

Oct. 2026

Pukekohe, Pokeno, Tuakau & Surrounds

Rural *Market Report*

barfoot.co.nz/pukekohe

BARFOOT & THOMPSON
LICENSED REAA 2008



Welcome to our

SOLD Pukekohe & Surrounds

Rural Market Report magazine

for October 2026

Our magazine contains the latest available information regarding property sales in the local area along with details of market trends, stats and tips.

Aucklanders continue to have an almost insatiable appetite for property market intelligence, so each month we will share details of the trends in your area. This is just part of our commitment to continue delivering you the highest level of service.

We've been locals for decades so we know the area well. Our goal is to apply this knowledge for you so you're able to make the most of the opportunity that today's and tomorrow's market presents.

Please do not hesitate to contact any of our sales team if you would like more information, we would be delighted to help you with your real estate needs.

Thank you and all the best for the coming month.

Ryan Young and the Pukekohe, Pokeno and Tuakau teams

Pukekohe branch
177 King Street
Pukekohe 2120

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E pukekohe@barfoot.co.nz
barfoot.co.nz/pukekohe

Tuakau branch
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Tuakau 2121

P 09 237 8310
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Pokeno branch
63 Great South Road
Pokeno 2402

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Auckland Property Sales May Have Hit Vendors' Floor Price

Auckland property prices remained steadfast in September even though sales turnover was at its lowest for 5 months.

"For the second consecutive month sale prices did not follow the decline in sales numbers, which at 768 were the second lowest for a month this year," said Peter Thompson, Managing Director, Barfoot & Thompson.

"While first time buyers and investors remained active, the 'mover' market is taking a more 'wait and see' approach as we move closer to the General Election.

"The market will benefit from a more confident view that is likely to develop post the General Election and the country's economic way forward becomes clearer.

"While sales activity is low, prices are remaining constant and vendors may well have reached their floor price.

"The median price in September at $940,000 was 1.1% higher than at this time last year, and 0.6% higher than in 2024. However, sales at 768 were a quarter lower than in 2025 and 22% lower than in 2024. Normally, lower sales lead to prices falling.

"The average sales price is telling the same story that prices are not falling as sales fall but in a different way. In September the average price was $1,074,865 and, while down 2.2% on that for August and down 1.4% on last year's equivalent, for 6 of the 9 months this year the average selling price has exceeded its equivalent 12 months earlier.

"There is no shortage of property for sale.

"We listed 1,769 properties in September, our highest number in 6 months, and it brought our total listings at month end to 6203, our highest number for 5 months.

"Although September ranks as the second lowest month of the year in terms of sales numbers, property selling at above $2 million continued to attract attention with 39 sales in this market segment in the month.

"Property sales in the rural and lifestyle markets to the north, south and west of Auckland enjoyed a modest lift in activity with the arrival of Spring, with sales exceeding $50 million, the highest turnover in these markets for 6 months."



Peter Thompson
Managing Director

BARFOOT & THOMPSON
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Sales Data

Pukekohe & Surrounds (rural)

September 2026

SALE PRICE

Average

$1,598,571

Highest **$3,520,000**
Lowest **$830,000**

MEDIAN

Sale Price

$1,345,000

CV

$1,475,000

Days on market: **90**

TOTAL SALES

Sept 2026	**21**
Sept 2025	**25**
	▼ **16%***

* Total monthly sales **up/down** compared to the same period last year.

