

CASE STUDY

SOLD

— USING —



openn
negotiation

**2/1 Pinnacle Close,
CAPE PATERSON**

INVERLOCH
REALTY

@realty

PROPERTY CASE STUDY

This beautiful Cape Paterson town house presented a challenge as the owners had already bought another property. We needed to achieve an amazing price for them in record time in full Victorian lockdown! Challenge accepted! We created a custom property website - www.1pinnacleclose.com and generated buzz and anticipation through the Inverloch3996.com audience, and also created over 45 different ads across Google, Facebook and Instagram - This delivered 11 virtual private inspections and 5 qualified buyers to the Openn Negotiation and an amazing final price of \$836,000 (\$36,000 over reserve) for the happy owners in just 6 days!

PROPERTY FEATURES



3



1



1

LAND
547 sqm

ENQUIRIES

141

OFFERS MADE

13

SOLD PRICE

\$836,000

VIRTUAL INSPECTIONS

11

SOCIAL VIEWS

55,545

WEBSITE CLICKS

2,841

SALES METHOD

Openn Negotiation

DAYS ON MARKET

6

MARKETING BUDGET

\$1,010

ADVERTISING

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



PROPERTY SNAPSHOT



Very Efficient & Professional

"Very efficient and professional

An absolute pleasure to deal with, a sound knowledge of current market values. Was able to achieve a sale in under a week and an amazing price. Nothing was too much trouble, couldn't recommend enough. Very happy."

Verified by RateMyAgent."

Megan Jackson & Matthew Dalton

Vendors

**PROPERTY OWNER
TESTIMONIAL**

INVERLOCH
13996

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PROPERTY - 112 Anglers Road, Cape Paterson
ORIGINAL PRICE - \$889,000
BED - 3 Bed - 2 Bath - 2 Car
LAND SIZE - 461 sqm
SALE PRICE - \$889,000
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 - 53 Anglers Rd, Cape Paterson
ORIGINAL PRICE - \$869,000
BED - 3 Bed - 2 Bath - 3 Car
LAND SIZE - 527 sqm
SALE PRICE - \$845,000
AGENCY - South Coast First National



PROPERTY - 2/19 Blue water Circle, Cape Paterson
ORIGINAL PRICE - \$699,000
BED - 3 Bed - 2 Bath - 2 Car
LAND SIZE - 224 sqm
SALE PRICE - \$685,000
AGENCY - PBE Real Estate Wonthaggi

