

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









LAND 518 sqm

ENQUIRIES

OFFERS MADE

204 31

SOLD PRICE INSPECTIONS

\$836,000 37

SOCIAL VIEWS WEBSITE CLICKS

87,417 3,331

SALES METHOD DAYS ON MARKET

Openn Negotiation

MARKETING BUDGET ADVERTISING

\$1,010 3996 Social Media Campaign,

Openn Negotiation, Real Estate Portals, Agency Website, 3996

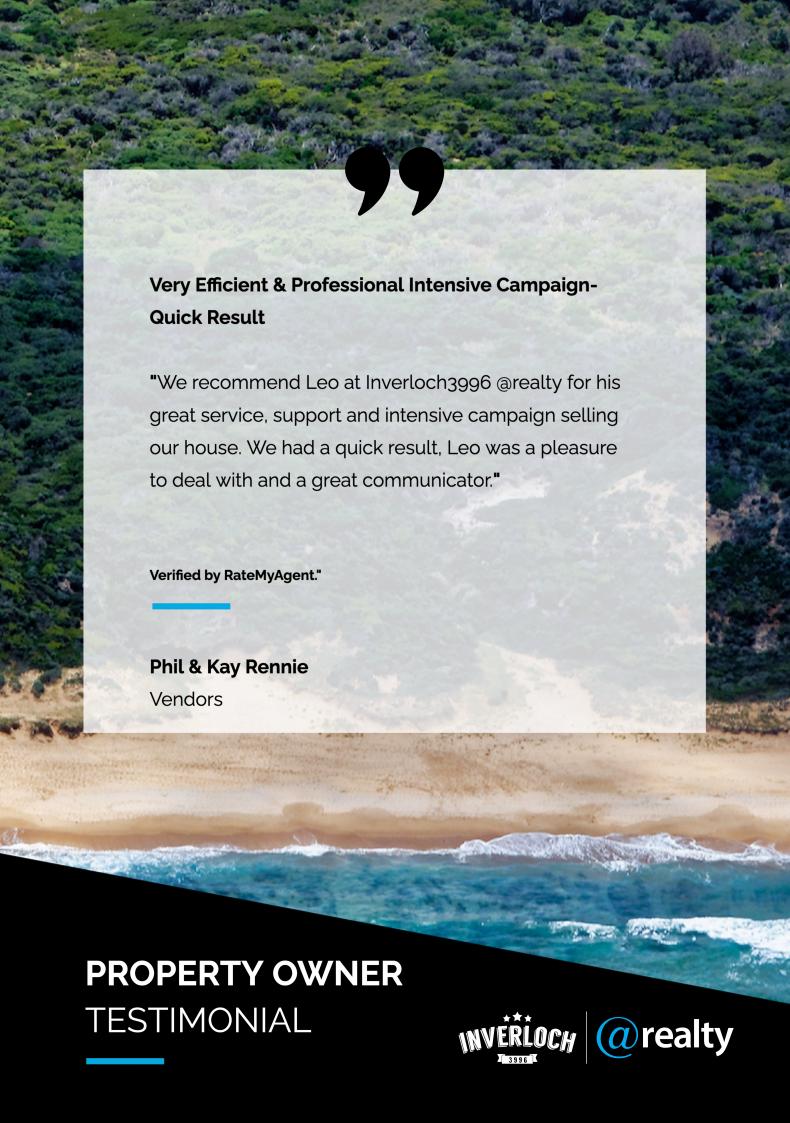
Database







PROPERTY SNAPSHOT





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

COMPARABLESALES





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

Your Certified Openn Negotiation Agent is



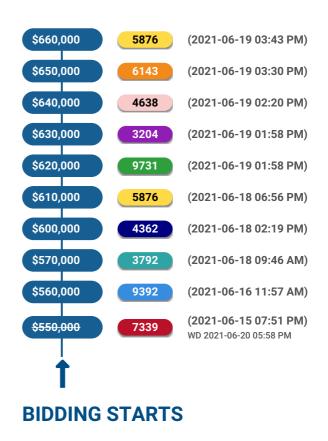
Leo Edwards

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OPENN NEGOTIATION BIDDING TIMELINE





Timezone: Australia/Melbourne