Case Study

Harcourts
Charlton Realty Ltd
Licensed Agent REAA 2008

16 Mewburn Ave, Mt Eden

4 2 3 4

Sale Specs:

- Sold for $1,735,000—Post auction multi offer
- CV $1,750,000
- Land area—556m2
- Date sold — 6 December 2018
- 41 buyer inspections
- 6 repeat inspections
- Buyer first saw the property on —website
- 22 days on the market
- $7,192.90 marketing budget

Auction Bid Record Sheet

Harcourts Charlton Realty

Property	16 Mewburn Avenue, Mt Eden
Date	Wednesday 5 December 2018 at 6pm
Sales Consultant	Mike Robson & Lorraine Marshall
Bidders	//
Harcourts Office	Eden Epsom – 95 Manukau Road, Epsom

$ 800,000
$ 1,000,000
$ 1,100,000
$ 1,200,000
$ 1,300,000
$ 1,350,000
$ 1,400,000
$ 1,600,000 VB
$ 1,610,000

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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