

Sense of humour pays off with best property ad ever

AN AUSSIE listing has gone viral after a real estate agent threw out the cliches and called it like it is.

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Quick sale for this quirky home. *Source: Supplied*

REAL estate agents are renowned for their lingo when it comes to glossing over a property's less attractive attributes.

But an Avalon Beach agent has thrown the phrase 'renovator's delight' and 'renovate or detonate' out the window and called it like it is.

And, as a result, this listing has been going viral — with some readers dubbing it "the best real estate ad ever".



Most of the photos were of the exterior or yard. *Source: Supplied*

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So it was no surprise to learn that the punt had paid off big time, with the house selling within days of its first open for more than \$200,000 over its auction guide.

Meet [112 Central Rd, Avalon Beach](#), a Cape Cod-style five bedroom house on a massive 919sqm block.

The sign board screams ‘Save Me’ and the copy on the online listing tells the story.

“Packed to the Rafters with Opportunity! Not far short of a quarter-acre block (919sqm) of prime, level land, a walk to the beach, village, parks, schools and buses.

Packed to the Rafters with Opportunity!

Not far short of a quarter-acre block (919sqm) of prime, level land, a walk to the beach, village, parks, schools and buses.

Generous lawns, and plenty of off-street parking...

There's a house too.

But there's no point in beating around the bush here...it's hard to see. It's full of stuff, and needs to be viewed as something of an unknown. It's a bit like an expedition through the Amazon rainforest, without the leeches...bring a torch. Pith helmet and machete optional.

What we can see though looks GREAT...!

We assume it's structurally secure, only because it's supporting a vast weight of clutter.

It's not your usual listing. *Source:Supplied*

“Generous lawns, and plenty of off-street parking ...,” it reads.

“There’s a house too. But there’s no point in beating around the bush here ... it’s hard to see. “It’s full of stuff, and needs to be viewed as something of an unknown. It’s a bit like an expedition through the Amazon rainforest, without the leeches ... bring a torch. Pith helmet and machete optional.

“What we can see though looks GREAT ...!

“We assume it’s structurally secure, only because it’s supporting a vast weight of clutter.”

It goes on to reveal all the “simple facts — five bedrooms, multiple living spaces, bathroom, kitchen, laundry, and garage.

“But first it needs to be emptied. That will happen before you take possession,” the listing continues.

“Yes, x-ray vision would help, but in the meantime, take a good look at the opportunity: LEVEL block, GREAT location ... and a SOLID family house!”



112 Central Rd, Avalon Beach sold for more than the guide. *Source: Supplied*

Shores sales agent Elle Taylor and principal Stephanie Hammond were behind the novel approach to selling the property.

Ms Taylor said the owner had not lived at the property for many years and it had been ‘let go’, with mountains of junk piled up inside.

It was so cluttered that the agents didn’t even consider publishing internal photographs of the property.

“Every inch of the house was full of stuff,” she said. “It was just unphotographable inside.”

The owner was willing to support the unusual marketing approach.

“I don’t think everyone would be open to it,” Ms Taylor said. “No matter how dilapidated it is, it’s still their castle.”

The property was listed with a bidding guide of \$1,300,000, and the first open house attracted 45 groups of people.

The property sold a few days later for \$1,530,000 — well before its scheduled auction date.

Is this Australia's most cringe worthy real estate listing?



“No one was negative about what we were selling because we had been so upfront about it in our copy,” Ms Taylor.

Ms Hammond said the marketing style was unusual, but was a hit with the buyers, many of whom said they might not otherwise have even looked at the property.

She now has a waiting list of buyers who missed out on the Central Rd property.

“It’s amazing how people get on board,” she said.

“If it looks like you’re trying to cover something up as a vendor or an agent you start off on the back foot. This way you get out in front.”

Originally published as [‘The best real estate ad ever’](#)