/Monthly Market Report

If there was one word to describe the Hauraki-Coromandel property market over the past month, it would be 'selective'.

Across New Zealand, the housing market continues to work through what many commentators are calling the country's longest and deepest property downturn in several decades. Buyers remain active, but they are taking their time, undertaking thorough due diligence and negotiating hard before committing. The days of multiple unconditional offers arriving within a week are, for now, firmly behind us.

That said, the market is far from stagnant.

Well-presented, realistically priced homes continue to attract genuine interest and are selling. Many of the properties languishing on the market are still carrying 2021 price expectations in a 2026 market.

This is certainly what we're seeing throughout Hauraki-Coromandel.

Buyer enquiry has remained steady through winter, particularly from Auckland purchasers looking ahead to spring and summer. Lifestyle properties, quality holiday homes and homes that represent clear value continue to generate inspections, while buyers are walking away from properties, they perceive as overpriced or 'too much work'. Negotiations are also taking longer, with purchasers often requesting additional reports, finance clauses and extended settlement periods.

Nationally, REINZ's latest figures show median prices have remained relatively stable, although stock levels continue to sit above last year's levels, giving buyers more choice and greater confidence to negotiate. Properties are also taking extended periods to sell, reinforcing that patience remains an important part of the selling process.

National commentators have also noted that the upcoming General Election is contributing to market caution. While there is little expectation of a sharp fall in house prices, uncertainty around future economic policy, interest rates and taxation means some buyers are choosing to wait until later in the year before making major decisions.

Others are recognising that waiting may simply mean competing with more buyers once confidence returns. The market rarely sends everyone the same me at the same time.

Recent OneRoof analysis also highlighted how differently local markets are performing around the country. Some suburbs have recorded strong short-term gains, while others continue to soften, reinforcing that property has become an increasingly local market rather than one driven by broad national trends.

Here in Hauraki-Coromandel, that local story is particularly evident.

Properties offering something unique, whether it's a beach location, sea views, development potential or an exceptional lifestyle, continue to attract interest. Entry-level homes also remain popular as buyers recognise opportunities that were difficult to secure during the peak years.

Looking ahead, spring traditionally brings increased listing activity, and there are already early signs that more owners are preparing to come to market. Buyers are certainly watching. Many have finance approved and are waiting for the right property rather than sitting on the sidelines.

Our advice remains unchanged.

If you're selling, presentation and pricing are more important than ever. Buyers have plenty of choice and excellent access to market information. If you're buying, this remains one of the better environments we've seen for negotiating favourable terms, provided you're ready to move when the right opportunity appears.

The market may be taking its time, but quality property continues to find quality buyers. As always, local knowledge, realistic expectations and good advice remain the strongest ingredients for a successful result.