

# Case Study

**Harcourts**  
Charlton Realty Ltd

Licensed Agent REAA 2008



28a Wairiki Road, Mt Eden



## Sale Specs:

- Sold for \$1,850,000
- CV \$1,775,000
- Date sold 4 May 2018
- 3 week auction campaign + 2 weeks additional
- 65 buyer inspections, 8 repeats
- Buyer first saw the property on the website
- 35 days on the market
- \$7,241.35 marketing budget

## Marketing included:

- Websites:
  - Harcourts.co.nz
  - Trademe—Super feature upgrade
  - Realestate.co.nz—Quality package upgrade
  - HouGarden
- Agents Database, Website and Facebook
- Professional photos
- Signboard, Brochures & flyers

