

CASE
STUDY

36 Anglers

CAPE PATERSON

SOLD

— USING —



openn
negotiation

**36 Anglers Road,
CAPE PATERSON**

INVERLOCH
REALTY

@realty

PROPERTY CASE STUDY

This well renovated but compact Cape Paterson beach house ticked the boxes for a lot of buyers and sparked huge interest online from the campaign created. We built a custom property website - www.36anglers.com and generated buzz and anticipation through the Inverloch3996.com audience, and also created over 35 different ads across Google, Facebook and Instagram - This delivered 37 inspections and 12 qualified buyers to the Openn Negotiation and an great final price of \$785,250 (\$10,250 over reserve) for the happy owners in just 9 days!

PROPERTY FEATURES



3



2



2

LAND
518 sqm

ENQUIRIES

204

OFFERS MADE

31

SOLD PRICE

\$836,000

INSPECTIONS

37

SOCIAL VIEWS

87,417

WEBSITE CLICKS

3,331

SALES METHOD

Openn Negotiation

DAYS ON MARKET

9

MARKETING BUDGET

\$1,010

ADVERTISING

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



PROPERTY SNAPSHOT



Very Efficient & Professional Intensive Campaign- Quick Result

"We recommend Leo at Inverloch3996 @realty for his great service, support and intensive campaign selling our house. We had a quick result, Leo was a pleasure to deal with and a great communicator."

Verified by RateMyAgent."

Phil & Kay Rennie

Vendors

**PROPERTY OWNER
TESTIMONIAL**





PROPERTY - 17 Anglers Road, Cape Paterson
DAYS ON MARKET - 16
BED - 2 Bed - 1 Bath - 1 Car
LAND SIZE - 543 sqm
SALE PRICE - \$647,500
AGENCY - PBE Real Estate



PROPERTY - 112 Anglers Road, Cape Paterson
DAYS ON MARKET - 1
BED - 3 Bed - 1 Bath - 1 Car
LAND SIZE - 519 sqm
SALE PRICE - \$665,000
AGENCY - PBE Real Estate



PROPERTY - 14 Anchor Parade, Cape Paterson
DAYS ON MARKET - 15
BED - 4 Bed - 2 Bath - 1 Car
LAND SIZE - 494 sqm
SALE PRICE - \$652,500
AGENCY - PBE Real Estate



PROPERTY - 107 Seaward Drive, Cape Paterson
DAYS ON MARKET - 24
BED - 3 Bed - 1 Bath - 2 Car
LAND SIZE - 508 sqm
SALE PRICE - \$600,000
AGENCY - South Coast First National

COMPARABLE SALES

INVERLOCH
3996

@realty

SOLD
VIA



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

36 Anglers

CAPE PATERSON

	Sale price	\$785,250
	Qualified bidders	12
	Bids	31
	Days on market	13
	Final bidding stage date	26-06-2021 06:00 PM
	Final bidding stage duration	42:02
	Interested	6

Your Certified Openn Negotiation Agent is

Leo Edwards

Inverloch 3996 @realty

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INVERLOCH
3996

@realty

OPENN NEGOTIATION BIDDING TIMELINE

SOLD !

\$785,250	8137	(2021-06-26 06:40 PM)
\$785,000	6749	(2021-06-26 06:38 PM)
\$784,000	8137	(2021-06-26 06:38 PM)
\$783,000	6749	(2021-06-26 06:36 PM)
\$781,000	8137	(2021-06-26 06:30 PM)
\$779,500	6749	(2021-06-26 06:28 PM)
\$778,000	8137	(2021-06-26 06:26 PM)
\$776,500	6749	(2021-06-26 06:25 PM)

RESERVE MET

\$775,000	8137	(2021-06-26 06:18 PM)
\$772,500	9731	(2021-06-26 06:16 PM)
\$770,000	8137	(2021-06-26 06:10 PM)
\$760,000	6749	(2021-06-26 06:08 PM)
\$750,000	8137	(2021-06-26 06:07 PM)
\$740,000	6749	(2021-06-26 06:06 PM)
\$730,000	8137	(2021-06-26 06:04 PM)

FINAL BIDDING STAGE STARTS

\$720,000	6749	(2021-06-25 05:36 PM)
\$710,000	5876	(2021-06-23 10:19 AM)
\$700,000	8137	(2021-06-21 08:27 PM)
\$690,000	6871	(2021-06-21 12:00 PM)
\$680,000	5876	(2021-06-21 09:36 AM)
\$670,000	6143	(2021-06-20 09:12 AM)

\$660,000	5876	(2021-06-19 03:43 PM)
\$650,000	6143	(2021-06-19 03:30 PM)
\$640,000	4638	(2021-06-19 02:20 PM)
\$630,000	3204	(2021-06-19 01:58 PM)
\$620,000	9731	(2021-06-19 01:58 PM)
\$610,000	5876	(2021-06-18 06:56 PM)
\$600,000	4362	(2021-06-18 02:19 PM)
\$570,000	3792	(2021-06-18 09:46 AM)
\$560,000	9392	(2021-06-16 11:57 AM)
\$550,000	7339	(2021-06-15 07:51 PM) WD 2021-06-20 05:58 PM



BIDDING STARTS

Timezone: Australia/Melbourne