

# Case Study

**Harcourts**  
Charlton Realty Ltd  
Licensed Agent REAA 2008



**17A Rahiri Road Mt Eden**



**5**



**3**



**2**



**2**

- Sold \$2,510,000 — POST AUCTION 13/10/2106

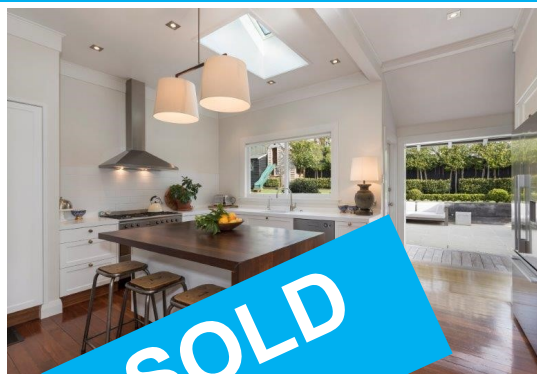
- 82 buyer inspections, 11 repeats
- 3 week auction campaign
- Buyer first saw property on Herald Homes

### Marketing included:

#### • *Websites:*

- Harcourts.co.nz
- Trade Me—super feature upgrade
- Realestate.co.nz—Premium Package
- HouGarden
- E-newsletter

- Professional photos, flyers & brochures



Mike Robson  
021 484 288

[www.mikerobson.co.nz](http://www.mikerobson.co.nz)