

COUNTRY



BAYLEYS

ALTOGETHER BETTER

Residential / Commercial / **Rural** / Property Services

BAYLEYS COUNTRY

Bayleys' specialist Country division was formed in 1999, in response to our clients throughout New Zealand looking to sell or acquire rural property.

Since then, Bayleys has become this country's number one rural real estate brand, with our dedicated team of country salespeople selling more farmland in New Zealand than any other agency.

Given Bayleys competitors have been entrenched in the market for decades, this represents unprecedented growth. This level of success can be attributed to the capability of the organisation and the quality of the specialist salespeople within the group.

Our clients are at the core of everything we do so we've structured our Country business to provide solutions that achieve great results, whatever the challenge.

We operate in a family-founded and values-based environment that demands integrity, excellence and results. In today's rapidly changing world, we continue to innovate and challenge our thinking, while maintaining a clear focus on building lasting relationships with our clients.



ALL THE NUMBERS

BAYLEYS

**Bayleys is proud to be
New Zealand's largest full
service real estate agency.**

With a presence in all major cities, provincial towns and regions, we have an unmatched buying power with key media, and a vast referral network – both of which help to optimise sales opportunities for our clients.

The Bayleys Group

\$19 billion
of property sold or leased

14,000
sales and leasing transactions completed

1,170
sales and leasing agents

\$6.5 billion
of property under management

2,270
employees

94
offices throughout New Zealand and the Pacific Islands

Bayleys Country

#1
rural real estate brand in New Zealand

105
salespeople

1,750
sales and leasing transactions

\$3.0 billion
of property sold or leased

*For the period 1st April 2021 - 31st March 2022



OUR COMMITMENT

Our clients are the core of everything we do and we've structured our rural and lifestyle business to include experts in the specialist areas that our clients need.

We have a genuine commitment to excellence that drives the four key values that galvanise everything we do.

1. Client focus

We take the time to get to know you, your property, your business and your strategic direction in order to focus our efforts on maximising the value of your assets.

2. Innovation

We embrace technology, we evolve our service offerings and engage the latest marketing tools to find the right buyers for your property.

3. Collaboration

Our teams work together across geographic locations and market sectors to achieve successful outcomes.

4. Accountability

Our commitment is, first and foremost, to our clients and we do what we say we will do.

These four business philosophies are the true secret to our leadership in real estate sales, auctions, leasing, marketing, management, research, financial analysis, sponsorship and public relations.

Forward thinking

Bayleys starts its own queue We lead, not follow

Our adoption of new ideas and processes has helped influence and shape much of the real estate market in New Zealand today.

- In the 1980s Bayleys created 'portfolio marketing' – a highly effective marketing approach that increases exposure and adds value to niche markets.
- Bayleys led the charge to forge and leverage international alliances to reach the buyers that others can't.
- Bayleys pioneered sector-specific sales strategies and bespoke resources to provide tailor-made solutions for our clients.

Our pursuit of innovation is an ongoing effort. We will never stop searching for new and better ways to maximise the value of your property.



In 2015, we became the first full-service real estate company to partner with Airpoints. The collaboration between two iconic New Zealand brands is an innovative solution to deliver the best rewards for our clients.

OUR EXPERTISE



From the far north to the deep south, the Bayleys Country team is made up of industry experts and sector leaders. Our team has decades of experience, utilising a diverse range of skills to identify and deliver quality rural and lifestyle opportunities backed by market knowledge.

Our team of passionate, highly-skilled salespeople are on the ground in every region nationwide – from dairy to horticulture, lifestyle to forestry, viticulture to sheep and beef, and are experts in their fields. We are committed to delivering the best possible results for our clients to find the right buyer for your rural or lifestyle property.

Working as a team, our 105 rural and lifestyle salespeople nationwide promote your property to our clients, so your property reaches an engaged audience.

