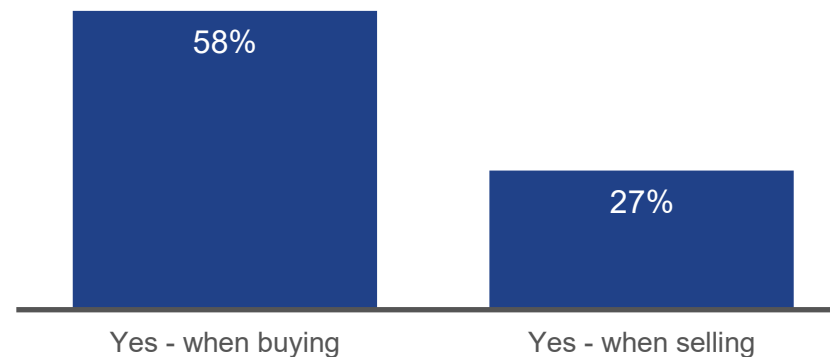


73%

Considered these environmental risks when buying or selling a property

2025: 71%
2024: 71%

Considered environmental risks



NEW QUESTION IN 2023

Q120. Environmental risks, such as potential flooding, slips, earthquakes, etc., can impact real estate transactions. Did you take these types of risks into consideration when buying or selling a property? Q76 Were any of these problems or issues caused by a real estate agent? Base: Those who had an issue when they bought, sold or while trying to sell or buy a property in the last 12 months (n=744)

