

## LOCAL CASE STUDY

# 38 Rex Street, Miramar

RayWhite

 3 Beds  1 Bath  2 Cars

### About the property

Here it is, your golden opportunity to secure a fabulous, character home on one of Miramar's most sought after streets! From the moment you step through the gate you'll know that this is just the place for you to create your own family memories for many years to come. The real opportunity here comes from the generously proportioned layout and orientation that could be the ideal springboard for your design dreams. The location really is superb, right in the heart of Miramar with shops, parks and schools all close by, not to mention the Roxy Cinema, Weta Cave and wide range of restaurants and cafes. Make no mistake this is a special home that you will want to make yours



METHOD OF SALE

Tender

MARKETING BUDGET

\$1,937

RATEABLE VALUATION

\$850,000

NUMBER OF TENDERS RECEIVED

6



## About the campaign

We ran an 18 day Tender campaign that included 2 Sunday open homes and 2 mid week twilight open homes together with many, many private inspections.

In conjunction with direct contact to our extensive database we tailored a marketing campaign using both digital and print media that targeted predominantly couples and families

The unique digital marketing strategy we put in place meant that 38 Rex Street was seen over 135,000 times by potential buyers - numbers are power!

Final Sale Price

**\$1,000,000+**

*“Buyers loved the property and were excited by the superb location. Our strategy was to harness the competitive energy of the Tender process and it worked superbly well! The owners were delighted with a result that significantly exceeded their expectations.”*

– John Callam



John Callam

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