

Market Update & Our Commitment – October 2026

Dear Impression Family,

As spring settles in and the Christmas break comes into view, here is a practical update on the Auckland rental market, a few compliance reminders worth keeping in mind, and how we are preparing your property for the months ahead.

The message from the market is consistent. Well-presented properties with realistic pricing and responsive management are the ones that let well, and that is exactly where we put our energy: protecting your investment, keeping you informed and helping you make confident decisions.

Behind the scenes, we are also strengthening Impression for the future without losing the personal service you value. Thank you for being part of that journey.

The Market This Month

Auckland's average weekly rent was **\$699.40** in September, unchanged from August and around **0.9% higher than a year ago**. Rents have held essentially flat through most of 2026.

Across the region, averages ranged from \$580 in Central Auckland to \$757 in the Eastern Suburbs. The North Shore and Rodney recorded some of the stronger annual growth, while West Auckland eased slightly. A typical three-bedroom home averaged **\$703 per week**.

These are useful regional indicators rather than a valuation of any individual property. Location, property type, condition, amenities and current competition all influence the rent a property can realistically achieve.

There is encouraging news on the demand side too. Stats NZ figures released this week show annual net migration reached **20,500 in the year to August**, more than double the 9,200 recorded a year earlier. Most new arrivals rent before they buy, which supports steady tenant demand heading into summer.

There is still good choice for tenants, so getting the asking rent right from the outset matters. Strong presentation, realistic pricing and prompt communication make a real difference in securing the right tenant.

The market typically quietens from mid-December as people head away for the holidays. Between now and then, our priority is to give every available property the strongest possible letting advantage through well-timed marketing, competitive pricing,

strong presentation and prompt follow-up, so we can secure good tenants before the break.

What this means for you: If your property is coming up for rent, or you have not reviewed its rental performance recently, please talk with your property manager. We can look at comparable properties, current enquiry and local competition before recommending the best approach.

What's Happening with Interest Rates?

The Official Cash Rate remains at **2.75%** following the Reserve Bank's increase on 2 September, with the next review due on **28 October**. If your lending is coming up for renewal in the next few months, it is worth reviewing your structure with your adviser early rather than at the last minute. If you are weighing up another investment property, we are always happy to share what we are seeing in the rental market.

Keeping Your Property Compliant

Compliance can feel complex, so here is a straightforward overview of a few areas worth keeping in mind.

Pets and pet bonds

Since 1 December 2025, tenants wanting to keep a new pet generally need the landlord's consent, unless their tenancy agreement already allows it. Requests can only be declined on reasonable grounds, and reasonable conditions may apply.

Where a pet is approved, landlords can require a pet bond of up to **two weeks' rent**, and tenants are responsible for pet damage beyond fair wear and tear. Pets approved before 1 December 2025 are treated differently, so please check with your property manager before seeking a pet bond on an existing tenancy.

Ending a tenancy

For periodic tenancies, landlords can generally give **90 days'** written notice without stating a reason, or **42 days'** notice on specific grounds, such as selling with vacant possession or the owner or a family member moving in. Fixed-term tenancies have separate rules and now roll over to periodic tenancies at expiry unless notice is given.

If you are considering selling, moving back in or changing your investment plans, please speak with us early so we can help you understand the tenancy implications before you make any commitments.

Everyday compliance

Smoke alarms, insulation, the Healthy Homes Standards, maintenance and accurate tenancy records remain essential landlord responsibilities. Our owners' properties should already meet the Healthy Homes Standards. If you are considering another

investment, please make compliance part of your due diligence, as a property needs to meet the applicable requirements before we can take it on.

Where a property has two separate dwellings, both must be lawfully established and compliant before they can be tenanted. That includes the required fire-rated separation between the units and council sign-off, including a Code Compliance Certificate, for any consented work. Requirements vary by property, so please check with the council and qualified building professionals before advertising or renting both dwellings.

If you are unsure how any of this applies to your property, talk with your property manager or with Gina Colcord, our Growth & New Business Manager. We are always happy to help you work through the next steps.

Growing Impression, the Right Way

We are continuing to strengthen Impression while keeping the personal service and attention our owners expect. Our goal is not simply to grow in numbers, but to build the right portfolio, uphold strong service standards and develop lasting relationships across Auckland.

Know someone we could help?

Word of mouth makes a real difference. If you know a property owner who is looking for a manager, buying an investment property or wanting a second opinion on their current arrangements, please introduce them to Gina for a no-obligation chat.

There is no pressure. Simply connecting Gina with someone who may benefit from a conversation is one of the most valuable ways you can support us.

Thinking about selling?

Circumstances change, and for some owners selling is the right decision. If it is on your mind, please talk with us before your plans are finalised.

With rents steady and population growth picking up again, it is worth weighing what you would be stepping away from. We can help you understand the implications for the existing tenancy and talk through your options, whether that is holding the investment, selling with a tenant in place or another approach that better suits your plans.

There is no obligation. An early conversation simply gives us time to understand your situation, share useful information and plan the next steps with you.

Feel free to reach out to Gina or pass on her details:

Gina Colcord

Growth & New Business Manager

021 420 833 | gina@impression.co.nz | www.impression.co.nz

One Small Thing You Can Do for Us

We know you have a choice in property management, and we never take your trust for granted.

If you have been happy with the service from the Impression team, we would be grateful if you took a moment to leave us a Google review.

Your feedback helps other property owners understand what it is like to work with us, and every review makes a real difference.

Share your experience here: [Submit a Google Review](#)

Thank You for Being Part of Impression

Our commitment remains straightforward: reliable property management, open communication and practical support to help you make informed decisions about your investment.

Thank you for being part of the Impression family. We value the relationships we have built and look forward to continuing to work with you.

If you would like to talk about your property, the market or your plans for the year ahead, simply reply to this email. I read every message and I am always happy to hear from you. Here is to a strong finish to 2026 together.

Warm regards,

Rishabh Kapoor

CEO, Impression Real Estate