RELAB RESEARCH | 2025

How Long Do NZ Homeowners Hold Before Selling?

73,620 streets | 3,258 suburbs | 596 cities

We analysed every residential property title in New Zealand to measure how long homeowners hold before selling. This report reveals where property moves fastest and what it means for real estate professionals.

KEY FINDINGS

14.15 years	National average holding period
10.36 years	Queenstown: fastest major metro
5.86 years	Rolleston: fastest growth town
3.7 - 24.1 yrs	Middle 80% range across all streets

SECTION 01

The National Picture

New Zealanders hold property for an average of 14.15 years. But that number masks massive variation. The real story emerges when you drill down by region, city, suburb, and street.

NATIONAL AVG	STREET MEDIAN	FASTEST METRO	FASTEST TOWN
14.15 years	11.96 73,620 streets	10.36 Queenstown	5.86 Rolleston

The street-level median is 11.96 years. Rural and conservation land with very long holds pull the average up. The middle 80% of streets fall between 3.7 and 24.1 years: a 6.5x spread that makes street-level targeting essential.

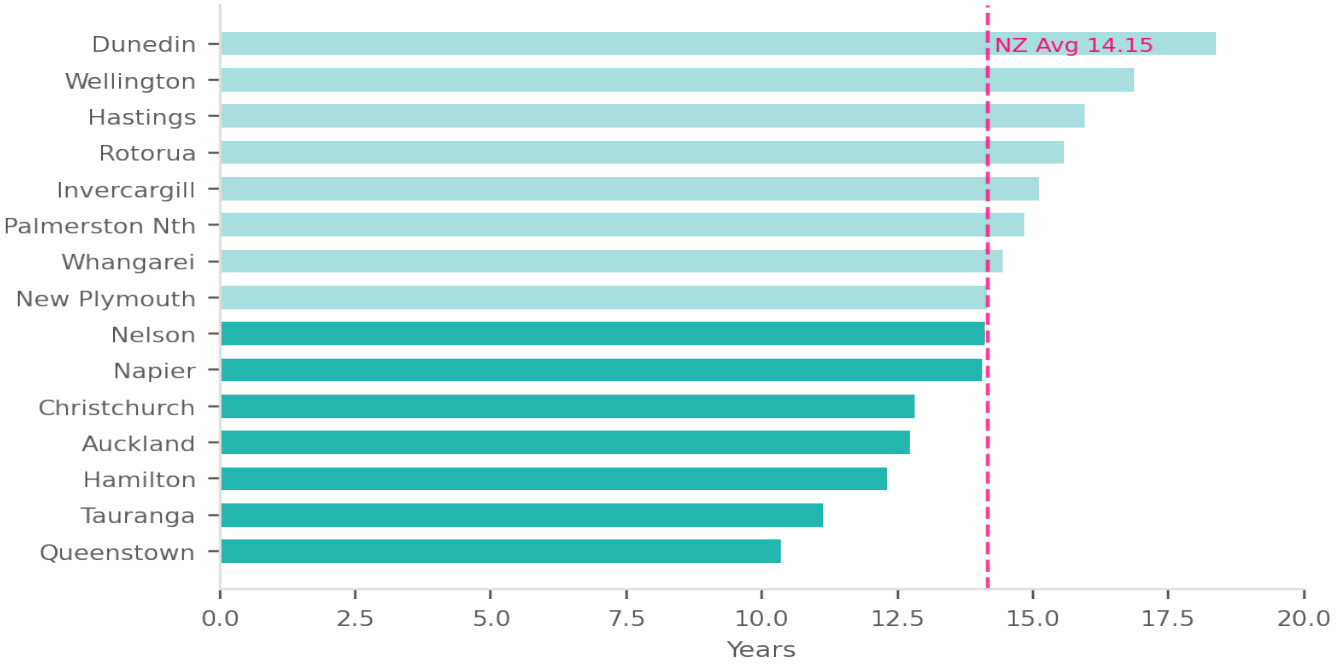
Average holding period by region

Auckland	14.00 yrs	Otago	19.79 yrs
Canterbury	16.86 yrs	Northland	20.28 yrs
Bay of Plenty	17.22 yrs	Manawatu-Whanganui	20.78 yrs
Taranaki	17.45 yrs	West Coast	20.87 yrs
Hawke's Bay	18.08 yrs	Tasman	21.76 yrs
Waikato	18.89 yrs	Southland	22.58 yrs
Marlborough	18.96 yrs	Gisborne	22.70 yrs
Wellington	19.14 yrs		

SECTION 02

Metro Cities

Five of 15 major metros turn over faster than the national average. Queenstown leads at 10.4 years, driven by investor activity. Dunedin and Wellington see owners stay nearly twice as long.

