

Case Study



16 Horoeoka Ave, Mt Eden



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- Sold \$3,170,000 on 1 November 2017
- CV \$ 1,920,000 835m2 (more or less)
- 138 buyer inspections, 23 repeats
- 3 week campaign
- Buyer first saw property on e-newsletter
- 21 days on the market
- \$10,500.00 marketing budget

Marketing included:

- Websites:
 - Harcourts.co.nz
 - Trade Me—super feature upgrade plus renewal
 - Realestate.co.nz—Quality Property Package
 - Agents database, E-newsletter
- Property Press
- Professional photos, signboard, flyers & brochures

Auction Bid Record Sheet		Harcourts Charlton Realty
Property	16 Horoeoka Avenue, Mt Eden	
Date	Wednesday 1 November 2017 at 6pm	
Sales Consultant	Mike Robson & Lorraine Marshall	
Bidders		
Harcourts Office	Eden Epsom - 95 Manukau Road, Epsom	
	2,900,000	
	2,950,000	
	3,000,000	
	3,025,000	
	3,050,000	
	3,070,000	
	3,100,000	
	3,150,000	
	3,180,000	
	3,200,000	
	3,250,000	
	3,300,000	
	3,350,000	
	3,400,000	
	3,450,000	
	3,500,000	
Selling Price	3,170,000	ON MARKET SOLD



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