

Quarter 1 Performance


Village Guide experienced a strong Q1 performance with growing enquiries and email audience, providing strong value for clients by connecting them with an increasing number of potential residents.

Qtr 1 enquiries by region

Total enquiries	
National	2,513
Northland	64
Auckland	765
Waikato	331
Bay of Plenty	333
Gisborne & Hawke's Bay	100
Manawatu & Whanganui	56
Wellington	267
Nelson, Tasman & Marlborough	86
Canterbury	437
Otago & Southland	100

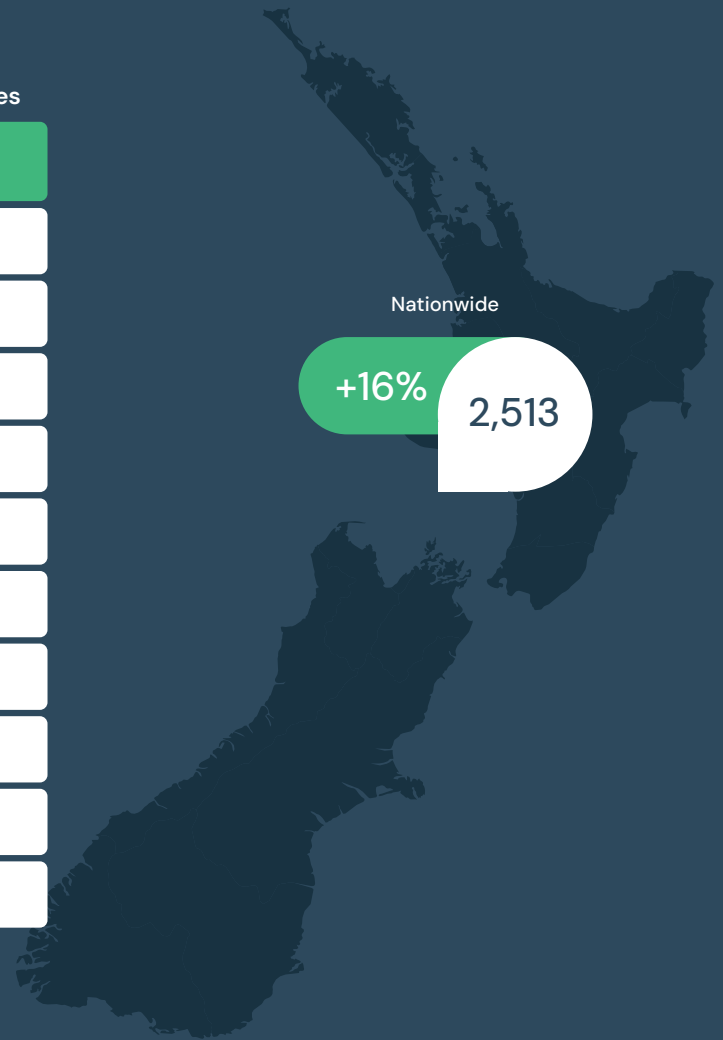
Village Guide email performance

Campaign	Open rate	Click to open rate	Click rate
Homes for sale Boost	29.7%	12.82%	3.76%
Retirement village Boost	31.06%	13.39%	5.34%
Open Days	29.49%	8.18%	2.58%
Custom	32.71%	10.92%	4.19%
Total	30.68%	11.33%	3.96%



8,520
Total subscribers

+46%
Q1'24 vs Q1'23



Homes promoted on Village Guide



413
Total active listings

186
New listings added

+35%
Q1'23

76
Homes sold or under contract.