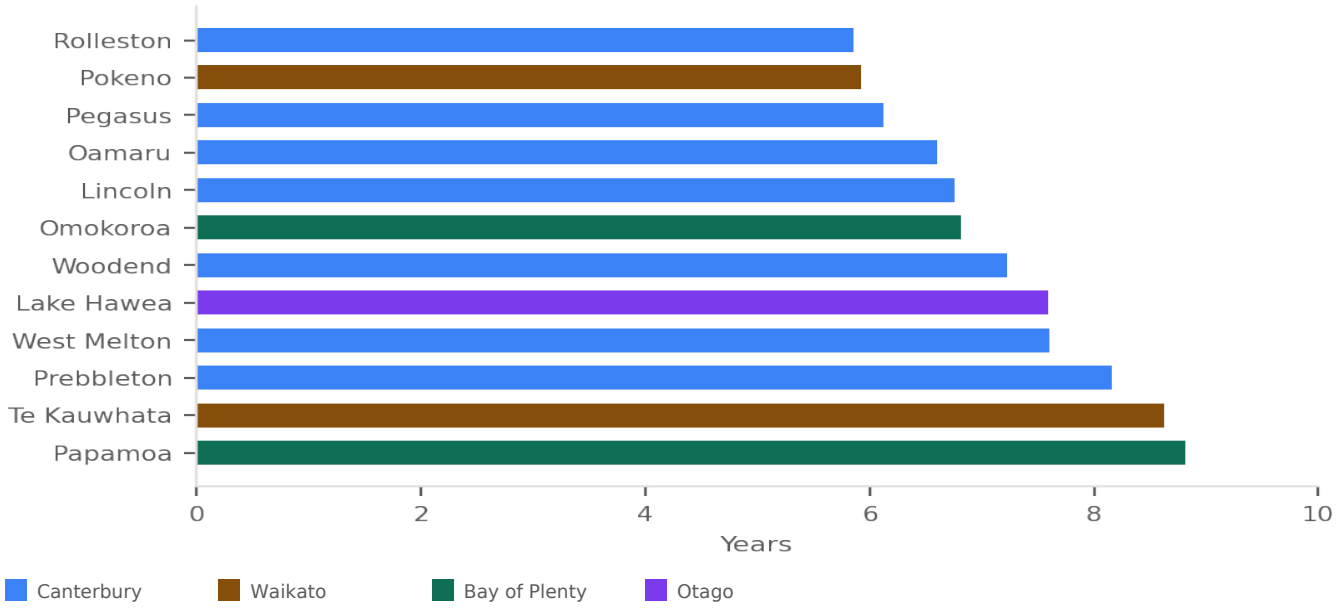


What this means: In high-velocity metros, owners at 8+ years are already above local average. In slower markets, the same owner is barely started. Calibrate prospecting triggers to local norms, not national ones.

SECTION 03

Growth Corridors: The Sub-8-Year Club

The fastest-turnover towns are satellite development zones. Canterbury dominates with six towns under 8.2 years. These are new-build areas where first-home buyers upgrade quickly or investors cycle holdings.



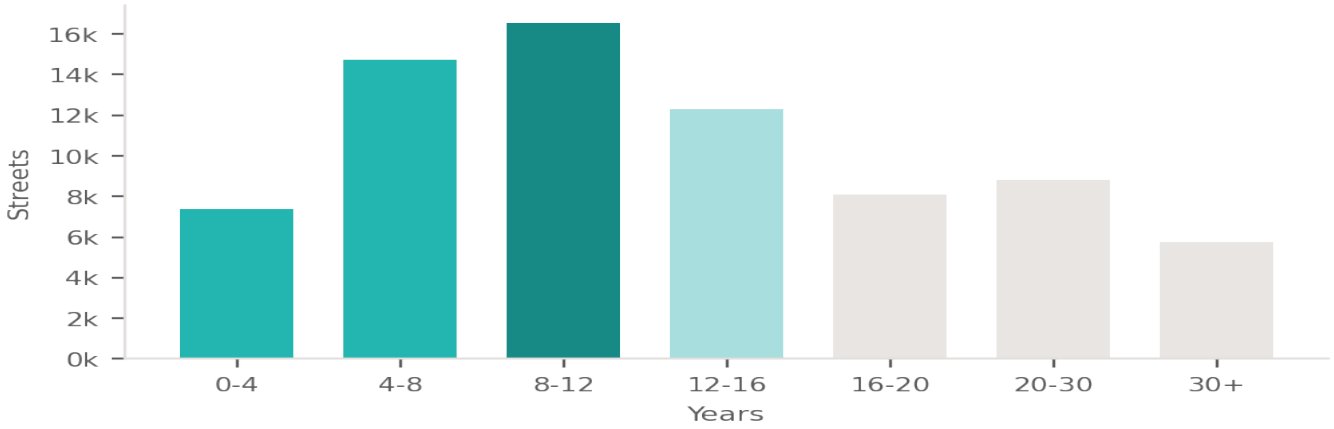
Prospecting insight

An owner in Rolleston at 6+ years is statistically overdue to sell. The same owner in Dunedin is barely a third of the way through a typical hold.

