

Letterbox drops

Property address: 9/51 Mill Point Road, South Perth

As part of this property's marketing campaign, we decided to distribute 2000 'Just Listed', DL-sized cards in the City of South Perth area.

Only three kilometres away, a man in Sandgate Street got one of these cards in his letterbox and decided to inspect the property. He felt it was perfect for him and bought it.

Distributing cards to tell local residents about a new listing often works as a sale method because they already love the area.

Many want to relocate within their own suburb!



Cleaning and gardening work

Property address: 7 Kirkdale Turn, Kinross

The owner of this property had passed away and his daughter gave us a call soon after through her solicitor. We were told that she wanted to sell the property, but it was a mess and she didn't know what to do.

Other agents had appraised the property at 'around \$360,000'.

We sent our handyman in to clean up the house and garden to make it more appealing to buyers. This work cost around \$6000. After five weeks of work, we took the property to market. We were thrilled when it received multiple offers and then sold quickly for \$405,000.

So spending \$6000 made them \$45,000!



Resurveying the title

Property address: 109A Gardner Street, Como

Originally, this property was a two-bedroom villa on a demarcated strata lot of 380m². A demarcated strata lot shows the building area of the villa and the land area. Some call it a built strata lot.

The value of the unit was \$380,000. We approached the other two neighbours and suggested that there was more value in having the title resurveyed into three survey strata lots. Both agreed to the plan.

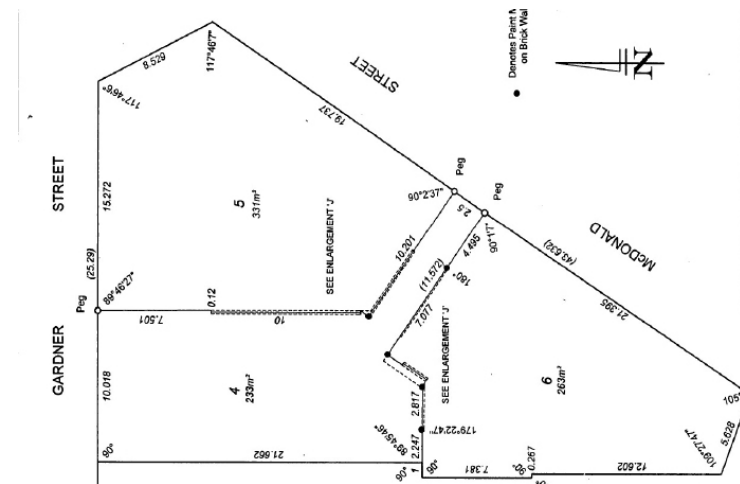
A survey strata lot just shows the land and not the building. This allows much more freedom for buyers as they just have to deal with the planning department of the Council not the other neighbours.

The surveyor was contracted to convert the title from a 'built strata' to a 'survey strata lot' at a cost of around \$6500. This cost was divided 3 ways.

With the new title, the land was shown but the improvements on it were not. The property then became 380m² of land with a two-bedroom villa temporarily attached to it.

The land was sold for \$500,000 and a two-storey home was built on it, which subsequently sold for \$1.3 million.

This shows the extra value that can be gained by resurveying a title and replacing a two-bedroom villa with a new two-storey home.



Never give up

Property address: 16 King Street, Kensington

This modern, two-storey home sat on the market with another agent for 280 days. At this point, the former agent withdrew the home from sale.

On 6 March 2020, Bourkes started a marketing campaign for this property, with an asking price in the \$1.3 million range.

Six months later, on 1 September, we reduced the price to “from \$1.249 million.”

On 21 October 2020, we received our first offer of \$1.08 million. Then, on 21 November 2020, we received an offer for \$1.2 million. We were getting closer to the target.

Finally, on 2 February 2021, the property sold for \$1.25 million.

The reality is that the property had been overpriced for two years. But the sellers hung in there and never gave up. Ultimately, they were very happy with the result.





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