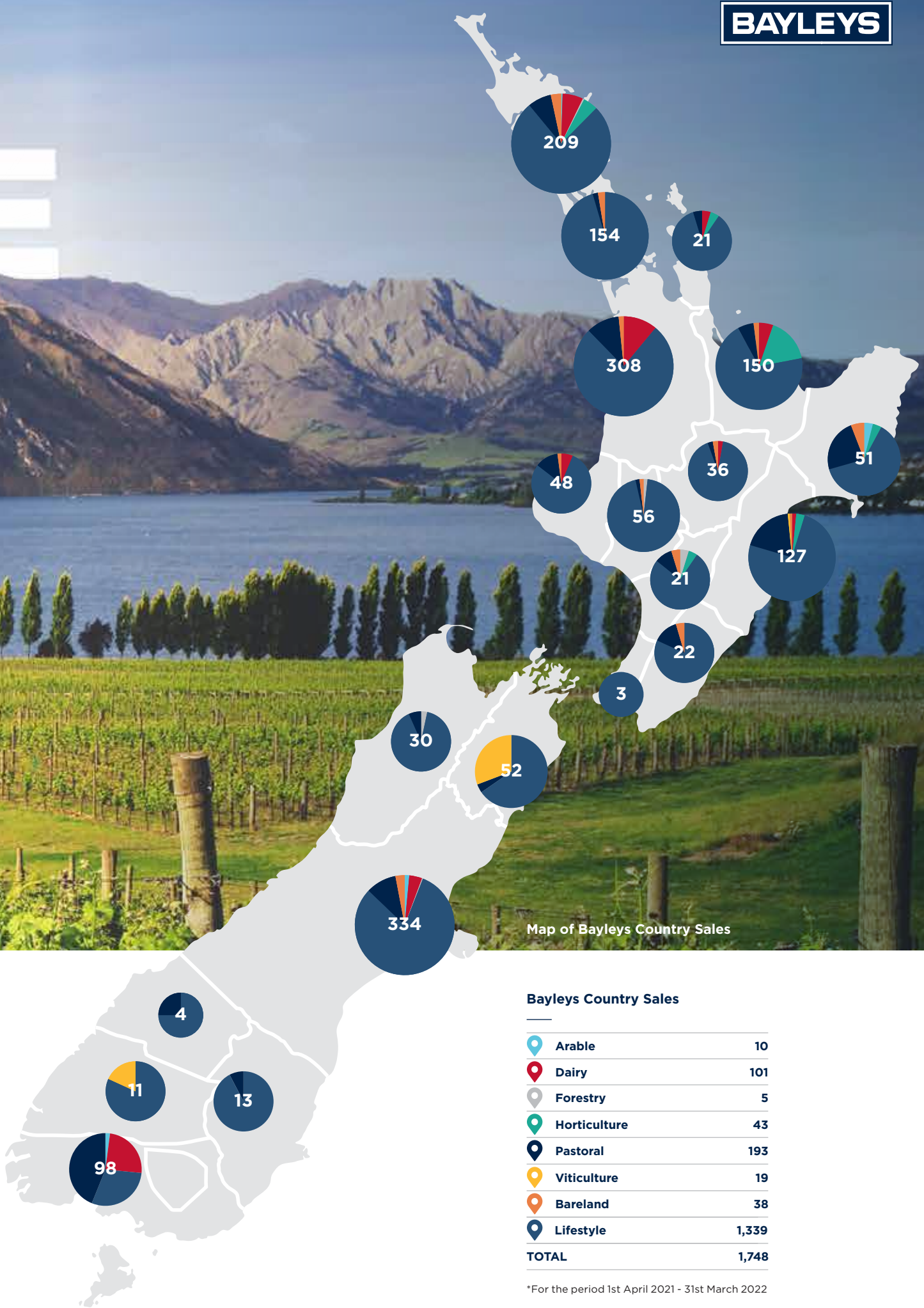
Our experienced salespeople are happy to discuss your requirements and provide impartial advice to help you decide

what is right for you. We leverage the knowledge and experience of our team across New Zealand in all property sectors, and draw on the skills of our international partners Knight Frank.

