Case Study

Harcourts
Charlton Realty Ltd
Licensed Agent REAA 2008

25 Queensway, Three Kings

3 1 1 1

Sale Specs:

- Sold for $1,145,000
- CV $ 1,240,000
- Land size—1/2 share 809m2
- Date sold — 8 August 2018
- 60 buyer inspections—5 repeats
- Buyer first saw the property on Trademe
- 22 days on the market
- $ 5657.53 marketing budget

Auction Bid Record Sheet

Harcourts Charlton Realty

Property	25 Queensway, Three Kings
Date	Wednesday 8 August 2018 at 6pm
Sales Consultant	Mike Robson & Mona Lisa Hosseini
Bidders	//
Harcourts Office	Eden Epsom – 95 Manukau Road, Epsom

$ 850,000	
$ 875,000	
$ 900,000	
$ 925,000	
$ 950,000	
$ 970,000	
$ 987,[illegible]	
$ 990,[illegible]	
$ 1,000,00[illegible]	
$ 1,010,00[illegible]	
$ 1,020,00[illegible]	
$ 1,030,000	
$ 1,050,000	
$ 1,145,000	SOLD

SOLD

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Marketing included:

- Websites:
  - Harcourts
  - Trademe (Super Feature package)
  - Realestate.co.nz (Premium package)
  - HouGarden (Plus package)
  - AIM—Advanced Internet Marketing
- Property Press, DLE, Letters to Database
- Agents Database, Website and Facebook
- Professional photos
- Signboard, A4 Brochures & flyers