*Small Base

**Very Small Base

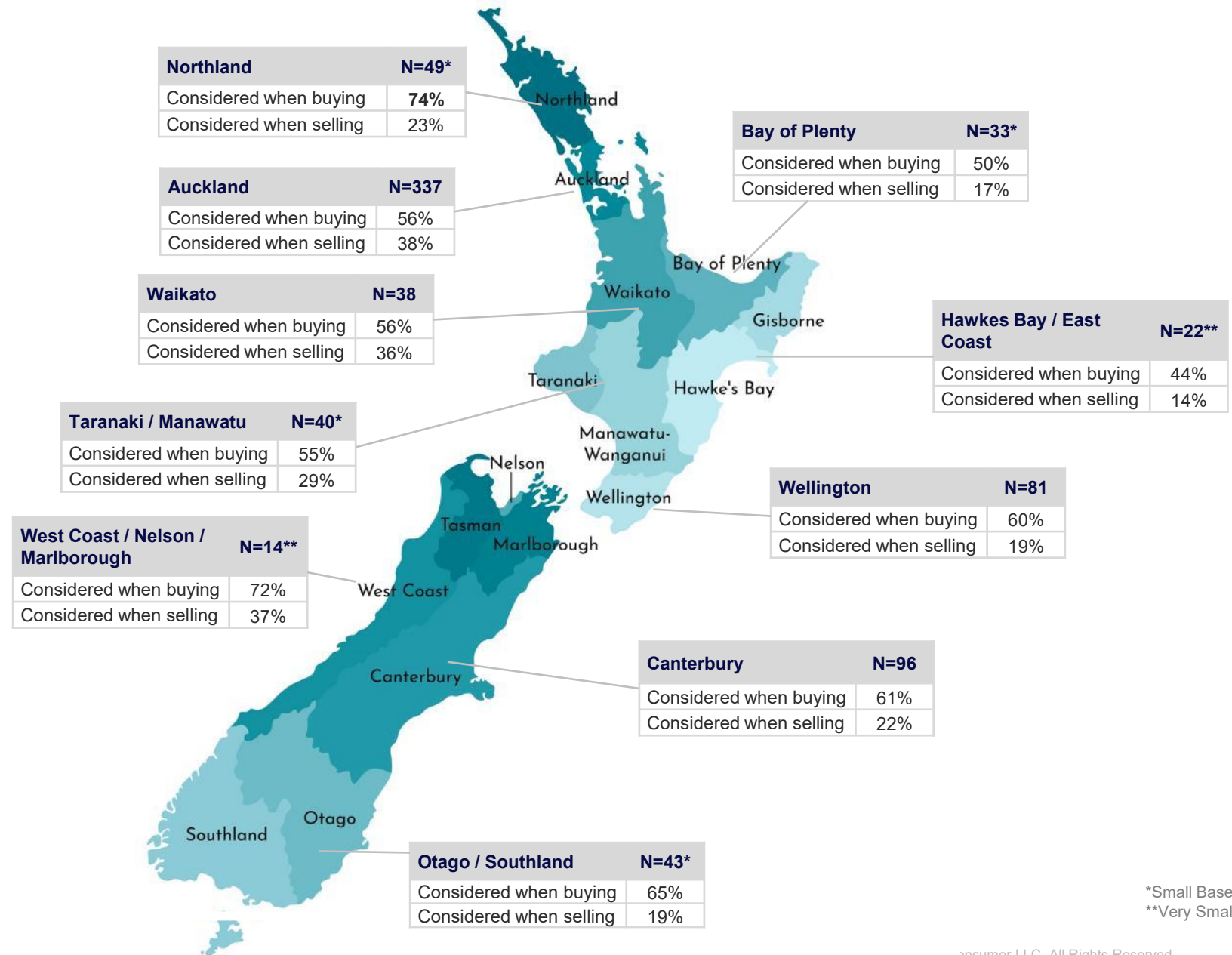


Significantly higher / lower than the previous wave

Consideration of environmental risks by region

Consideration when buying was highest in Northland (74%), West Coast / Nelson / Marlborough (72%), Otago / Southland (65%), Canterbury (61%), and Wellington (60%), compared with 58% nationally.

Total New Zealand	N=744
Considered when buying	58%
Considered when selling	27%



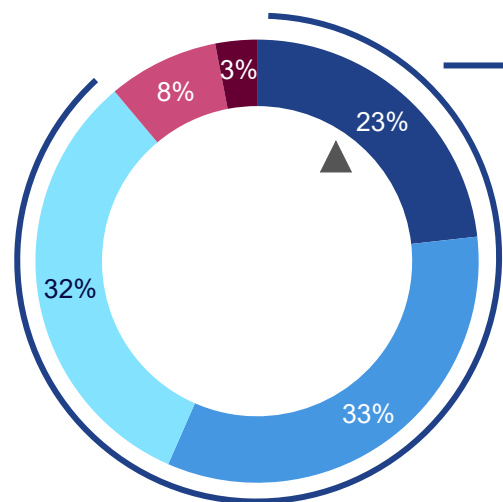
*Small Base
**Very Small Base

Confidence in the real estate industry

Confidence in the real estate industry remained high overall

Overall confidence remained high at 88%, similar to 2024 and above 2023 (84%). Confidence was higher among those who had interacted with REA (96%) than among those who had not (87%).

Overall confidence



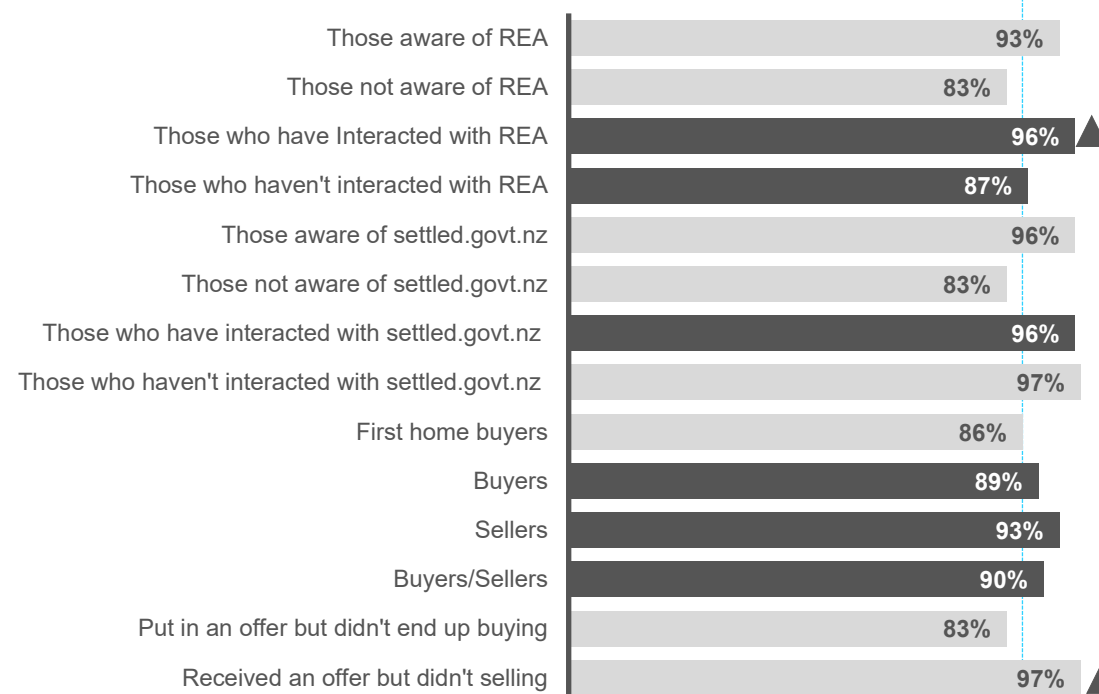
- 5 - A lot of confidence
- 4
- 3 - Some confidence
- 2
- 1 - No confidence at all

