



CASE STUDY

'Best Offer By' Campaign

33 Hurlingham Road, South Perth

Bourkes appraised this property at '\$1.25m to \$1.3m'. We decided to start a four week 'Best Offer By' campaign with a price guide of \$1.3m.

The first offer came in on the 5th day of the campaign. A buyer said they could only afford \$1 million but really wanted to put an offer in. We allowed them to place their offer 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 through during the campaign. By the closing date, we had six strong offers between \$1m and \$1.31m.

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 \$1.35m, 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.



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