We offer bespoke marketing solutions to suit your circumstances which can involve an all-inclusive Country campaign, or a discreet off-market offering where confidentiality is required.

Bayleys has an award-winning auction team at your disposal, however we always determine the most suitable sales method based on your individual needs, timeframes and desired outcomes.

Internationally, our global partner Knight Frank provides the ability to add personal representation of your property in all main markets.



Bayleys Country Sales

	Arable	10
	Dairy	101
	Forestry	5
	Horticulture	43
	Pastoral	193
	Viticulture	19
	Bareland	38
	Lifestyle	1,339
TOTAL		1,748

*For the period 1st April 2021 - 31st March 2022

GLOBALLY CONNECTED



BAYLEYS

IN ASSOCIATION WITH
 **Knight
Frank**

All over the globe

Since the 1980s when we forayed into South East Asian markets, Bayleys has built connections and generated exposure overseas to open up a world of opportunities for our clients.

Being a small nation at the bottom of the world, New Zealand has a limited domestic buyer pool.

Our long-held mantra of leaving no stone unturned in the quest to find the right buyer for our clients' property has fuelled our commitment to always being ahead of the curve.

By showcasing our clients' properties internationally via specialist events, alliances and prominent marketing platforms, we've been able to access high net worth audiences that may otherwise remain elusive.

Bayleys' partnership with preeminent international real estate company Knight Frank, allows us to tap into the benefits of a globally-connected network spanning 51 markets.

We are closely-aligned to the Knight Frank Asia Pacific Group meaning its 9,625 people in more than 146 offices all work collaboratively to find the best buyer for your property and we can draw on their research findings to gain insights into our market.

Knight Frank's underlying corporate philosophy, thought leadership qualities and market analysis capacity has synergies with the wider Bayleys business. Our partnership with them adds distinct and tangible value to the marketing of our clients' assets.

Together, Bayleys and Knight Frank have an unmatched ability to connect buyers and sellers across global borders and at scale.

16,000
employees

384 offices in
51 markets

*current at October 2021

ALTOGETHER BETTER



Behind every Bayleys person... are more Bayleys people.

Bayleys Realty Group (BRG) provides the tools and support for our country team. As guardians of the Bayleys brand, BRG is constantly innovating and helping our offices to deliver world-class service and stay one step ahead of the competition.

Marketing

BRG's expert marketing team is passionate about digital, direct marketing, social media, branding and sponsorship.

This means our campaigns have the benefit of cutting-edge thinking across all areas.

All Bayleys customers gain access to exclusive deals and lower rates through BRG's buying power and strong relationships with media networks. This means we find the right buyer, not just the first buyer for your property.



Bayleys Country is New Zealand's premier rural property marketing publication showcasing quality farms, horticulture, viticulture, forestry and lifestyle properties for sale throughout New Zealand, and gives you the edge when it comes to finding the right buyer for your property. For over 22 years, Bayleys Country has provided an altogether better way for potential buyers to find their next rural property.

Country is published bi-annually and holds a unique position in the market as much for its quality, as for its variety and geographic spread of properties. Utilising a combination of printed distribution and digital promotion, the multi-channelled Country campaign ensures your property receives maximum exposure to all key markets.

Training

Our people are our most important asset and we are committed to supporting and encouraging their professional evolution.

To maximise every individual's potential we invest heavily in training, both in-house and in the field.

The Bayleys Property College (our in-house training facility) is an accredited training provider with the industry-governing Real Estate Agents Authority (REA) and offers a comprehensive portfolio of specialised training and development programmes.

Public relations

As a key player in New Zealand's real estate industry, we are often sought-after for an expert opinion and informed, authoritative viewpoint when the news media are reporting on the industry.

Beyond this, Bayleys proactively provides property and business information to the media, offering thoughtful commentary to help inform the public about trends in the real estate industry.

Our news and communications team generates large volumes of editorial exposure in print, digital and broadcast media. These thousands of centimetres of articles and minutes of airtime encompass all channels; local press, business resources, niche magazines, online news, national papers, radio and television.