88%

overall have confidence in the real estate industry in New Zealand

2025: 86%
2024: 88%
2023: 84%
2022: 85%
2021: 86%
2020: 81%

Overall confidence by subgroup



Please note: Percentage will not total up to the mentioned percentage because the decimals on proportions are rounded to next whole number.

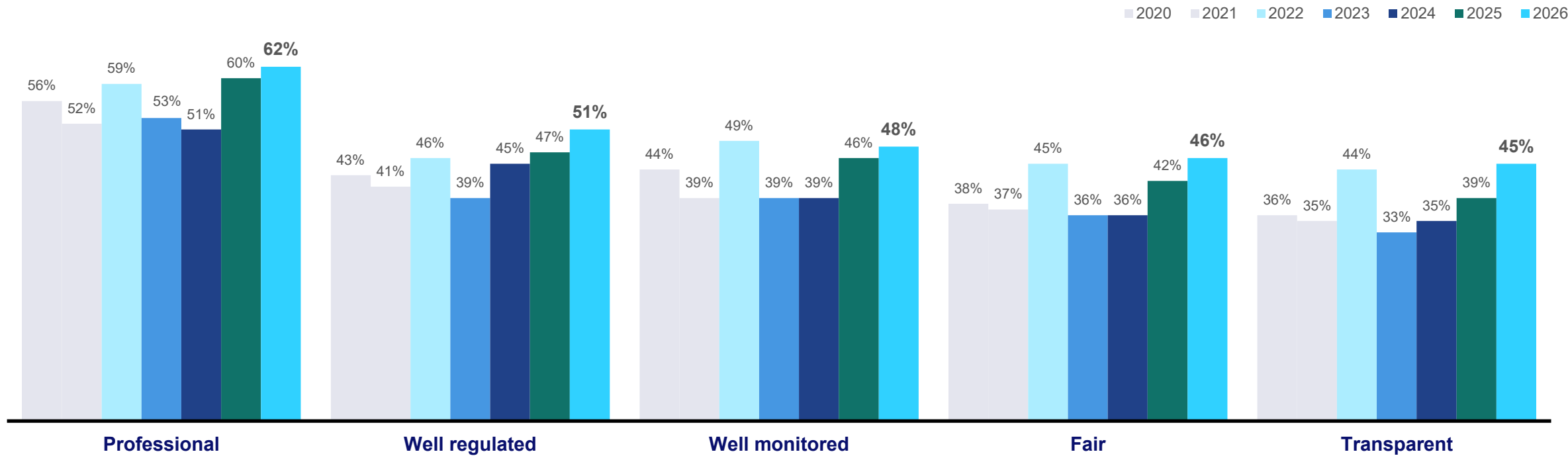
QA. How much confidence do you have overall in the Real Estate Industry in NZ? Base: All respondents (excl. don't know) (n=739)

▲▼ Significantly higher / lower previous wave

Confidence increased across all key industry attributes

Confidence in professionalism reached 62%, while confidence that the industry was well regulated rose to 51%, well monitored to 48%, fair to 46%, and transparent to 45% — the highest levels recorded since 2020.

