

A photograph of a modern, single-story house with a flat roof and large glass windows. The house is surrounded by lush greenery and trees. In the foreground, there is a swimming pool with a blue and red inflatable ring. A glass fence with metal posts separates the pool area from the lawn. The sky is a mix of blue and orange, suggesting sunset or sunrise.

CASE STUDY

**83 Bambrook Rd,
INVERLOCH**

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



4



2



2

LAND
10 Acres

ENQUIRIES

89

OFFERS MADE

12

SOLD PRICE

\$1,405,000

GROUPS OF INSPECTIONS

31

SOCIAL VIEWS

147,327

WEBSITE CLICKS

17,644

SALES METHOD

Openn Negotiation

SALES DATE

November 2020

MARKETING BUDGET

\$1,670

ADVERTISING

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



PROPERTY SNAPSHOT



**Determined, friendly, supportive and innovative
realtor!**

Leo was extremely easy to work with. He had a terrific knowledge of the local area, he was responsive to calls, emails and questions and he was very patient. Leo's approach to the sale of our property was dynamic, professional and innovative.

ASH & JESS McCLEAN
83 Bambrook Road

PROPERTY OWNER
TESTIMONIAL

INVERLOCH
3996

@realty



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, 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 - 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