

# Case Study

**BAYLEYS**

Bayleys Real Estate Limited, Mairangi Bay



**175 Kowhai Road, Mairangi Bay**

**GV:** \$650,000

**Sale Price:** \$1,000,000

**Sale Date:** 10/10/13

**Method of Sale:** Auction

**Marketing medium used:** North Shore Property Press, Signboard, Trifolds, DLE cards, Open home invites, Feature listing on all websites :Trademe, Bayleys, realestate.co.nz, Letter to Database

**Campaign Budget:** \$2000 (Reach + Extras)

**Where Purchaser from:** Chinese

**How did they hear of the property:** Sam's Buyer

**Agent:** Peter Christoffersen & Sam Yeung

***"We are committed to maximising the value of our clients real estate assets through superior customer service"***

[www.bayleys.co.nz](http://www.bayleys.co.nz)