

CASE STUDY

SOLD

— USING —



openn
negotiation

**35 Pinedale Avenue,
CAPE WOOLAMAI**

INVERLOCH
1996

@realty

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 differernt 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


3


2


2

LAND
645 sqm

ENQUIRIES

144

OFFERS MADE

32

SOLD PRICE

\$782,000

GROUPS OF INSPECTIONS

35

SOCIAL VIEWS

110,079

WEBSITE CLICKS

8,786

SALES METHOD

Openn Negotiation

DAYS ON MARKET

13

MARKETING BUDGET

\$1,305

ADVERTISING

3996 Social Media Campaign,
Photo Signboard, Real Estate
Portals, Agency Website, Database



PROPERTY SNAPSHOT



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 OWNER
TESTIMONIAL





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**

SOLD
VIA



**35 Pinedale Avenue, Cape Woolamai VIC
3925, Australia**



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

Your Certified Openn Negotiation Agent is

Leo Edwards

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INVERLOCH
3996

@realty

OPENN NEGOTIATION BIDDING TIMELINE

SOLD !

\$782,000	4412	(2021-04-05 06:27 PM)
\$781,000	1318	(2021-04-05 06:27 PM)
\$780,000	4412	(2021-04-05 06:26 PM)
\$779,000	1318	(2021-04-05 06:24 PM)
\$778,000	4412	(2021-04-05 06:24 PM)
\$777,000	1318	(2021-04-05 06:23 PM)
\$776,000	4412	(2021-04-05 06:23 PM)
\$775,000	1318	(2021-04-05 06:22 PM)

RESERVE MET

\$771,000	4412	(2021-04-05 06:20 PM)
\$770,000	1318	(2021-04-05 06:20 PM)
\$766,000	4412	(2021-04-05 06:19 PM)
\$765,000	1318	(2021-04-05 06:19 PM)
\$761,000	4412	(2021-04-05 06:18 PM)
\$760,000	1318	(2021-04-05 06:18 PM)
\$758,500	4412	(2021-04-05 06:17 PM)
\$757,500	3416	(2021-04-05 06:17 PM)
\$756,500	4412	(2021-04-05 06:12 PM)
\$755,000	1318	(2021-04-05 06:10 PM)
\$749,500	4412	(2021-04-05 06:10 PM)

FINAL BIDDING STAGE STARTS

\$748,000	1318	(2021-04-01 02:35 PM)
\$738,000	9264	(2021-03-30 07:39 PM)

\$728,000	1318	(2021-03-30 06:26 PM)
\$718,000	4412	(2021-03-30 02:44 PM)
\$708,000	6786	(2021-03-30 02:24 PM)
\$698,000	9264	(2021-03-30 01:26 PM)
\$688,000	4412	(2021-03-30 12:42 PM)
\$665,000	3416	(2021-03-29 07:58 AM)
\$645,000	6754	(2021-03-28 04:44 PM)
\$625,000	6724	(2021-03-28 10:01 AM)
\$605,000	1318	(2021-03-27 11:07 PM)
\$585,000	6754	(2021-03-27 09:35 PM)
\$565,000	6937	(2021-03-27 08:21 AM)

BIDDING STARTS

Timezone: Australia/Melbourne