



TESTIMONIAL



**seaforth** 6 KIRKWOOD STREET  
Brett & Lori Luhrmann | SOLD \$ UNDISCLOSED

**“Making the decision to sell our beloved family home came with great anticipation.”**

Making the decision to sell our beloved family home came with great anticipation. Post my retirement as driver for Team Australia Powerboat Racing, and Lori’s focus on taking us back to her roots on the farm, we eventually decided that it was time to sell in Seaforth and invite a treechange into our lives.

Our home has always been immaculately presented and due to our passion for building and construction we had continually made improvements along the way. The most recent was the downstairs bathroom which was inspired by a bathroom in Chateau Marmont on Sunset Boulevard in Los Angeles. Just like this addition, our home exuded elegance and would take little effort to take to market. The only decision left was to select the real estate agency that would have the privilege of marketing our home.

Like many of our friends, we thought the selection process was straight forward and would require little effort. With a slightly overconfident agent having approached us early in the piece, offering us an irresistible and immediate result, we thought it would be a good opportunity to test the market.

In their defence they launched when market conditions had started to turn for the worse but regrettably, we found their response rather lacklustre and watched as their initial promises quickly washed away. As anticipated the campaign was a failure and proved that market sentiment was more negative than we had previously judged. That campaign was immediately terminated, and we took a short period to ourselves to regroup.



In our next decision, we were adamant we weren't going to make the same mistake twice and this time deliberated more carefully about our decision of who to work with. Our motivation to sell had increased as we'd spotted a wonderful opportunity in Peats Ridge and Lori had eyed a pair of stallions that the grandkids would soon call their own.

With our decision we were being pulled in many directions, on one hand we had the tried-and-tested agents which were renowned in the local area. We valued many of them as friends, and some to the point that they'd become part of the family.



**“From the get-go Etch elevated our home to it’s correct stature, and pulled out all stops to expose the home.”**

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We needed to look passed this however and ensure our home was to be represented in the most effective manner possible. In some frustration we turned to an independent online source for advice – an independent referral network which reviewed and put forward suggestions based on performance.

The top three results came back and they included Etch Real Estate, which had crossed our radar but hadn’t been front of mind as they seemed more boutique than the rest.

Upon meeting each agency and spending time with Hugo and Luljeta of Etch, both Lori and I felt that they understood the task best and knew exactly how to market our home on its true merits. We all shared an appreciation for the quality things in life and we felt Etch brought with them a sense of sophistication that quickly separated them from all other agencies in the area.



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From the get-go Etch elevated our home to it's correct stature, and pulled out all stops to expose the home on the front cover of major publications and even organised additional online video coverage reserved for the best homes in Australia, all of which came at no additional cost and based purely on their effective collaboration with editorial staff around the country.

Throughout the course of the campaign they kept their belief in our property high and that was reflected in the manner with which they dealt with every engaged buyer. As the market showed glimpses of positivity post the Federal Election, Hugo and Lu held their ground and really refined the campaign, our home and the strategies each week. It was a very difficult marketplace for our home to shine properly, but at every step we felt Etch was in control and that with their efforts the result would be the best it could be.



Negotiations came with an arduous effort from Hugo and Luljeta. They weeded out the silly behaviour which seemed so prevalent in the marketplace, and honed-in on a small group of buyers to create the competitive tension that would lead to our final offer in acceptance.

Etch Real Estate was nothing short of relentless and diligent with their efforts. While we were disappointed with the market conditions, we were never disappointed with Hugo and Lu. They created an environment which sold our property and we are delighted with their efforts. We think Etch Real Estate are rapidly becoming the agency to turn to on the Northern Beaches and proving they have exactly what it takes to put the others to shame. We would be happy in recommending Etch Real Estate to anyone looking for the best possible results from the sale of their home.

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