Confidence in the industry over time
% Rated real estate industry 4 or 5 out of 5 (5 = a lot of confidence)



Q43. To what extent do you have confidence that the real estate industry in NZ is... Base: All respondents (excl. don't know) (n=739)

▲▼ Significantly higher / lower previous wave

Confidence was higher among those who completed a transaction

Overall confidence was higher among those who bought a property (64%), sold a property (61%), or bought or sold a property (63%) than among consumers overall (57%). Confidence was lower among those who did not proceed, particularly those who listed but did not sell (44%).

Confidence in the industry by most recent transaction type % Rated real estate industry 4 or 5 out of 5 (5 = a lot of confidence)

	Total	Bought a Property	Sold a Property	Bought or sold a property	Put an offer on a property but did not end up buying it	Received an offer for a property but did not end up selling it	Listed a property but didn't end up selling it
Overall confidence	57%	64% ▲	61%	63% ▲	48%	49%	44%
Aspects							
Professional	62%	68% ▲	70%	68% ▲	57%	45%	50%
Well regulated	51%	57% ▲	57%	57% ▲	40%	56%	38%
Well monitored	48%	58% ▲	50%	56% ▲	40%	39%	29%
Fair	46%	55% ▲	54%	54% ▲	36%	42%	27%
Transparent	45%	52% ▲	58%	53% ▲	34%	38%	26%

Q43. To what extent do you have confidence that the real estate industry in NZ is... Base: All respondents (excl. don't know) (n =722-739)

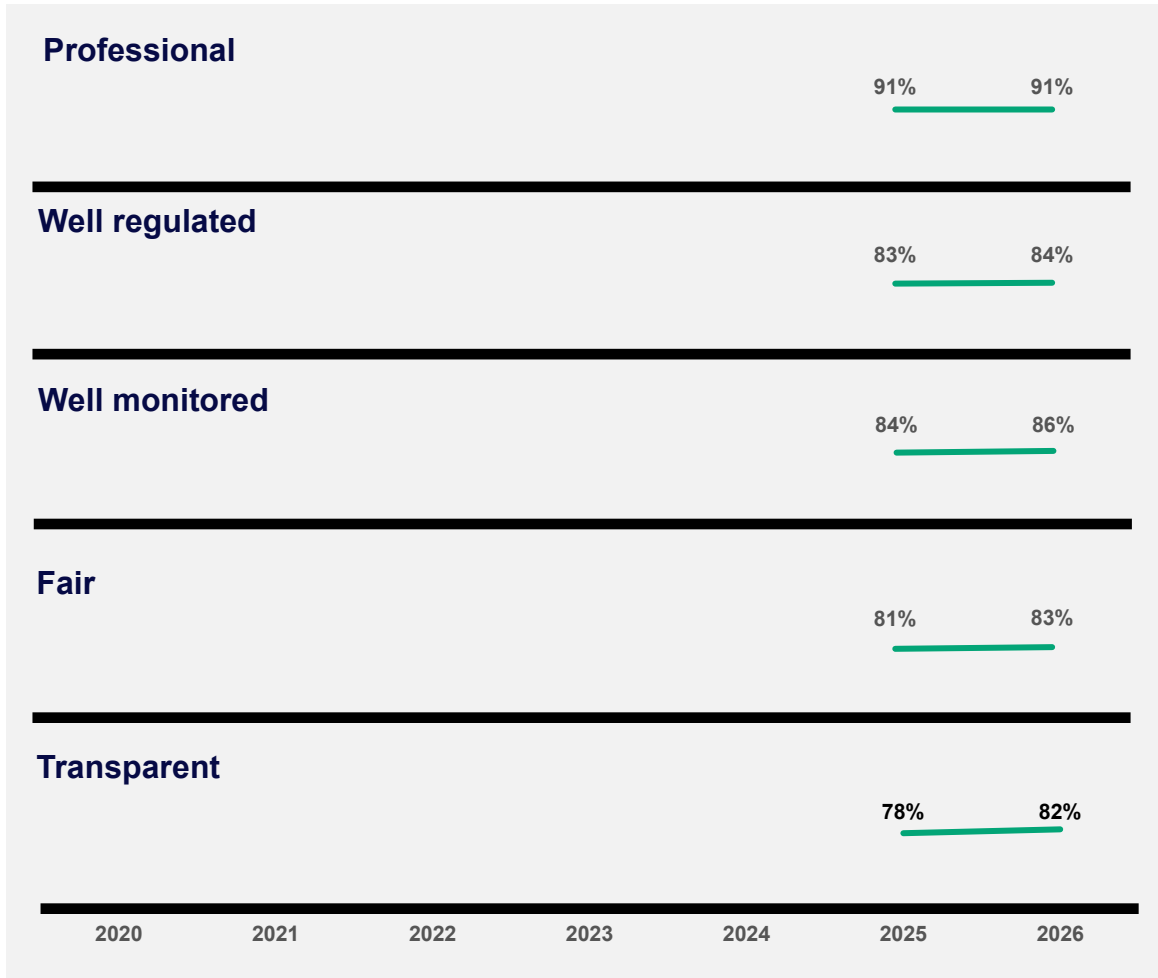
QA. How much confidence do you have overall in the Real Estate Industry in NZ? Base: All respondents (excl. don't know) (n=739)