BY PRICE BRACKETS

$0 - $500K	**0**
$500 - $750K	**0**
$750K - $1M	**3**
$1M+	**18**

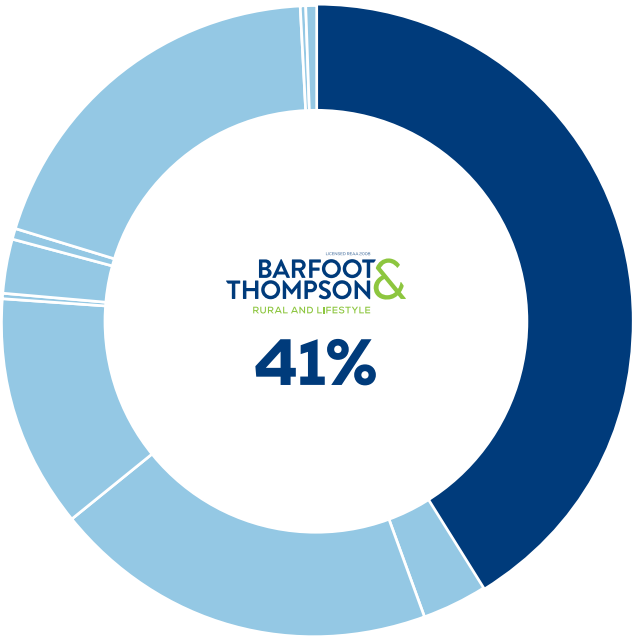
Talk to us about Barfoot & Thompson's number of days on the market for our different sale methods.

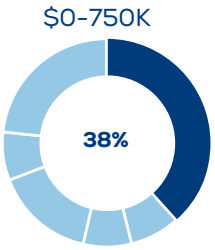
We Do make a difference.

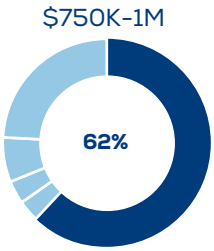
* Bombay, Buckland, Drury, Glenbrook, Hunua, Kaiaua, Kingseat, Mangatangi, Mangatawhiri, Mauku, Mercer, Onewhero, Otaua, Paerata, Patumahoe, Pokeno, Port Waikato, Pukekawa, Pukekohe, Pukekohe East, Puni, Pukekohe, Ramarama, Runciman, Tuakau, Waiau Pa, Waiuku & Whakatiwai.

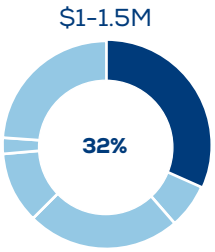
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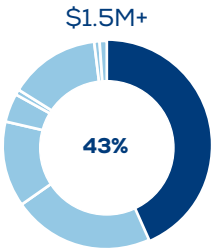
Market *Share and Figures*











Market Leaders

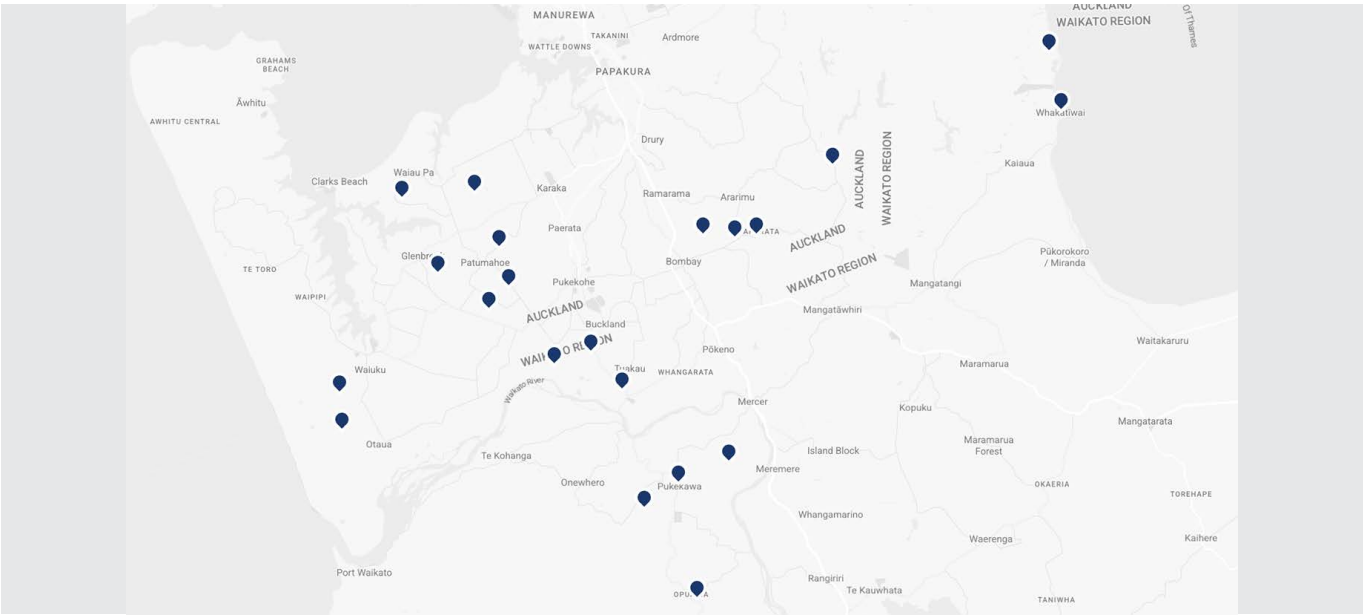
We sell across all price brackets and types of property.
Here's proof why people continue to list and sell with Barfoot & Thompson.