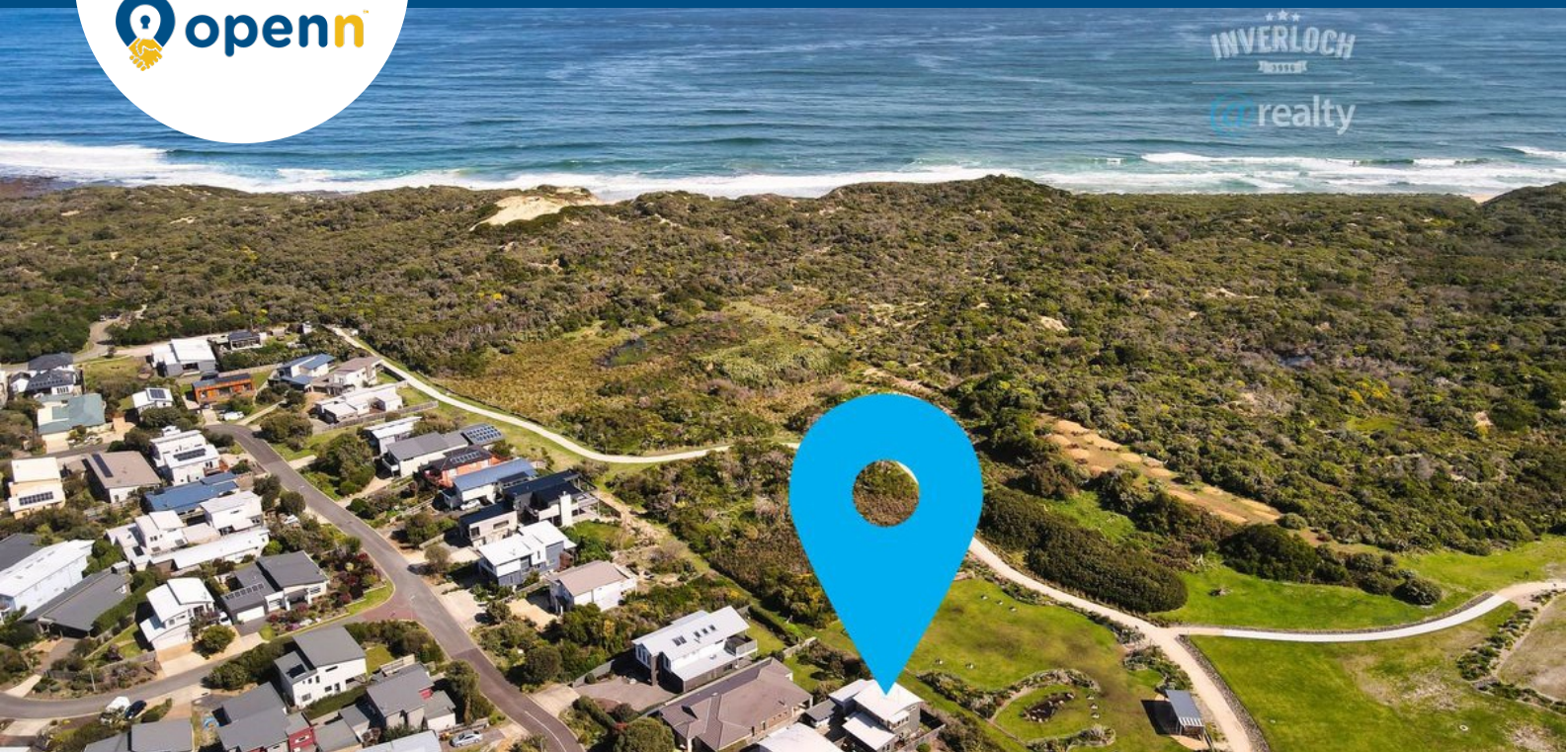
COMPARABLE SALES

INVERLOCH
3996

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2/1 Pinnacle Close, Cape Paterson VIC 3995, Australia



	Sale price	\$836,000
	Qualified bidders	5
	Bids	13
	Days on market	6
	Final bidding stage date	08-09-2021 06:00 PM
	Final bidding stage duration	00:20:12
	Observers	5

Your Certified Openn Negotiation Agent is



Leo Edwards

Inverloch 3996 @realty

+ 61 472523445

<http://www.inverlochatrealty.com.au/>

leo@atrealty.com.au



OPENN NEGOTIATION BIDDING TIMELINE

SOLD !

\$836,000 **6666** (2021-09-08 06:10 PM)

\$827,000 **8322** (2021-09-08 06:09 PM)

\$822,000 **6666** (2021-09-08 06:09 PM)

\$817,000 **8322** (2021-09-08 06:08 PM)

\$812,000 **6666** (2021-09-08 06:08 PM)

\$805,000 **8322** (2021-09-08 06:06 PM)

RESERVE MET

\$800,000 **6666** (2021-09-08 06:02 PM)

\$793,000 **8322** (2021-09-08 06:00 PM)

FINAL BIDDING STAGE STARTS

\$788,000 **4202** (2021-09-08 04:27 PM)

\$783,000 **6191** (2021-09-06 01:13 PM)

\$773,000 **8322** (2021-09-05 09:32 AM)

\$763,000 **7364** (2021-09-04 08:50 PM)

\$753,000 **6666** (2021-09-03 08:33 PM)



BIDDING STARTS

Timezone: Australia/Melbourne