



TESTIMONIAL



**seaforth** 7 SEAFORTH CRESCENT  
Peter Cai | SOLD \$8,000,000

**“I considered many agents but none appeared as sophisticated, motivated and professional as the Etch Real Estate.”**

As a local investor with a keen eye for property, and an extensive investment portfolio across Sydney, I have kept a keen eye on Etch Real Estate over the passed 18-months. Without any significant driving factors pushing me to sell any of my properties, as part of being an astute investor I was willing to release some assets in preparation for a softer market.

7 Seaforth Crescent is a home I have relished-in for the passed 12-months and with its private waterfront, jetty and mooring, I thought this might be a good home to test the market with. Knowing the Chinese sector had begun to slow I considered many agents but none appeared as sophisticated, motivated and professional as the Etch Real Estate.

Upon meeting Hugo and Luljeta at Etch it right away confirmed my belief. They knew exactly how to market my home and who to market it to. I wasn't flexible on my asking price and I knew that it would take a huge amount of dedication from Etch to pull off the sale.

They didn't hesitate, and just as I'd witnessed on other sales, they defined a crystal clear marketing strategy and began to target VIPs on their database and began showing the home privately without delay.



The quality of buyer they provided was unlike any other agent in the local area. Not only did they have direct access to the best network on the Northern Beaches, but more importantly they also brought buyers from the Lower North Shore, Eastern Suburbs and overseas.

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I remained inflexible, given I didn't need to sell. And etch had to devise a strategy that would appease the buyer and still bring me the premium result I was looking for. As part of the negotiations Etch turned to me and one day wanted to discuss my speed boat. Barely a year old the boat was an integral part of my enjoyment of the home and I'd grown very attached. They proposed that we include the boat with the sale, as part of adding value to the negotiations, without costing me any additional expense, and I was intrigued.

Not only did we eventually include the boat with the sale of the house, but Etch were able to deliver an increase in value on my home which was well and truly above and beyond market conditions. I have no hesitation in recommending Etch Real



Estate if you're thinking of selling. I can't imagine I would have obtained the same result from any other local agency, or any other agency to say the least. Their effort and willingness to persevere, was truly relentless. I appreciate what they did for me and my family and have since offered them other assets to review in my portfolio. I look forward to building an continued relationship with Etch Real Estate for years to come.

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*National Real Estate Awards Finalists*

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