



CASE STUDY

Auctions providing a 'little' extra

210 Coode Street, Como

Two agents were asked to appraise this property - a Bourkes agent and another.

The other agent appraised the home at \$700,000 and didn't recommend an auction.

Our Bourkes agent appraised the property at \$750,000 and recommended the auction method.

The seller decided to go with our recommendation.



At the auction, there were three bidders and the property ultimately sold for \$785,000.

18 Coode Street, South Perth

The owners of this property had asked Bourkes to appraise their property 10 times over 20 years.

When they decided to sell the home, we recommended an auction because of the unique location (opposite James Mitchell Oval with city views). We appraised the property at "above \$2.5m."

At the auction, the auctioneer held over (paused) the bidding at around \$2.47m. We suggested to the owners that we announce the property as 'on the market'. The only downside of this strategy was that the property could have sold for \$2.47m at that point.



When we announced that the property was on the market, a flurry of bidding started and the property sold for \$3.2m.