



## CASE STUDY

# 'Best Offer By' Campaign

18 Burke Drive, Attadale

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

We immediately contacted our database of potential buyers to see who else was interested in the property. We then held 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. From there, we contacted the original buyer to tell them about the other three offers and asked if they would like to consider raising their offer.

They increased it up 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 the price by \$100,000. The seller accepted the \$2.75m offer.



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