Overall Market Share

Over the last 12 months, Barfoot & Thompson sold far more property in our area than any competitor.

For the period from 1st October 2025 to 30th September 2026, we sold 41% of all rural and lifestyle properties for sale in the local area – that's over 95 sales made by Barfoot & Thompson!

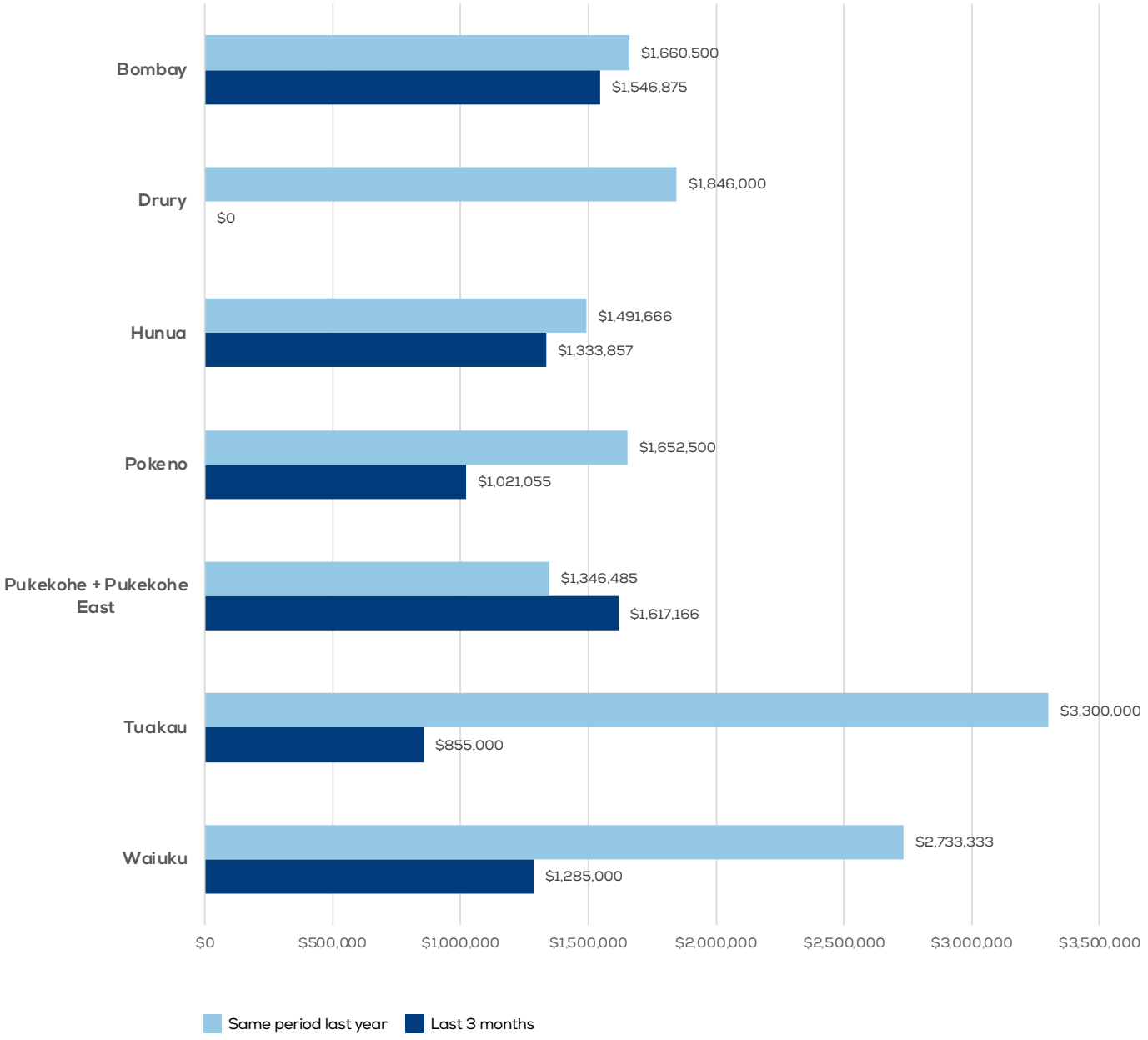
Monthly sales overview in the local area* (*Recent Sales)



