

# ‘Best Offer By’ Campaign

Property address: 18 Burke Drive, Attadale

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**We decided to conduct a 4-week marketing campaign for this property. 3 weeks into the campaign, we received an offer with a condition that it be accepted within 24 hours.**

We immediately texted and rang our database of interested buyers to see who else was interested in the property. We then conducted a final open home on the Saturday morning. As a result, four parties returned for a second viewing.

The original offer had been \$2,658,000. Subsequent offers were \$2,350,000 and \$2,600,000. The final offer was \$2,750,000. We went back to the original buyer to tell him about the other three offers and asked if he would like to raise his offer. He increased it to \$2,705,000.

The seller had been delighted to accept the original \$2,658,000 – but, in only five hours, we’d managed to increase her price by \$100,000. The seller accepted the \$2.75 million offer.

**We achieved this by using a Best Offer By campaign and not disclosing the seller’s price expectation to buyers.**



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Property address: 33 Hurlingham Rd South Perth

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**Bourkes appraised this property at ‘\$1.25 million to \$1.3 million’. We decided to start a 4-week “Best Offer By” campaign with a price guide of \$1.3 million.**

The first offer came in on the 5th day of the campaign. A buyer said she could only afford \$1 million but really wanted to put an offer in. We allowed her to do that and, from that point, every other buyer who viewed the home was aware that at least one offer was on the table.

Another 5 offers came in during the campaign. By the closing date, we had six offers between \$1 Million and \$1.31 Million.

We informed each buyer about the other offers and the need to present their best offer, as the seller would only accept the offer with the best terms. We gave each buyer a chance to improve their offer – which they all did.

The winning offer was \$1.35 million, plus 12 months of free rent for the seller. This gave the seller time to purchase and move into their next home. This was the equivalent of \$1.39 million in value to the seller.