Insights, Data & Consulting

The Bayleys Insights, Data & Consulting team has consolidated its position as an industry leader, providing up-to-the-minute real estate information and the latest property trends to an increasingly inquisitive public.

The team is sought-after for its ability to source and interpret comprehensive data in a way that is relevant, specialised and tailored to audiences across all corners of the market.

Auctions

Knowing that generating competition for property assets is the key to a great outcome, our award-winning auction team brings experience, knowledge and personality to the auction room.

Widely regarded as the best in the business, Bayleys' auction team has been instrumental in the sale of billions of dollars' worth of property and continues to strive to achieve the best results for our clients in the auction room.

COMMUNITY MATTERS

The Bayleys Foundation is the philanthropic arm of the company.



Bayleys is very much part of local communities throughout New Zealand and the Pacific. Corporate philanthropy is more than just giving back to a community - it's about contributing to long-term social change, and we take that responsibility very seriously. By contributing time, resources and money to local organisations, schools and sporting groups, we know we're helping to grow strong and supportive communities.

Our aim is to assist in the areas of environment, people, sport, arts and culture and the Bayleys' team around the country embrace these undertakings with heart and commitment. Bayleys is committed to four key partner causes - Cure Kids, Live Ocean, Plunket and The Prince's Trust. We are also a corporate sponsor of the New Zealand Green Building Council. Bayleys Country are also sponsors of Surfing for Farmers, Ballance farm Environment Awards, Meat the Need and Rural Support Trust. Supporting these causes allows us to help make a difference to long-term change.



COMPANY LEADERSHIP



From left to right: Ross George, David Bayley, Nigel Burton, Mike Bayley, John Bayley, Mark Macky, John Hart

At the highest level of our company, people with a combination of business acumen and family values set the tone for the whole organisation.

Mike Bayley - Managing Director

Mike oversees operations of Bayleys Realty Group, Bayleys Property Services and Bayleys Real Estate Limited and is managing director of Bayley Corporation Limited.

A graduate of Auckland University and an associate of the Real Estate Institute of New Zealand, Mike is a third-generation real estate professional and is proud to be leading the family company in its fifth decade of business.

His on-the-ground experience with Bayleys has seen him progress from hammering in real estate signs, actively selling and leasing property, managing the agency and transactional side of the wider Bayleys Group, to today, taking the helm in a governance role for the overall business operations.

He has worked extensively in international markets for Bayleys, maintains significant client relationships nationally and globally, and retains an active presence in the market across all sectors.

Mike has been a trustee of the registered charity Keystone Trust, which awards property industry scholarships for young people, since 2002.

John Bayley - Chairman

John established Bayleys in 1973 in South Auckland with his parents, Graham and Pam, later expanding in the Auckland region then across New Zealand and into Fiji to consolidate a national and Pacific network of Bayleys' offices.

Today, Bayleys is the country's largest full-service real estate company – and it's still growing.

With brother David, John pioneered new off-shore markets for clients' property in the wake of the late 1980s' sharemarket crash and these initiatives proved invaluable again after the Global Financial Crisis in 2008.

As a principal shareholder and director of Bayley Corporation, John remains active in the day-to-day transactional and governance side of Bayleys working with private and corporate clients nationally and internationally.

With close to 50 years of industry experience behind him, in 2019 John was inducted into the New Zealand Business Hall of Fame for recognition of the significant contribution made to the country's real estate and wider business community.

David Bayley - Executive Director

David was one of the founding directors of Bayleys Real Estate in the early 1970s and along with brother John, is a principal shareholder in Bayleys, New Zealand's largest full service real estate company.

In the 1980s, he proactively instigated the marketing of New Zealand property throughout South East Asia to cast the investment net wider for vendors' assets.

David's quiet ability to form lasting working relationships with a broad range of clients across the real estate spectrum has made him a trusted and reliable conduit in facilitating high-value property transactions, both in New Zealand and off-shore.

He holds LINZ accreditation on behalf of Bayleys for the marketing of Crown-owned property and today spearheads the company's international property endeavours in conjunction with Bayleys' global partner, Knight Frank.