*Figures shown on this page include information from multiple sources and published reports of rural sales made by most Real Estate agencies and may include private sales. The area shown includes Bombay, Buckland, Drury, Glenbrook, Hunua, Kaiaua, Kingseat, Mangatangi, Mangatawhiri, Mauku, Mercer, Onewhero, Otaua, Paerata, Patumahoe, Pokeno, Port Waikato, Pukekawa, Pukekohe, Pukekohe East, Puni, Ramarama, Runciman, Tuakau, Waiau Pa, Waiuku & Whakatiwai. Totals are cumulative, baselined on the 13th of each month for the available results made in the previous calendar month. Every reasonable effort has been made to ensure the accuracy of the information. Barfoot and Thompson Limited (REA2008) accepts no responsibility should the contents of this market report prove to be incomplete or incorrect.

Average sale Price

1st July to 30th September 2026
compared to the same period last year.



43%

of properties in the Pukekohe area* sold for $1.5M or more over the last 3 months.

(Pukekohe & Surrounds*, Rural Sales)

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Maximum Exposure Maximum Impact

Top Tips

Why working with Barfoot & Thompson can help sell your home.

When you've decided it's time to sell, Barfoot & Thompson have the network, the local know-how and global reach to ensure your home gets the attention it deserves.

This month we look at some of the tools we use to achieve quality exposure, as well as the power of our team to attract buyers right to your door.



Remember we have more information and a range of marketing tools to help you make the very best choices on our website

barfoot.co.nz/sell/marketing



Designing a Marketing plan

From getting your home onto the right websites, creating dynamic digital content, to signage and print - we have a range of marketing options for you to choose from.

When listing your property, our salespeople will make recommendations that best suit you, the local area and the unique features of your home.

From the moment we start we will be hard at work creating the very best content to showcase your home. From photography, video and floorplans through to publishing and our exclusive interactive media tools - we have the latest technology and platforms ready to maximise the benefits of the campaign we have designed for you.

Our network gets the most buyers through your home. When you choose Barfoot & Thompson we provide maximum exposure from the start. We have over 1,800 salespeople, all with their own network of contacts in their local communities and beyond. Every one of our salespeople have access to your property listing and can search for a suitable 'buyer match' for your home.

Marketing Materials

When marketing your home, first impressions really are everything! Here are some of the main materials we will prepare to showcase your home to the market.

Photography - They say a picture is worth a thousand words. Our listings feature only the best in professional, high resolution photography. The photographers we work with use quality equipment and lighting production techniques to highlight your property's unique selling points.

Video - Professional videos bring your property to life and reach even more prospective buyers. Studies indicate that including video increases the number of enquiries about a property by 400%. Our video packages are affordable and could make a difference to the impact of your campaign.

Floor Plans - Properties with floor plans receive up to 30% more interest than those without a floor plan. *Source - Rightmove, one of the UK's largest property websites.

Online - Global Reach

Digital marketing is no longer new; it's a must have component of every seller's marketing plan, offering amazing reach.

Our technology takes your property to the buyer, wherever they are, whatever device they're using, and in whatever format they prefer. Upgrading your online presence is the most effective way to get your property to the right people at the right time. Featuring your property on key websites increases views, enquiries and activity at open homes, so it is well worth the investment.

We know that most people are searching for their new home online these days. All properties automatically appear on our website, optimised for mobile devices, so your property is easily accessible from anywhere, at any time. Buyers can also be able to find your property on the Barfoot & Thompson app, which offers a full interactive experience with photos and the tools chosen on your package, and easy search options.

