

## PROPERTY CASE STUDY

Previously listed by Alex Scott then consequently LJ Hooker the property had been on the the market for over a year without finding a buyer. We had the added challenge of the recent sale of a neighbouring property of a similar size and age that had it's price reduced by over \$400,000 by the agent to secure a sale.

A targeted digital campaign to specific Melbourne suburbs with over 30 ad formats was created to drive traffic and ultimately the buyer to a bespoke property website.

## PROPERTY FEATURES







LAND 10 Acres

4

2

ENQUIRIES OFFERS MADE

89 12

SOLD PRICE GROUPS OF INSPECTIONS

\$1,405,000 31

SOCIAL VIEWS WEBSITE CLICKS

147.327 17.644

SALES METHOD SALES DATE

Openn Negotiation November 2020

MARKETING BUDGET ADVERTISING

\$1,670 3996 Social Media Campaign,

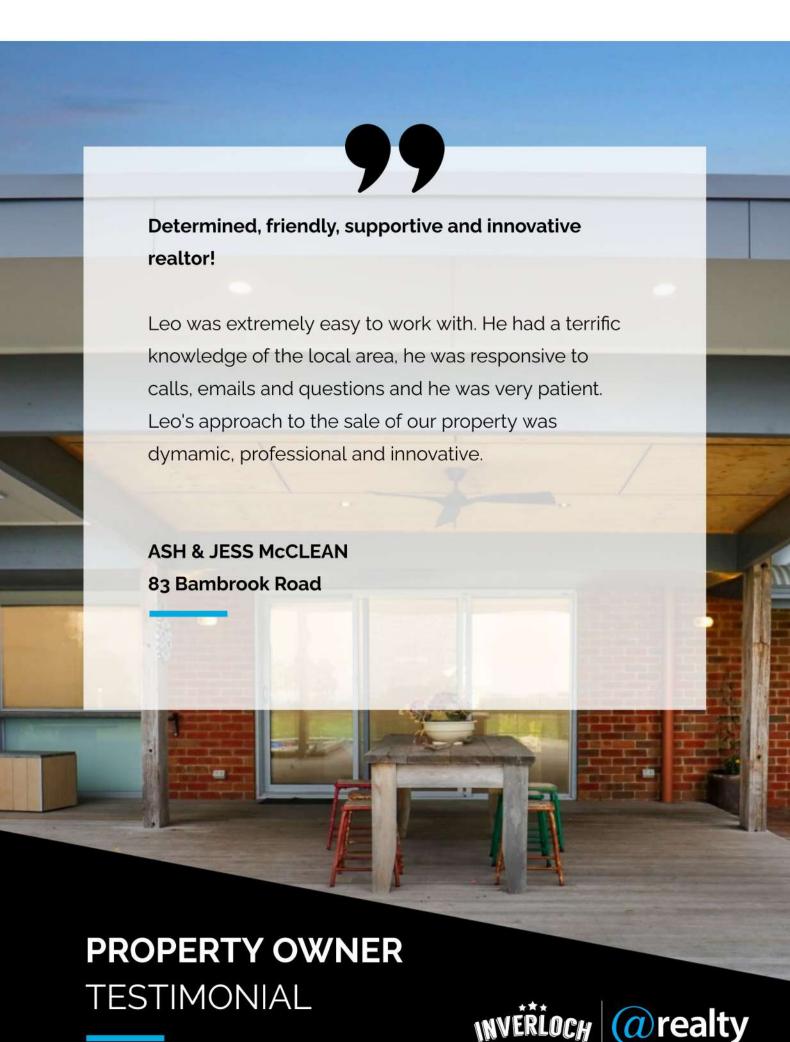
Photo Signboard, Real Estate Portals, Agency Website, Database







## **PROPERTY**SNAPSHOT





PROPERTY - 33 Leggetts Lane, Inverloch ORIGINAL PRICE - \$1,475,000 BED - 4 Bed - 2 Bath - 2 CAR LAND SIZE - 11.3 Acres SALE PRICE - \$1,015,000 AGENCY - Alex Scott & Staff - Inverloch



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, Invelroch
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 - 5300 Bass Highway, Wonthaggi ORIGINAL PRICE - \$1,175,000 BED - 5 Bed - 2 Bath - 2 Car LAND SIZE - 12 Acres SALE PRICE - \$1,175,000 AGENCY - Inverloch3996 | @realty

## **COMPARABLE**SALES