David was inducted into the New Zealand Business Hall of Fame in 2019 for services to the real estate industry.

Mark Macky - Non-executive Director

Mark co-owns 10 Bayleys' offices north of Auckland – first acquiring Bayleys Warkworth in 2007 and gradually adding to the "Bayleys in the North" network which now has a combined team of around 150 people. Drawing on more than 20 years of real estate experience across multiple markets, Mark is adept at identifying, formulating and implementing workable growth strategies for the business and is passionate about developing the skills of his team.

Prior to joining Bayleys, Mark held a variety of marketing and management roles for the NZ Dairy Board in New Zealand and Singapore, and for Dunlop Slazenger in the UK and USA.

That extensive brand and marketing knowledge was welcomed by Bayleys in 2001 when, as group marketing manager, Mark helped grow the Bayleys' brand, its franchise network and its profile around the country. Mark is family and community-focused and is involved in coaching local sports teams and in governance roles for various community groups.

Ross George - Non-executive Director

Ross George is the founder and managing director of Direct Capital, a private New Zealand equity fund. Direct Capital presently invests in private companies to provide the capital to grow and continue to create value. Investments to date include; Fishpond, New Zealand King Salmon, GoBus, Shears & Mac, Rodd & Gunn, Stratex, EziBuy, Ryman Healthcare and Max Fashions.

Ross has been in the private equity industry since 1985 and has been involved as an investor and director in many private companies across Hong Kong, Australia and New Zealand from start-ups to large private businesses. From 1985-1992, Ross was a founding director and shareholder of the BKW Group, a Hong Kong-based private equity house that managed private equity funds exceeding NZ\$100 million.

Nigel Burton - Non-executive Director

Nigel is a well-respected senior corporate commercial lawyer.

With an impressive 40 plus years' experience in the legal industry, Nigel's practice focuses on commercial and commercial property transactions, including all contractual arrangements, statutory compliance, business structuring and finance.

Nigel is regularly involved in complex high value transactions including business acquisitions and restructuring, land acquisition and leasing, construction and development and forestry projects (including the business of carbon trading).

Nigel joined Bayleys' Board of Directors in 2005 and remains director of a number of other private companies.

John Hart - Non-executive Director

Renowned for his success in both the sporting and business arenas, in the 1980s John Hart became instrumental in the coaching and development of Auckland's revered rugby club. This led to his successful coaching of the All Blacks team and a new wave of New Zealand rugby, sweeping New Zealand to victory in the 1987 Rugby World Cup. John enjoyed a successful business career with Fletcher Challenge for more than 30 years and joined Bayleys' Board of Directors in 2004, becoming an active member of the Bayleys business team.

John is presently the director of Sky Network Television, on the board of the New Zealand Professional Golfers Association (NZPGA), chairman of the nominations committee for the Board of New Zealand Sport and chairman of the organising committee for the New Zealand Golf Open. John also runs his own management consultancy firm and is sought-after as a public and motivational speaker.

