



ARTIST IMPRESSIONS

CASE STUDY

BEAUMONT ESTATE, WODONGA

CLIENT | Middle Creek Properties

PROPERTY | 40 hectare residential development site with Development Approval for 307 allotments situated in Victoria's fastest growing regional city.

CHALLENGE | The site had been on the market previously with another agent and had failed to sell.

OUR STRATEGY | Oliver Hume recommended the Owner invest in obtaining full Civil Works Approvals for first 2 stages so that a Purchaser could "hit the ground running" and accordingly, this strategy would enhance the nature of the opportunity into one which was more immediate and appealing.

RESULT | The site was sold by Expressions of Interest with a 4 week marketing campaign successfully acquiring 6 letters of offer. A major developer paid a record price for the site and settled in 60 days. This result not only exceeded financial requirements but we were also able to negotiate terms that exceeded the expectations of the Owner.