

# Case Study

# BAYLEYS

Bayleys Real Estate Limited, Mairangi Bay



## 54 Newhaven Terrace, Mairangi Bay

**GV:** \$820,000

**Sale Price:** \$1,320,000

**Sale Date:** April 2016

**Method of Sale:** Auction (Pre Auction Offer)

**Groups through property:** 59 groups

**Marketing medium used:** 3 week campaign, Property Press, Preview, Trade Me, Realestate website, Bayleys website, Peter and Stephanie's database, 1200 postcards

**Where Purchaser from:** Personal Database

**How did they hear of the property:**  
Realestate.co.nz

**Agent:** Peter Christoffersen & Stephanie Glennie

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