SOME THINGS WILL NEVER CHANGE

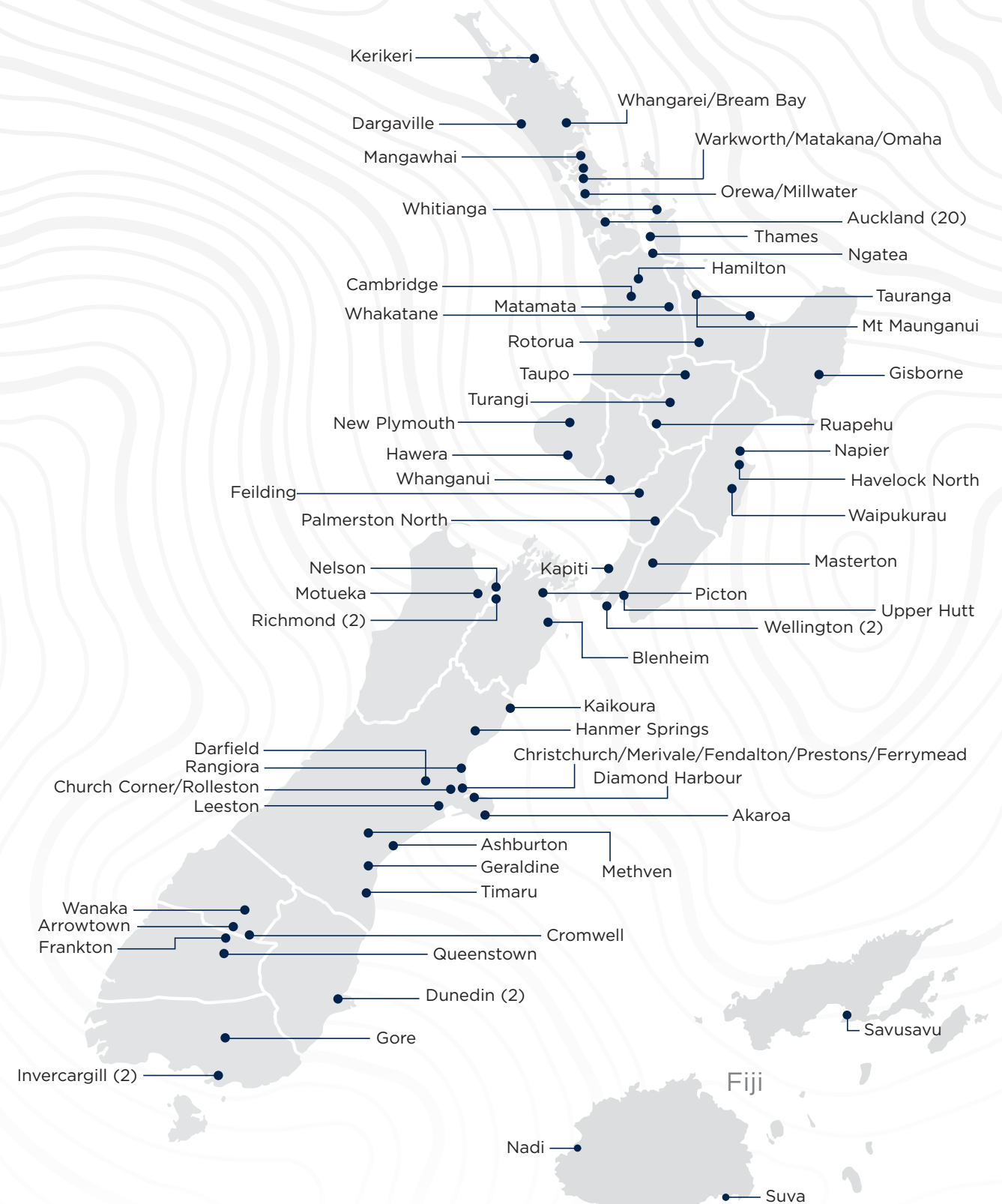
The family values instilled by Bayleys' founders remain a driving force in our business culture to this day.

It's a culture that is open and respectful because we understand that we are altogether better. This innate understanding means our people are approachable and genuine, fully empowered to go the extra mile and deliver an exceptional service to our clients.

When you are a Bayleys client you are 'one of our own' and this relationship means you can always speak honestly, comfortably and expect to receive the very best from our company.

BAYLEYS NETWORK

BAYLEYS



0800 BAYLEYS | [bayleys.co.nz](https://www.bayleys.co.nz)



IN ASSOCIATION WITH
 **Knight
Frank**

REINZ

**Small Rural Office of the
Year 2022, 2021 & 2020**

**Medium Rural Office of the Year
2022, 2021, 2020, 2019 & 2018**

**Large Rural Office of the Year
2022, 2021 & 2020**

**Rural Salesperson of the Year
2022, 2021, 2020, 2019 & 2018**

Rural Rising Star of the Year 2021

As awarded by the Real Estate
Institute of New Zealand Awards
for Excellence.

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LICENSED UNDER THE REA ACT 2008