▲▲ Significantly higher / lower than the total result

Confidence across industry

Confidence with different aspects of the industry

% Rated 3 (some confidence), 4 or 5 (5 = a lot of confidence)



Confidence with different aspects of the industry

% Rated 4 or 5 (5 = a lot of confidence)



Q43. To what extent do you have confidence that the real estate industry in NZ is... Base: All respondents (excl. don't know) (n=739)

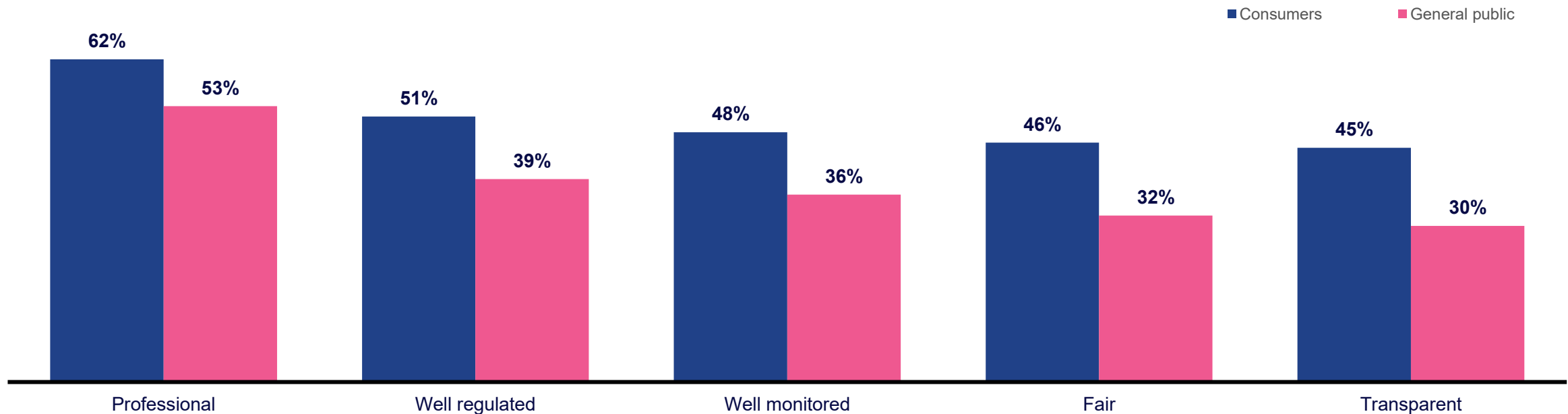
QA. How much confidence do you have overall in the Real Estate Industry in NZ? Base: All respondents (excl. don't know) (n=739)

▲ Significantly higher / lower than previous wave

Real estate consumers were more confident in the industry than the general public

Consumers rated every aspect of the industry more positively than the general public, including professionalism (62% vs 53%), regulation (51% vs 39%), monitoring (48% vs 36%), fairness (46% vs 32%), and transparency (45% vs 30%).

