

Market Update & Our Commitment – September 2026

Dear Impression Family,

As we head into spring, the Auckland rental market continues to be steady, with plenty of choice for tenants. For owners, that makes getting the pricing and presentation right more important than ever.

At Impression, our focus remains simple - looking after your property, keeping you informed and making sure we're getting the best result the market will allow.

The Market This Month

Auckland's rental market remained fairly steady through August. The average weekly rent finished the month at **\$699**, virtually unchanged from July and around **0.9% higher than the same time last year**.

There is still good choice for tenants, which is where the Impression team really adds value. We're constantly looking at your property and the market around it to make sure it's presented well, kept up to date and positioned to achieve the best rental return possible.

There was some genuinely good news on the demand side this week as well. Stats NZ figures just released show annual net migration has more than doubled, a gain of **20,300 in the year to July** against 9,600 the year before, driven mainly by fewer New Zealanders heading overseas. Nearly every new arrival rents before they buy, and that supports tenant demand for your property in the months ahead.

What's Happening with Interest Rates?

The Reserve Bank lifted the Official Cash Rate again at the start of September, to **2.75%**, its second increase since July as it works to bring inflation back towards 2%. Banks have been nudging their shorter-term fixed rates up in response, so if your lending is coming up for renewal, it's worth reviewing your structure early rather than at the last minute.

Changes to mortgage rates can have a real impact on investment property owners, particularly when reviewing lending, cash flow and the longer-term return on a property. If you're thinking about buying another investment property or reviewing your current portfolio, we're always happy to have a conversation and give you our perspective from the rental market.

A Warm Welcome Back to Gina

We're delighted to welcome Gina Colcord back to Impression.

Gina previously worked with Impression six years ago and has now returned to take on the role of Growth & New Business Manager.

Having already been part of the Impression team, Gina understands the business, our people and what makes our approach to property management different.

Her focus will be on strategically rebuilding and strengthening the growth pattern of the business, while continuing to build strong relationships with property owners, investors, developers and industry partners across Auckland.

"It's fantastic to be back at Impression, working alongside the team to identify opportunities to keep building the Impression portfolio. I'm really looking forward to making sure we continue to deliver real value to our property owners, while connecting with existing owners and meeting new ones along the way."

If you're thinking about buying another investment property, bringing a property across from another manager, know someone who could benefit from our property services, or simply want to talk through your options, give me a call. I'm always happy to help."

Gina Colcord

Growth & New Business Manager

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Our New Website Is Live

There's one more piece of news this month. Our new website is now live at www.impression.co.nz. We've rebuilt it from the ground up to be cleaner, faster and easier to use, whether you're looking for market information, our services or a quick way to reach your property manager.

It's still a work in progress. We're refining it week by week and will keep making it better as we go. Have a look when you get a moment, and if you spot something that could work better, or something you'd like to see added, hit reply and tell me. Your feedback will shape where it goes next.

How Your Team Is Working in This Market

Our property managers continue to go the extra mile to secure the right tenants for our owners.

That means being flexible with viewing times, scheduling one-off viewings for the right applicant, responding quickly to enquiries, keeping on top of pricing and making sure properties are presented well from day one.

Most importantly, we don't simply reprice a property without talking to you first. You remain in control, and our job is to give you the information you need to make the right decision.

A Little Rental Reality

We all like seeing the rent increase when a property becomes vacant - it's part of getting the best return for you.

But sometimes chasing an extra **\$20-\$30 a week** can actually cost you more. If the property sits vacant for another week or two because we've priced it a little too high, we've already lost the extra rent we were trying to achieve.

It's about getting the balance right - pushing the rent where the market allows but not pricing ourselves out of the market. Have a chat with your property manager when the time comes - they're the experts and are best placed to advise you on what the market is telling us.

One Small Thing You Can Do for Us

We're always grateful when our owners take the time to share their experience with others. If you've been happy with the service from the Impression team, we'd love you to leave us a Google review.

Your feedback helps us understand what we're doing well and gives other property owners a little insight into what it's like to have their property managed by us.

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

And, as always, thank you for trusting us with your property - we genuinely appreciate it.

Warm regards,

Rishabh Kapoor

CEO, Impression Real Estate