Case Study

Harcourts
Charlton Realty Ltd
Licensed Agent REAA 2008

744 Mt Eden Rd, Mt Eden

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Sale Specs:

- Sold for $1,555,000
- CV $1,450,000
- Land area—506m2
- Date sold — 10 October 2018
- 56 buyer inspections
- 12 repeat inspections
- Buyer first saw the property online—TradeMe
- 21 days on the market
- $7,117.60 marketing budget

Auction Bid Record Sheet

Harcourts Charlton Realty

Property	744 Mt Eden Road, Mt Eden, AUCKLAND
Date	Wednesday 10 October 2018 at 6pm
Sales Consultant	Mike Robson
Bidders	/ / / /
Harcourts Office	Eden Epsom – 95 Manukau Road, Epsom

withdrawn and

$640,000	$ Sold	
$1,000,000	$ 1,555,000	
$1,020,000		
$1,100,000		
$1,120,000		
$1,200,000		
$1,210,000		
$1,300,000		
$1,305,000		
$1,330,000		
$1,350,000		
$1,360,000		
$1,370,000		
$1,375,000		
$1,400,000		
$1,440,000		
$1,450,000		
$1,455,000		
$1,470,000		
$1,475,000		
$1,480,000		
$1,485,000		
$1,495,000		
$1,499,000		
$1,501,000		

SOLD

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Marketing included:

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

Mike Robson
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