All of our listings feature on our website, with over 750,000 visits each month, as well as:

Realestate.co.nz – with a total viewing audience of over 650,000 unique visitors each month

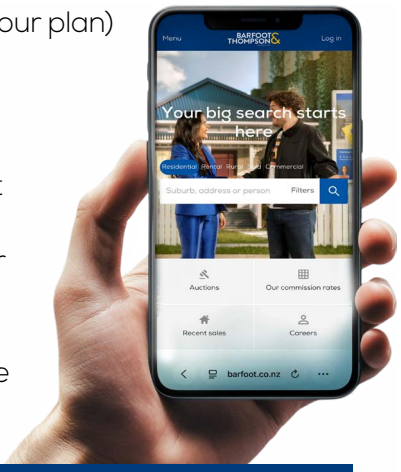
Leadingre.com – a global network of premier real estate firms, which we're honoured to be a member of

Luxuryportfolio.com – featuring homes over NZD$1.8m and with over 3 million unique visitors each year

Nzrealtors.co.nz – showcasing listings from New Zealand's leading real estate agencies Nationwide

Hougarden.com – putting your home in front of the Chinese market

Trademe.co.nz – your home in front of kiwi buyers (request to be included in your plan)



Publications & Print

We publish hundreds of pages of property advertising every week - because it works. Local and national newspapers which buyers often pick up and browse over their morning coffee. Or the property guides that get delivered inside your local and national newspapers. Smaller, more local publications can also work really well. To complement our campaign, your Barfoot agent will source the best quality brochures and signage for your home and each open home will be promoted in the local area with directional signs, flags and flyer drops.

The more buyers can engage with your property online, the better they can imagine it as their home. Check out more tools here: **barfoot.co.nz/sell/marketing/options**

Industry Leaders Barfoot & Thompson has been recognised with the following awards:

Winning big at the 2025–2026 International Property Awards
- Best International Real Estate Agency Over 20 Offices
- Best International Lettings / Rentals Agency
- Best International Real Estate Agency Marketing

It also followed earlier results at the 2025–2026 Asia Pacific International Property Awards, where Barfoot & Thompson secured four Five-Star Awards:
- Best Real Estate Agency Over 20 Offices
- Best Real Estate Agency Single Office (Howick)
- Best Lettings / Rental Agency
- Best Real Estate Agency Marketing

Deloitte Best Managed Companies: Barfoot & Thompson were again recognised as one of the best managed companies in New Zealand in 2024.

Reader's Digest Quality Service Winner 2025.

Real Estate Institute of New Zealand (REINZ) Awards For Excellence
- Residential Property Management Office of the Year - Small - Swanson
- Residential Office of the Year (Sales Volume) - Small - Glendene
- Residential Office of the Year (Sales Volume) - Medium - Millwater
- Residential Office of the Year (Sales Volume) - Large - Howick
- Community Service Award - Large - Barfoot & Thompson
- Agency of the Year (All Disciplines) - Large - Barfoot & Thompson

ILANZ Awards 2024: Our Legal & Compliance team were awarded the 2024 In-house Innovation Award for their innovative use of matter management and reporting software, and for piloting an AI branch enquiry solution.
Find out more about our accolades: barfoot.co.nz/about-us/our-awards

Recent *Sales*

The following pages show a summary of rural sales in Pukekohe & Surrounds* made by all selling agencies during September 2026.

Our sales data includes information submitted by the selling agency and may include some private sales. Where details of a particular sale may not have been able to be fully verified, it may be omitted from our reports.

Please do not hesitate to contact any of our sales team if you would like more information, we would be delighted to help you with your real estate needs.



