

# Case Study

**BAYLEYS**

Bayleys Real Estate Limited, Mairangi Bay



**18 Spencer Road, Pinehill**

**GV:** \$530,000

**Sale Price:** \$580,000

**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:** \$3000

**Where Purchaser from:** Chinese

**How did they hear of the property:** Trade Me

**Agent:** Peter Christoffersen

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