SECTION 04

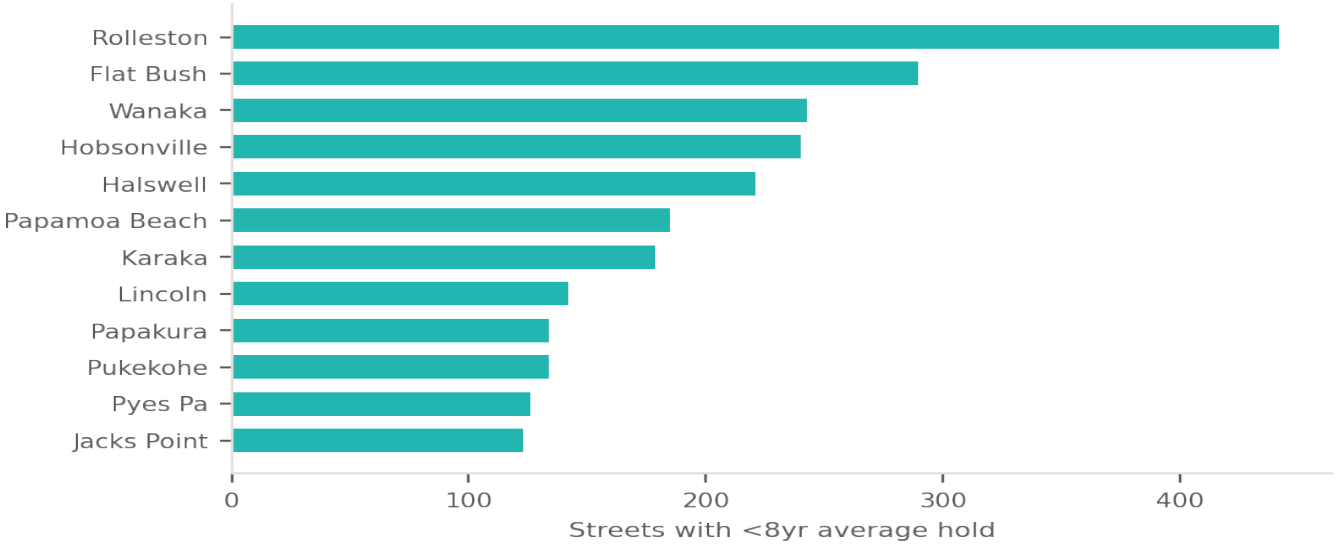
Street-Level: Where the Real Story Lives

Suburb averages mask huge variation. Across 73,620 streets, the middle 80% ranges from 3.7 to 24.1 years. Over half of all streets have an average hold under 12 years.



52.5% of all NZ streets have an average hold under 12 years.

Highest-density prospecting zones



SECTION 05

Auckland: A City of Two Speeds

Auckland has 290 suburbs. Development zones in the north and south turn over 3-5x faster than lifestyle and heritage areas in the west. The contrast is stark.

FASTEST TURNOVER

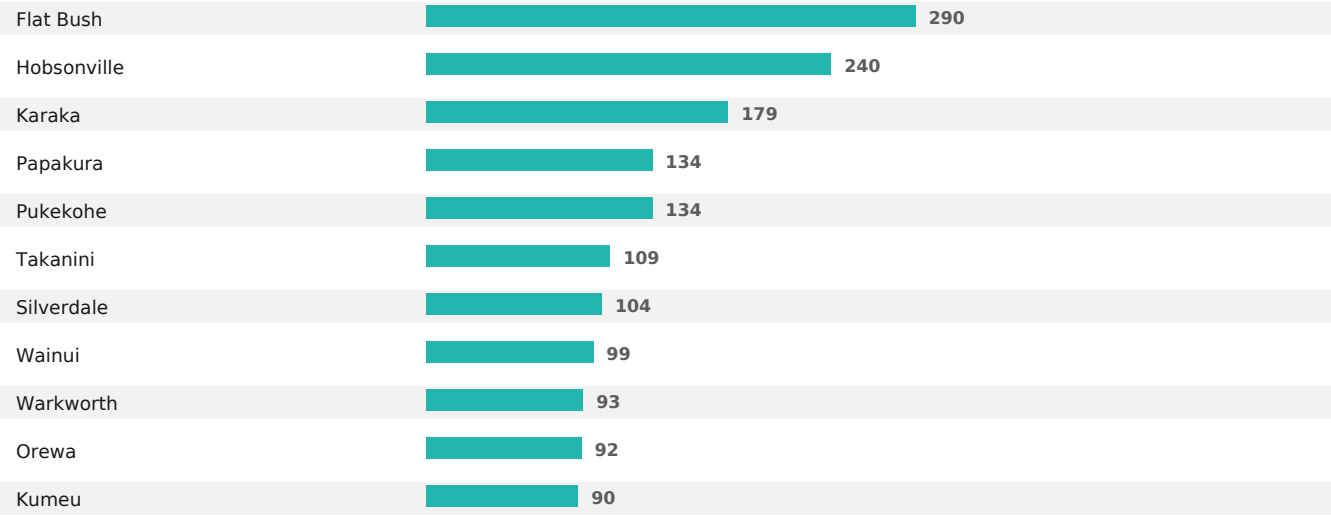
Westgate	4.00 yrs
Karaka	4.20 yrs
Long Bay	4.60 yrs
Hobsonville	4.80 yrs
Kumeu	5.80 yrs
Silverdale	6.40 yrs
Flat Bush	7.90 yrs
Takanini	7.30 yrs
Orewa	8.70 yrs
Drury	9.10 yrs

