

Case Study



13 Ellerton Road, Mt Eden



Sale Specs:

- Sold for \$2,555,000
- CV \$2,050,000
- Land area—935m²
- Date sold — 12 September 2018
- 120 buyer inspections
- 22 repeat inspections
- Buyer first saw the property online
- 21 days on the market
- \$5,652.00 marketing budget

Marketing included:

- Websites:
 - Harcourts
 - Trademe (Super Feature package)
 - Realestate.co.nz (Quality package)
 - HouGarden
- Property Press and NZ Herald
- Agents Database, Website and Facebook

Mike Robson
021 484 288

Auction Bid Record Sheet			Harcourts Charlton Realty
Property	13 Ellerton Road, Mt Eden		
Date	Wednesday 12 September 2018 at 6pm		
Sales Consultant	Mike Robson & Lorraine Marshall		
Bidders			
Harcourts Office	Eden Epsom - 95 Manukau Road, Epsom		
\$2,000,000	\$2,462,000	\$2,532,000	
\$2,100,000	\$2,484,000	\$2,535,000	
\$2,200,000	\$2,486,000	\$2,536,000	
\$2,350,000	\$2,488,000	\$2,536,000	
\$2,375,000	\$2,490,000	\$2,536,500	
\$2,300,000 on market	\$2,492,000	\$2,537,000	
\$2,320,000	\$2,494,000	\$2,537,000	
\$2,330,000	\$2,496,000	\$2,537,500	
\$2,340,000	\$2,498,000	\$2,538,000	
\$2,350,000	\$2,500,000	\$2,538,000	
\$2,375,000	\$2,502,000	\$2,538,000	
\$2,380,000	\$2,504,000	\$2,538,000	
\$2,385,000	\$2,506,000	\$2,538,000	
\$2,390,000	\$2,508,000	\$2,538,000	
\$2,395,000	\$2,510,000	\$2,538,000	
\$2,400,000	\$2,512,000	\$2,538,000	
\$2,405,000	\$2,514,000	\$2,538,000	
\$2,410,000	\$2,516,000	\$2,538,000	
\$2,420,000	\$2,518,000	\$2,538,000	
\$2,425,000	\$2,520,000	\$2,538,000	
\$2,430,000	\$2,522,000	\$2,538,000	
\$2,440,000	\$2,524,000	\$2,538,000	
\$2,445,000	\$2,526,000	\$2,538,000	
\$2,450,000	\$2,528,000	\$2,538,000	
\$2,455,000	\$2,530,000	\$2,538,000	
\$2,460,000	\$2,532,000	\$2,538,000	
\$2,470,000	\$2,534,000	\$2,538,000	
\$2,475,000	\$2,536,000	\$2,538,000	
\$2,480,000	\$2,538,000	\$2,538,000	
\$2,480,000	\$2,532,000	\$2,538,000	
		\$2,555,000	SOLD