



CASE STUDY

Never give up

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.