



CASE
STUDY

**5300 Bass Highway,
WONTHAGGI**

PROPERTY CASE STUDY

This property was appraised by other agents at \$850,000 as it was a Wonthaggi post code of 3995 rather than 3996. The owners however wanted to try and achieve a much higher price. To help them to achieve their dream price we digitally staged the property to show of the potential of the unique spaces to the ideal buyers and created over 30 digital ads with targeting to the demographics we knew that this property would appeal to. This resulted in 83 Enquiries, 57 inspections and 6 offers during the campaign achieving an asking price sale.

PROPERTY FEATURES



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LAND
12 Acres

ENQUIRIES

83

OFFERS MADE

6

SOLD PRICE

\$1,175,000

GROUPS OF INSPECTIONS

57

SOCIAL VIEWS

123,455

WEBSITE CLICKS

12,403

SALES METHOD

Private Treaty

SALES DATE

June 2020

MARKETING BUDGET

\$1,670

ADVERTISING

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



PROPERTY SNAPSHOT



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Passionate & Authentic

Leo's extensive knowledge and marketing campaign ensured our property had reach and interest immediately. The photos and advertising for our home were truly beautiful. Leo is passionate, authentic and leading the way with his digital agency - thank you Leo

Lizzy Yates & Charlie Walder
5300 Bass Highway

PROPERTY OWNER
TESTIMONIAL

INVERLOCH
1996

@realty



PROPERTY - 250 Boundry Road, Wonthaggi
ORIGINAL PRICE - \$944,000
BED - 4 Bed - 2 Bath - 4 CAR
LAND SIZE - 39.5 Acres
SALE PRICE - \$750,000
AGENCY - Elders Real Estate - Leongatha



PROPERTY - 20 Bambrook Road
ORIGINAL PRICE - \$1,125,000
BED - 3 Bed - 1 Bath - 2 Car
LAND SIZE - 10 Acres
SALE PRICE - \$1,050,000
AGENCY - Stockdale & Leggo Inverloch



PROPERTY - 10 Bambrook Road, Inverloch
ORIGINAL PRICE - \$1,050,000
BED - 4 Bed - 3 Bath - 2 Car
LAND SIZE - 10 Acres
SALE PRICE - \$925,000
AGENCY - Lewis Stone Real Estate - Inverloch



PROPERTY - 33 Leggetts Lane, Inverloch
ORIGINAL PRICE - \$1,475,000
BED - 4 Bed - 2 Bath - 2 Car
LAND SIZE - 11 Acres
SALE PRICE - \$1,015,000
AGENCY - Alex Scott & Staff - Inverloch

COMPARABLE SALES