Confidence in the industry – General population vs. Consumers % Rated real estate industry 4 or 5 out of 5 (5 = a lot of confidence)

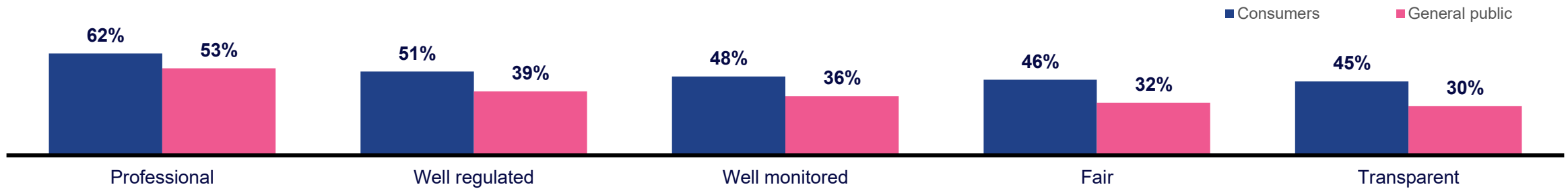


Q43. To what extent do you have confidence that the real estate industry in NZ is ... Base: All respondents (excl. don't know) (n= 716-725)

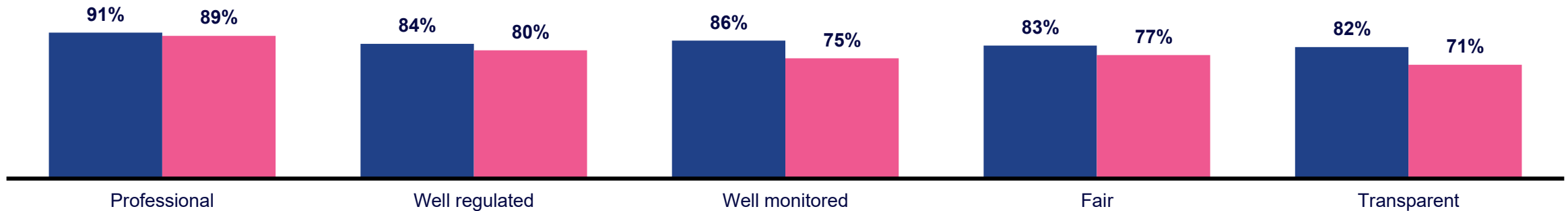
QB1. CONFIDENCE IN ASPECTS OF THE REAL ESTATE INDUSTRY. Base: All respondents (excl. don't know) (n= 732-756)

Confidence in the industry – General population vs. Consumers

Confidence in the industry – General population vs. Consumers
% Rated real estate industry 4 or 5 out of 5 (5 = a lot of confidence)



Confidence in the industry – General population vs. Consumers
% Rated real estate industry 3 or 4 or 5 out of 5 (5 = a lot of confidence)



Q43. To what extent do you have confidence that the real estate industry in NZ is ... Base: All respondents (excl. don't know) (n= 716-725)

QB1. CONFIDENCE IN ASPECTS OF THE REAL ESTATE INDUSTRY. Base: All respondents (excl. don't know) (n= 732-756)

SOI and SPE results



Notes to reporting of SPE and SOI measures

Base sizes:

- Please note that subgroup sizes are small in some instances, so results should be regarded as indicative.
- Results marked with one star (*) are indicative due to a small base size (n=50 or less), and those marked with two stars (**) are highly indicative and should be treated with extreme caution (n=30 or less).
- **Ethnicity boosters in 2026** Note: these subsamples are similar in size to those achieved in 2025, but are still small. Therefore, the margins of error are significant.

