

Repeat clients

In 1981, Alan Bourke sold a property to Mrs Scheltema – a home in Jubilee Street, South Perth. At the time, he joked to Anne that “if you sell 10 with us, you’ll get the 10th one for free.”

Anne has now bought and sold nine properties with Alan and is looking forward to the last sale being free – which Alan will be delighted to do after 40 years.

Anne isn’t our only repeat customer. Our Senior Sales Executive, Karen Firth, has sold 20 properties for Mr Ng over the last 20 years. It’s a wonderful honour to be trusted and chosen by clients multiple times as their agent of choice.

Taking over from another agent

Property address: 501/1 The Esplanade, Mount Pleasant

Bourkes was called in to appraise a property after another agent had completed a 90-day marketing campaign.

During that time, very few people had inspected the property and the seller had received no offers.

We analysed the previous campaign and believed that the asking price was correct, so we didn’t change the price. However, we did decide to introduce the property to our buyers via a VIP twilight opening campaign. This did the trick and, within 7 days, the property sold at the exact asking price.

Interestingly, no one on our database had never been contacted by the previous agent!