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Rural Sales



34 Chamberlain Road, Bombay

Sale price $830,000
Land Size 1.21 ha
Bedrooms n/a

CV $1,210,000
Floor size n/a

BARFOOT & THOMPSON



417 Paparata Road, Bombay

Sale price $2,100,000
Land Size 4.04 ha
Bedrooms 8

CV $1,990,000
Floor size 239

Other Agency Sale



585 Paparata Road, Bombay

Sale price $1,600,000
Land Size 1.20 ha
Bedrooms 5

CV $2,150,000
Floor size 347

BARFOOT & THOMPSON



25A Parker Lane, Buckland

Sale price $1,345,000
Land Size 3.44 ha
Bedrooms 4

CV $1,500,000
Floor size 205

Other Agency Sale



1 Bushmere Drive, Hunua

Sale price $1,330,000
Land Size 2.03 ha
Bedrooms 3

CV $1,575,000
Floor size 245

Other Agency Sale



56B Taylor Road, Kingseat

Sale price $1,550,000
Land Size 0.62 ha
Bedrooms 4

CV $1,475,000
Floor size 230

BARFOOT & THOMPSON



8 Martyn Wright Road, Mauku

Sale price $1,256,000
Land Size 0.59 ha
Bedrooms 4

CV $1,340,000
Floor size 190

Other Agency Sale



606C Waiuku Road, Mauku

Sale price $2,840,000
Land Size 6.71 ha
Bedrooms 4

CV $2,860,000
Floor size 610

BARFOOT & THOMPSON



350 Bothwell Park Road, Otaua

Sale price $1,050,000
Land Size 3.32 ha
Bedrooms 4

CV $1,500,000
Floor size 160

BARFOOT & THOMPSON



199 Smith Road, Otaua

Sale price $1,370,000
Land Size 3.32 ha
Bedrooms 3

CV $1,360,000
Floor size 192

BARFOOT & THOMPSON



280 Hunter Road, Patumahoe

Sale price $2,850,000
Land Size 5.69 ha
Bedrooms 5

CV $2,350,000
Floor size 325

Other Agency Sale



499 Clark And Denize Road, Pukekawa

Sale price $1,421,000
Land Size 1.43 ha
Bedrooms 6

CV $1,210,000
Floor size 216

Other Agency Sale



714 Highway 22, Pukekawa

Sale price $1,135,000
Land Size 4.06 ha
Bedrooms 3

CV $1,200,000
Floor size 140

Other Agency Sale



1785 Highway 22, Pukekawa

Sale price $865,000
Land Size 1 ha
Bedrooms 4

CV $840,000
Floor size 120

Other Agency Sale



224 Logan Road, Pukekawa

Sale price $1,075,000
Land Size 1.10 ha
Bedrooms 3

CV $674,000
Floor size 260

BARFOOT & THOMPSON



237 Cameron Town Road, Pukekohe

Sale price $2,150,000
Land Size 0.52 ha
Bedrooms 4

CV $1,510,000
Floor size 250

Other Agency Sale



284 Patumahoe Road, Pukekohe

Sale price $2,048,000
Land Size 3.39 ha
Bedrooms 5

CV $2,200,000
Floor size 378

Other Agency Sale



5 Dromgools Road, Tuakau

Sale price $1,160,000
Land Size 0.31 ha
Bedrooms 4

CV $990,000
Floor size 250

BARFOOT & THOMPSON



404 Waiau Pa Road, Waiau Pa

Sale price $3,520,000
Land Size 12.83 ha
Bedrooms 4

CV $3,520,000
Floor size 440

BARFOOT & THOMPSON



9 Mylindas Road, Whakatiwai

Sale price $885,000
Land Size 0.18 ha
Bedrooms 4

CV $960,000
Floor size 222

BARFOOT & THOMPSON



67 Pukekereru Lane, Whakatiwai

Sale price $1,190,000
Land Size 5.06 ha
Bedrooms 2

CV $950,000
Floor size n/a

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Looking for a home? Get a *First Look.*

House hunting can take over your weekend. The endless scrolling through listings, making enquiries and going from one open home to the next. First Look can help with that.

Every day, our network of 88 branches and more than 1,800 salespeople help bring new properties to market. With First Look, you'll be able to see selected properties earlier.

The way it works is simple. Register for free, tell us what you're after and save your preferred location, price range and property features. We'll email you when a property matches your search. Then you have the chance to enquire, arrange a viewing or make an offer.

SCAN TO SIGN UP OR LEARN MORE AT BARFOOT.CO.NZ/FIRSTLOOK

First Look | BARFOOT & THOMPSON

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