

PROPERTY CASE STUDY

This newly renovated Cape Woolamai beach house complete with garden studio required a targeted marketing approach to reach the right buyer and secure the best possible result for the owner. We created a custom property website www.35pinedale.com and generated buzz and anticipation through the Inverloch3996.com audience, and also created over 27 differenct ads across Google, Facebook and Instagram - driving 8,786 clicks through to the property website in the first week. This delivered 35 private inspections and 8 qualified buyers to the Openn Negotiation and an amazing final price of \$782,000 for the happy owner in just 13 days!

PROPERTY FEATURES









LAND 645 sqm

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ENQUIRIES OFFERS MADE

144 32

SOLD PRICE GROUPS OF INSPECTIONS

\$782,000 35

SOCIAL VIEWS WEBSITE CLICKS

110,079 8,786

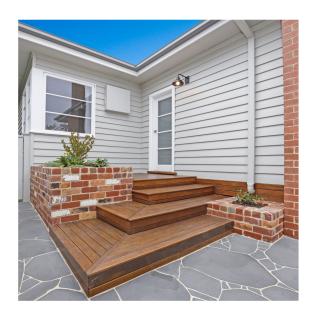
SALES METHOD DAYS ON MARKET

Openn Negotiation 13

MARKETING BUDGET ADVERTISING

\$1,305 3996 Social Media Campaign,

Photo Signboard, Real Estate Portals, Agency Website, Database







PROPERTYSNAPSHOT

99

An Amazing Marketing Campaign

Leo promptly put together a huge marketing campaign to sell our house. His photography and presentation were outstanding. Within days of signing up with Leo our house was live on the web with an amazing presentation. He achieved a huge amount of interest through social media advertisement and also through the usual real estate sites. He even set up our own web site for the house! We were away on holiday while our house was sold online, and this was just over a week of being listed. Leo worked hard to get the interest we needed to sell through Openn negotiation within such a short time frame. We are very happy with the result. Thanks Leo

Rebecca Spake & Sebastien Koplick

Vendors

PROPERTY OWNERTESTIMONIAL





PROPERTY - 52 Tampa Road, Cape Woolamai ORIGINAL PRICE - \$795,000 BED - 3 Bed - 2 Bath - 2 CAR LAND SIZE - 590sqm SALE PRICE - \$770,000 AGENCY - O'Brien Real Estate - Judith Wright



PROPERTY - 27-29 Phillip Island Rd, Cape Woolamai ORIGINAL PRICE - \$790,000 BED - 3 Bed - 1 Bath - 6 Car LAND SIZE - 1179 sqm SALE PRICE - \$710,000 AGENCY - Anderson Property Specialists



PROPERTY - 58 Woolamai Beach Rd, Cape Woolamai ORIGINAL PRICE - Auction BED - 3 Bed - 1 Bath - 2 Car LAND SIZE - 681 sqm SALE PRICE - \$573,000 AGENCY - Ray White Phillips Island



PROPERTY - 27 Kendall Avenue, Cape Woolamai ORIGINAL PRICE - \$609,000 BED - 3 Bed - 2 Bath - 2 Car LAND SIZE - 544 sqm SALE PRICE - \$593,000 AGENCY - First National - Phillip Island

COMPARABLE SALES





	Sale price	\$782,000
88	Qualified bidders	8
	Bids	32
	Days on market	13
	Final bidding stage date	05-04-2021 06:00 PM
(- o)	Final bidding stage duration	31:47
	Observers	6

Your Certified Openn Negotiation Agent is



Leo Edwards

Inverloch 3996 @realty

% + 61 472523445

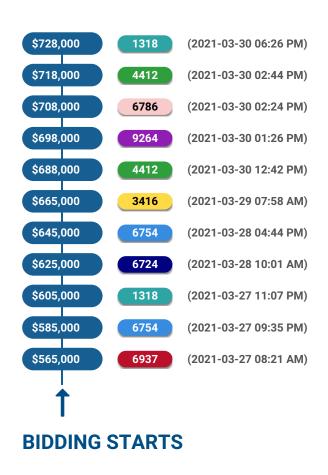
thttp://www.inverlochatrealty.com.au/

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OPENN NEGOTIATION BIDDING TIMELINE





Timezone: Australia/Melbourne