Case Study

Harcourts
Charlton Realty Ltd
Licensed Agent REAA 2008

53 Cromwell St, Mt Eden

4 2 2 1

Sale Specs:

- Sold for $2,375,000
- CV $1,900,000
- Land area—688m2
- Date sold — 21 November 2018
- 124 buyer inspections
- 23 repeat inspections
- Buyer first saw the property on —Trademe & Harcourts
- 21 days on the market
- $8,784.35 marketing budget

Auction Bid Record Sheet

Harcourts Charlton Realty

Property	53 Cromwell St, Mt Eden
Date	Wednesday 21 November 2018 at 6pm
Sales Consultant	Mike Robson & Lorraine Marshall
Bidders	1 1 1 1
Harcourts Office	Eden Epsom – 95 Manukau Road, Epsom

$2,100,000
$2,125,000
$2,150,000
$2,175,000
$2,200,000
$2,225,000
$2,250,000
$2,260,000
$2,300,000
$2,310,000 on the next
$2,350,000
$2,375,000 Sold

SOLD

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Marketing included:

- Websites:
  - Harcourts
  - Trademe (Super Feature package)
  - Realestate.co.nz (Quality package)
  - HouGarden (Plus package)
- Property Press and NZ Herald
- Agents Database, Website and Facebook
- Professional photos
- Signboard, A4 Brochures & flyers

Mike Robson
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