2024 Margins of error (95% confidence level)	Total		Māori		Pacific Peoples	
Consumer (Cons)	723	+/-3.6%	138	+/-8.3%	67	+/-11.9%

2025 Margins of error (95% confidence level)	Total		Māori		Pacific Peoples		Asian	
Consumer (Cons)	729	+/-3.6%	125	+/-8.7%	63	+/-12.3%	135	+/-8.4%

2026 Margins of error (95% confidence level)	Total		Māori		Pacific Peoples		Asian	
Consumer (Cons)	744	+/-3.6%	153	+/-7.9%	79	+/-11%	146	+/-8.4%

Statement of Intent: Consumers: 2026

SOI 8. Percentage of consumers aware of REA and the services it provides

Q50. Have you heard of the Real Estate Authority or REA as it is sometimes called?

Q23. How much do you know about what the Real Estate Authority (REA) does?

	N=	(% know REA – Total)	Māori N=	(% know REA – Māori respondents)	PP N=	(% know REA– Pacific Peoples respondents)	Asian N=	(% know REA – Asian respondents)	Māori, Pacific Peoples and Asian NET N =	(% know REA– Māori, Pacific Peoples and Asian NET
2024	723	66%	138	57%	67	65%	147	45%		
2025	729	61%	125	64%	63	45%	135	56%	300	58%
2026	744	61%	153	62%	79	63%	146	60%	347	62%

SPE: Consumers: 2026

2019-2026 SPE1.1: Percentage of consumers who found the information and guidance provided by REA useful

Q25: Overall, how useful did you find each of the following in terms of getting the information and/or advice you were looking for...

(Simple average of the absolute scores for REA website, guidance from a staff member over the phone, guidance from a staff member over email, article read from REA – for those who have visited, received guidance from REA or read an article from REA –excl. Don't Know)

	Total			Māori			Pacific Peoples			Asian			NET Māori, Pacific Peoples and Asian		
	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B
2019	20-60	95%	65%												
2020	28-63	95%	57%												
2021	44-81	97%	76% ▲												
2022	81-132	97%	82% ▲	24-33*	97%	87%									
2023	46-166	96%	66%	14-44*	79%	54%	9-28**	53%	30%						
2024	38-145	95%	73%	5-33*	95%	73%	5-14**	98%	60%						
2025	61-156	97%	74%	18-34*	100%	88%	3-16**	100%	87%	8-26**	99%	74%	33-68	100%	84%
2026	88-171	96%	77%	18-40*	96%	79%	9-26**	99%	96%	9-41*	100%	72%	37-99	98%	80%



T3B

Top 3 Box - % rated 3+4+5 excl. Don't Know

T2B

Top 2 Box - % rated 4+5 excl. Don't Know

Significantly higher / lower than previous wave

SPE: Consumers: Engagement with REA or Settled.govt.nz by Ethnicity

SPE3.3: Engagement by Māori, Pacific Peoples, and Asians in services offered by REA

Q24: During the last year, which of the following have you done?

QBB: And during the last year, have you done any of the following?

% of consumers that have interacted with REA or Settled.govt.nz

	Māori - N	% of Māori consumers who have interacted with REA or Settled.govt.nz	PP - N	(% of Pacific Peoples consumers who have interacted with REA or Settled.govt.nz)	Asian – N	(% of Asian consumers who have interacted with REA or Settled.govt.nz)	NET Māori, Pacific Peoples and Asian – N	(% of NET Māori, Pacific Peoples and Asian who have interacted with REA or Settled.govt.nz)
2022	116	67%						
2023	169	47%						
2024	138	49%						
2025	125	51%	63	41%	135	43%	126	47%
2026	153	48%	79	56%	146	56%	347	53%

Note: Change of measure/methodology for 2025, included Asian and Pacific Peoples

Statement of Intent: Consumers and Settled.govt.nz: 2026

SOI 1. Percentage of consumers who are aware of Settled.govt.nz

QB: Have you ever heard of or seen anything about Settled.govt.nz?