SLOWEST TURNOVER

Anawhata	59.50 yrs
Western Springs	44.40 yrs
Tahekeroa	39.20 yrs
Te Pua	38.60 yrs
Cornwallis	31.80 yrs
Karekare	30.00 yrs
East Tamaki	29.80 yrs
Port Albert	29.10 yrs
Mangakura	28.30 yrs
Huia	25.50 yrs

New-build corridors (Hobsonville, Karaka, Flat Bush, Westgate) churn fastest. Established lifestyle areas (Anawhata, Piha, Titirangi) hold longest. South and northwest corridors are where the prospecting volume is.

Auckland suburbs with most fast-turnover streets



SECTION 06

Putting This Data to Work

Holding time is a prospecting signal, not just a statistic. Here is how different roles in your agency can use it.

For Agency Owners and Franchise Owners

Use holding time data to make smarter territory decisions. If your office covers suburbs with 15+ year averages, your agents need larger farm areas to generate the same pipeline as a team in a 7-year suburb. Holding time directly affects how many doors an agent needs to knock to fill their funnel. When evaluating new branch locations or franchise territories, compare suburb-level holding times to estimate listing velocity before you commit.

For Branch Managers

Allocate farm areas using data, not seniority. Pair newer agents with high-turnover suburbs where listing opportunities are frequent and the learning cycle is faster. Reserve slower-turnover, higher-value areas for experienced agents who can afford longer nurture cycles. Use suburb holding time as a coaching input: if an agent's farm area turns over every 8 years on average, they should be re-contacting owners who have held for 6+ years.

For Sales Managers

Build prospecting systems around ownership duration. Set team-wide triggers calibrated to each suburb's average, not a single national number. Track how many owners in each agent's farm area are above the local holding average. That is your leading indicator for future listings. Use this data to set realistic KPIs: an agent in Rolleston should be generating more listing conversations per month than one in Dunedin.

SECTION 07

Helpful Tips

Use holding time in your letterbox drops

Replace generic free appraisal offers with data-led messaging. A flyer that says 'The average homeowner in Hobsonville holds for 4.8 years. You have been here for 6. Curious what your home is worth now?' outperforms a generic message every time. Homeowners respond to specificity.

Combine holding time with other signals

Holding time is most powerful when layered with other indicators: recent building consents, withdrawn listings, properties owned by companies or trusts, and upcoming school zone changes. An owner who is above the suburb average and has just lodged a renovation consent is a high-probability prospect.

Create suburb snapshot content for social media

Agents who share suburb-level data on LinkedIn and Facebook position themselves as the local expert. A simple post showing your suburb's average holding time, fastest-turnover streets, and a comparison to the city average generates engagement and enquiries. The data in this report gives you the raw material.

About Relab

Relab is a New Zealand property data and insights platform built for real estate professionals. We provide property data, GIS mapping, comparative market analysis, and prospecting tools to agents, agencies, investors, developers, and mortgage brokers across New Zealand.

Our platform covers 2.5 million New Zealand properties with data sourced from LINZ, REINZ, councils, QV, and other authoritative sources. Agents use Relab to research properties, build CMAs, find comparable sales, and identify prospecting opportunities using 50+ search filters including ownership duration.

Get in touch

We would love to hear from you. Whether you are an individual agent, a branch manager, or an agency owner looking to equip your team with better data, reach out and we will walk you through how Relab can support your business.

www.relab.ai hello@relab.co.nz

METHODOLOGY

Data from Relab national property dataset covering all residential titles in New Zealand. Holding period = time between most recent title transfer and analysis date. Averages are unweighted means. Analysis 2025.