

# CASE STUDY

**CASE STUDY:** 83 Great South Road, Epsom

**SALES** Auction

**METHODOLOGY:**

**CLIENT OBJECTIVE:** Deceased estate. Achieve best possible outcome for Beneficiaries.

**CAMPAIGN SUMMARY:** Zoned Business - Local Centre Zone, property is a hassle free investment on high profile intersection of Great South Road and Market Road offering solid long-term income from a stable tenant returning \$29,391 + GST p.a. plus operating expenses.

Auction campaign was recommended:

- Transparency
- Fair market value
- Potential for an Asian buyer (prefer auction over other forms of sale)

The database marketing and advertising generated 85 inquiries in the first week. A pre Auction offer was submitted in week two, which was acceptable to the Vendors solicitor. This lead to the Auction being brought forward and the property being sold in the Auction room in week three.

**RESULT:** SOLD March 2018 \$1,046,000.00 for a 2.8% yield.

