



A track record of success – supporting Housing New Zealand’s FirstHome scheme.

Changing demand for social housing meant there was an oversupply of some types of homes, particularly in the country’s regions, and a selection of these affordable properties were made available for sale to eligible first home buyers through Housing New Zealand’s FirstHome scheme.

With a vast network of professional salespeople across over 170 offices nationwide, NZ Realtors was ideally placed to support the sales and was appointed for the task in January 2014.

From January 2014 to January 2017, members oversaw the sale of more than 400 former state houses in the country’s regions – most to first-time buyers.

“Not only was it a delight to see these surplus properties become cherished first homes, this project was the perfect demonstration of the strength of the network’s offering,” says General Manager Donna Peffers.

Critical to easy management was the prior negotiation of network-wide fee structures and having a single point of contact for all listings through the network.

Meanwhile, local salespeople worked independently and together to help match homes with their would-be owners from around New Zealand.

“Housing New Zealand set up our first home scheme as a way of assisting people to buy their first home, and we’re really pleased with the programme’s success,” says Geoff Mills, Housing New Zealand’s Market Delivery Director.

“We’ve also found it easy to work with NZ Realtors’ team and valued their support in making this programme work so well.”

Network members have also represented New Zealand transport agencies, the Public Trust and numerous banking institutions in regional and nationwide real estate projects.

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