

LOCAL CASE STUDY

205/72 Herald Street, Berhampore

RayWhite®

 2 Beds  1 Bath  1 Car

About the property

Don't miss this chance to get into one of the hottest area in Wellington! This sunny, warm 2 bedroom apartment comes with a secure car park, storage locker and the opportunity to enjoy living in sought after Berhampore with its easy access to both the city and the beautiful south coast. When you're at home living is easy with open plan living and a balcony just ready for your morning coffee or evening barbeque and with some of Wellington's best bakeries, deli's and cafes right on your doorstep you don't even need to cook! Whether you're looking at making a start with your first home or first investment you will be on to a winner here.



METHOD OF SALE

Tender

CAMPAIGN BUDGET

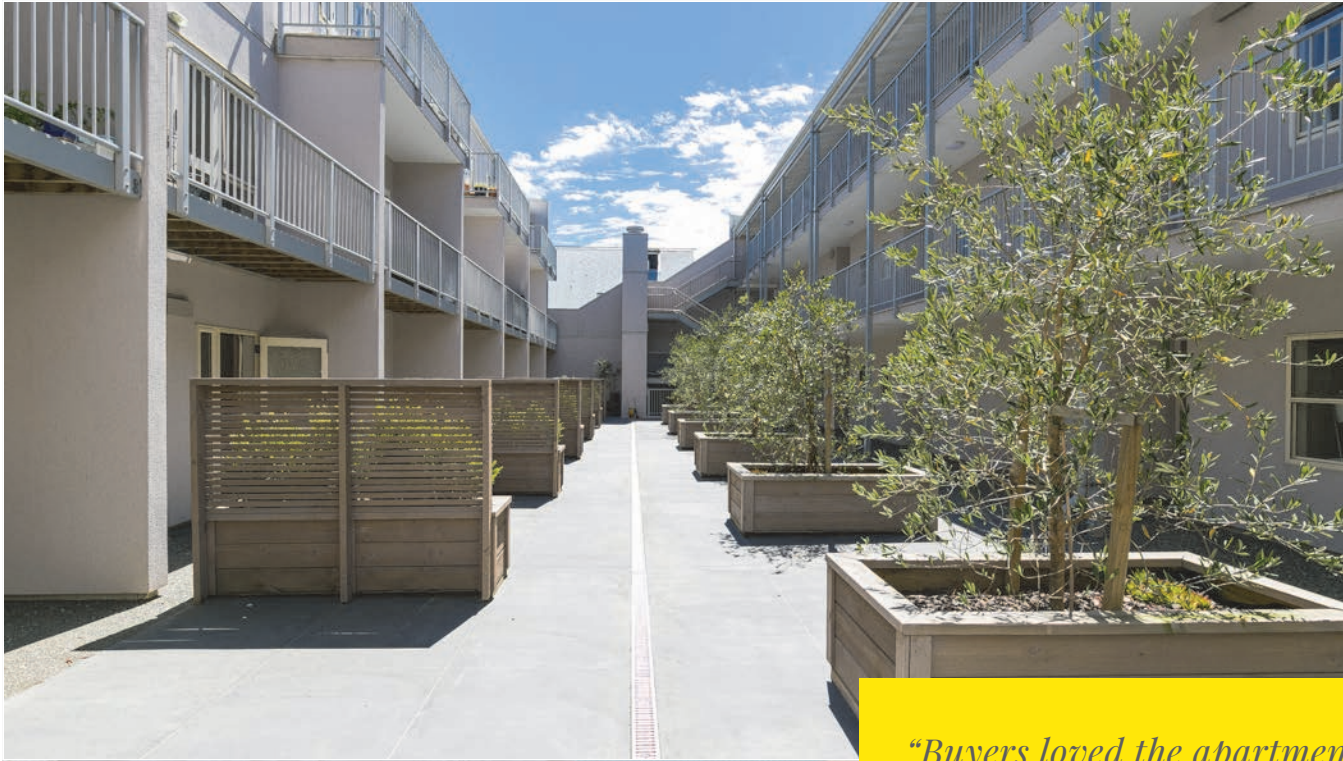
\$1147

RATEABLE VALUATION

\$470,000

FLOOR AREA

67 sqm



About the campaign

We ran a Tender campaign over 18 days which included 2 x Sunday Open Homes together with private inspections

We put together a coordinated digital marketing programme that connected with our target market. In this case that was predominantly younger buyers looking to enter the market

The Tender process created a competitive environment where all buyers knew they would need to submit their very best offer in order to be successful on the day

Final Sale Price

\$500,000

“Buyers loved the apartment and were excited to have such a great opportunity to enter the property market. Our strategy was to harness the competitive energy between the buyers – and we did! Our owners achieved a record price for apartments of this size in the complex”

– John Callam



John Callam

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