355 One Chain Rd,
Kardella

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PROPERTY CASE STUDY

This very special rural property was listed with three other real estate agencies for over a year without managing to find a buyer. After being referred the sellers approached us to get them sold. A comprehensive and extremely targeted marketing plan was put into place with a focus on google , Instagram and Facebook. Over 30 different ad formats were created to appeal to the identified buyer segments using the extensive Inverloch3996.com database, resulting in renewed interest in the property, multiple enquiries inspections and 2 offers, the final offer for the sellers asking price of $1,250,000.

PROPERTY FEATURES

🛏	🛁	🚗	**LAND**
5	**5**	**4**	22 Acres

ENQUIRIES	OFFERS MADE
31	2

SOLD PRICE	GROUPS OF INSPECTIONS
$1,250,000	19

SOCIAL VIEWS	WEBSITE CLICKS
117,644	11,236

SALES METHOD	SALES DATE
Private Treaty	July 2020

MARKETING BUDGET	ADVERTISING
$1,,670	3996 Social Media Campaign, Photo Signboard, Real Estate Portals, Agency Website, Database

PROPERTY
SNAPSHOT

Passionate and knowledgeable

Leo displayed enthusiasm, professionalism and an eye for detail. In extraordinary times he continued to promote, gather interest and sell our very special property for our asking price.

Henk & Penny Wolswinkel
355 One Chain Road

PROPERTY - 200 Barnes Rd, Kardella South
ORIGINAL PRICE - $749,000
BED - 2 Bed - 1 Bath - 4 CAR
LAND SIZE - 16.4 Acres
SALE PRICE - $700,000
AGENCY - Elders Real Estate - Leongatha

PROPERTY - 310 One Chain Rd, Kardella
ORIGINAL PRICE - $599,000
BED - 3 Bed - 1 Bath - 2 Car
LAND SIZE - 18.1 Acres
SALE PRICE - $590,000
AGENCY - Elders Real Estate - Leongatha

PROPERTY - 405 Barnes Road, Kardella
ORIGINAL PRICE - $1,450,000
BED - 4 Bed - 2 Bath - 6 Car
LAND SIZE - 44.8 Acres
SALE PRICE - $1,250,000
AGENCY - Nutrien Harcourts - Leongatha

PROPERTY - 8795 South Gippsland Highway
ORIGINAL PRICE - $1,200,000
BED - 4 Bed - 1 Bath - 4 Car
LAND SIZE - 16.6 Acres
SALE PRICE - $1,100,000
AGENCY - Stockdale & Leggo Leongatha

COMPARABLE
SALES

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