	N	(% aware – prompted – All respondents <u>without</u> mutual exclusion)	Māori - N	(% aware of REA – Māori respondents)	PP - N	(% aware of REA – Pacific Peoples respondents)	Asian – N	(% aware of REA – Asian respondents)	Māori, Pacific Peoples and Asian NET – N	(% aware of REA - Māori, Pacific Peoples and Asian NET
2019	603	23%								
2020	601	31%								
2021	600	35%								
2022	658	39%	116	48%	25**	52%				
2023	732	35%	169	34%	95	49%				
2024	723	32%	138	38%	67	49%				
2025	729	36%	125	44%	63	42%	135	33%	300	40%
2026	744	38%	153	38%	79	50%	146	47% ▲	347	44%

Statement of Intent: Consumers: 2026

SOI 2. Percentage of consumers who feel empowered or very empowered to participate effectively in the real estate transaction

Q6: Thinking about your last interaction with a real estate agent when you <insert response from Q40>, overall, did you consider yourself empowered and able to participate effectively in the real estate transaction? [SA]

	Total			Māori			Pacific Peoples			Asian			Māori, Pacific Peoples and Asian NET		
	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B
2019	596	85%	43%												
2020	589	83%	39% ▲												
2021	587	84%	46%												
2022	646	86%	49%	115	91%	62%	25**	77%	38%						
2023	723	87%	43%	168	79%	39%	94	93%	36%						
2024	713	87%	46%	137	90% ▲	48%	66	96%	57% ▲						
2025	721	90%	47%	124	93%	49%	62	86% ▼	38% ▼	134	91%	47%	297	91%	47%
2026	738	89%	53%	150	90%	47%	79	90%	63% ▲	145	93%	46%	343	91%	50%

Annual Report: Consumer knowledge and confidence: 2019-2026

SOI 5. Percentage of consumers who have confidence that the real estate industry is professional

Q43: To what extent do you have confidence that the Real Estate industry in New Zealand is... Professional

	Total			Māori			Pacific Peoples			Asian			Māori, Pacific Peoples and Asian NET		
	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B
2019	593	84%	53%												
2020	597	90% ▲	56%												
2021	596	87%	52%												
2022	652	86%	59% ▲	115	89%	72%	25**	96%	80%						
2023	728	91%	53%	166	91%	60%	95	90%	53%						
2024	715	90%	51%	137	91%	56%	66	95%	53%						
2025	725	91%	60%	125	90%	61%	63	92%	62%	135	95%	60%	300	91%	60%
2026	739	91%	62%	151	88%	62%	78	98%	76% ▲	145	96%	62%	343	92%	64%

SOI. (Follow-up) Percentage of overall consumers' confidence in the real estate industry in New Zealand

QA: How much confidence do you have overall in the Real Estate industry in New Zealand?

	Total			Māori			Pacific Peoples			Asian			Māori, Pacific Peoples and Asian NET		
	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B	N=	T3B	T2B
2023	730	84%	45%	169	81%	48%	94	86%	47%						
2024	718	88% ▲	46%	138	93% ▲	51%	67	91%	49%						
2025	727	86%	49%	125	88%	51%	63	86%	44%	135	88%	42%	300	88%	47%
2026	739	88%	57% ▲	151	86%	54%	77	90%	68% ▲	146	93%	60% ▲	344	89%	59%

Appendix: Sample profiles

Profile: Age, Gender, Region, Ethnicity

Consumer base (Cons) is n=744

Gender	Cons
Male	61%
Female	39%

Age	Cons
18-24	16%
25-34	27%
35-44	26%
45-54	12%
55-64	9%
65 plus	11%

Ethnicity	Cons
New Zealand European	65%
Other European	6%
New Zealand Māori	21%
Cook Island Māori	1%
Samoaan	2%
Tongan	0%
Chinese	4%
Indian	5%
Other Asian	2%
Fijian	1%
Filipino	3%
Korean	1%
African*	1%
Other	1%
Prefer not to say	0%

Region	Cons
Auckland	24%
North excluding Auckland	22%
North including Auckland	46%
Central	32%
South	21%

Migrated to New Zealand	Cons
Yes	29%
No	71%

Years in New Zealand	Cons
(Migrated to New Zealand) n=	251
Less than 5 years	13%
Between 5 and 10 years	31%
Eleven years or more	56%

*Added in 2024
Consumer: Base = 744
Note: We have removed DQ10 (Household composition) from the Consumer questionnaire in the 2025 wave



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