

CASE STUDY

SOLD

— USING —



openn
negotiation

**13 Anglers Road,
CAPE PATERSON**

★★★
INVERLOCH
ESTABLISHED 1996

@realty

PROPERTY CASE STUDY

This classic Cape Paterson beach house was appraised by other agents between \$520K - \$550k. Based on the current market demand it required a targeted campaign approach to reach the right buyer and secure the best possible result for the owner. We created a custom property website - www.13anglers.com and generated buzz and anticipation through the Inverloch3996.com audience, and also created over 45 different ads across Google, Facebook and Instagram - This delivered 19 private inspections and 6 qualified buyers to the Openn Negotiation and an amazing final price of **\$707,000** for the happy owner in just 9 days!

PROPERTY FEATURES



3



1



1

LAND
547 sqm

ENQUIRIES

247

OFFERS MADE

31

SOLD PRICE

\$707,000

GROUPS OF INSPECTIONS

19

SOCIAL VIEWS

96,210

WEBSITE CLICKS

5,710

SALES METHOD

Openn Negotiation

DAYS ON MARKET

9

MARKETING BUDGET

\$855.00

ADVERTISING

3996 Social Media Campaign, Open Negotiation, Real Estate Portals, Agency Website ,3996 Database



PROPERTY SNAPSHOT



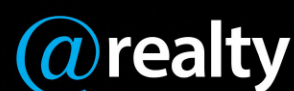
What an Amazing Experience

"Thankyou Leo, what an amazing experience. Your professionalism and commitment to obtaining nothing but the best result has been outstanding. Your initial visit to the house and explanation of how the process works won us over immediately. You were so helpful and patient throughout. Your photographic skills were amazing and the house looked nothing short of stunning as a result. We were constantly involved and aware of all offers throughout and the final bidding process was an exciting and unique experience. We are so grateful to yourself, the process of Openn Negotiation and to Inverloch3996 @realty Pty Ltd. Many thanks."

Linden Franke

Vendor

**PROPERTY OWNER
TESTIMONIAL**





PROPERTY - 112 Anglers Road, Cape Paterson
DAYS ON MARKET - 1
BED - 3 Bed - 1 Bath - 1 Car
LAND SIZE - 511sqm
SALE PRICE - \$665,000
AGENCY - PBE Real Estate Wonthaggi



PROPERTY - 109 Seaward Drive, Cape Paterson
ORIGINAL PRICE - \$475,000
BED - 2 Bed - 1 Bath - 1 Car
LAND SIZE - 515 sqm
SALE PRICE - \$450,000
AGENCY - Alex Scott & Staff Wonthaggi



PROPERTY - 14 Anchor Parade, Cape Paterson
DAYS ON MARKET - 21
BED - 4 Bed - 2 Bath - 1 Car
LAND SIZE - 494 sqm
SALE PRICE - \$652,500
AGENCY - PBE Real Estate Wonthaggi



PROPERTY - 47 Seaward Drive, Cape Paterson
ORIGINAL PRICE - \$649,000
BED - 3 Bed - 1 Bath - 1 Car
LAND SIZE - 506 sqm
SALE PRICE - \$622,000
AGENCY - PBE Real Estate Wonthaggi

COMPARABLE SALES

SOLD
VIA



**13 Anglers Road, Cape Paterson VIC 3995,
Australia**



	Sale price	\$707,000
	Qualified bidders	6
	Bids	31
	Days on market	9
	Final bidding stage date	08-06-2021 06:00 PM
	Final bidding stage duration	15:34
	Interested	4

Your Certified Openn Negotiation Agent is



Leo Edwards

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INVERLOCH
3996

@realty

OPENN NEGOTIATION BIDDING TIMELINE

UNDER OFFER !

\$707,000	8961	(2021-06-08 06:03 PM)
\$704,000	4960	(2021-06-08 06:03 PM)
\$701,000	8961	(2021-06-08 06:03 PM)
\$698,000	4960	(2021-06-08 06:02 PM)
\$695,000	8961	(2021-06-08 06:02 PM)
\$692,000	4960	(2021-06-08 06:02 PM)
\$689,000	8961	(2021-06-08 06:02 PM)
\$686,000	4960	(2021-06-08 06:02 PM)
\$683,000	8961	(2021-06-08 06:01 PM)
\$680,000	4960	(2021-06-08 06:01 PM)
\$677,000	8961	(2021-06-08 06:01 PM)
\$674,000	4960	(2021-06-08 06:01 PM)
\$671,000	8961	(2021-06-08 06:00 PM)
\$668,000	4960	(2021-06-08 06:00 PM)
\$665,000	8961	(2021-06-08 06:00 PM)
\$662,000	4960	(2021-06-08 06:00 PM)
\$659,000	8961	(2021-06-08 06:00 PM)

FINAL BIDDING STAGE STARTS

\$656,000	4960	(2021-06-08 05:59 PM)
\$653,000	8961	(2021-06-08 05:59 PM)
\$650,000	5840	(2021-06-08 05:34 PM)
\$640,000	8961	(2021-06-06 11:35 AM)

RESERVE MET

\$635,000	5840	(2021-06-06 11:03 AM)
\$630,000	8961	(2021-06-05 02:50 PM)
\$625,000	4960	(2021-06-05 02:49 PM)
\$620,000	8961	(2021-06-05 02:44 PM)
\$610,000	2790	(2021-06-05 02:37 PM)
\$605,000	8961	(2021-06-05 01:12 PM)
\$595,000	5840	(2021-06-05 12:01 PM)
\$590,000	8961	(2021-06-04 08:06 PM)
\$520,000	5769	(2021-06-04 05:28 PM)
\$515,000	4204	(2021-06-04 03:39 PM)



BIDDING STARTS

Timezone: Australia/Melbourne