

Case Study

BAYLEYS

Bayleys Real Estate Limited, Mairangi Bay



18 Beechwood Road, Rothesay Bay

GV: \$1,375,000

Sale Price: \$1,707,000

Sale Date: Nov 2015

Property Description: 1990s plaster clad, unrenovated, 5 bm home with issues

Method of Sale: Auction - 8 bidders

Marketing medium used: Property Press, Bayleys Preview, Websites: Bayleys, RealEstate, NZHerald, TradeMe, Hougarden; 1200 Postcards, RoadSign, Building Report, Council File, LIM, Developer Emails.

Campaign Budget: \$4000

Where Purchaser from: City/China

How did they hear of the property: TradeMe

Agent: Peter Christoffersen plus 'Interpreter' Sam Yeung

"We are committed to maximising the value of our clients real estate assets through superior customer service"

www.bayleys.co.nz