



Farm Land Advertising

Information Sheet

Anyone selling farm land must ensure it is offered for sale to New Zealanders on the open market before entering into an agreement with an overseas buyer.

Advertising requirements

Farm land for sale must be advertised in a way that meets or exceeds the requirements below before an agreement can be entered into with an overseas person.

Two types of advertising are required, with advertisements given the usual level of prominence.

- **Online** – the land must be advertised for at least 30 working days on a website that is generally used for advertising real estate for sale.
- **Print** – the land must be advertised in at least one edition of the property section of a local newspaper, or a local real estate publication.

The advertising must have been published within the 12 months before applying for consent.

Exemptions from requirements

Class exemptions from the advertising requirements apply automatically to certain types of transaction.

A discretionary exemption may also be available in limited circumstances.

At a glance



Farm land for sale

Farm land for sale must be advertised so New Zealanders can consider buying it before entering into an agreement with an overseas investor.



How to advertise

Farmland must be advertised in at least one edition of a print publication and online for at least 30 working days.



More information

More information is available online:
linz.govt.nz/overseas-investment

About the Overseas Investment Office

The Overseas Investment Office, part of Toitū Te Whenua Land Information New Zealand, regulates access to New Zealand's land, residential properties and significant business assets by overseas investors, and makes decisions on overseas investment applications. It administers and applies the Overseas Investment Act. Its work contributes to more homes and jobs for New Zealanders, thriving companies and industries, protection of the places Kiwis treasure, and greater access to them.

