



TESTIMONIAL



**mosman** 4 PEARL BAY AVENUE  
Joanna Laferla | SOLD \$ UNDISCLOSED

**“ They defined a crystal clear marketing strategy and began to target VIPs on their database and began showing the home privately without delay. ”**

Securing a waterfront property has been on my radar for about a decade. We'd monitored The market closely and had a multitude of touchpoints with local real estate agents on the subject. With some we crossed paths at open houses, while with a select few we continued the conversations offline.

It was during this exploration that we crossed paths with Etch Real Estate. They had listed 7 Seaforth Crescent, Seaforth and we were enamoured with their presentation. Living in Mosman, with water views across Middle Harbour across to Seaforth, we could actually see 7 Seaforth Crescent from our front balcony. It was beautifully presented by Etch and their video walk through included footage of Hugo cruising across Middle Harbour on a speedboat and docking at the home's private jetty.

From our first touchpoint with Etch, at the private Open House, their level of engagement with us and customer service was profound. They practically treated us like royalty and walked us through the home from top-to-bottom as they pointed out all the homes features.

We would revisit on multiple occasions before engaging with negotiations; each time Etch were welcoming and diligent with their approach. Negotiations were complex with this home, the market was falling yet the vendor was dogged with their approach. Hugo and Luljeta took the time required to broker a mutually agreeable deal and worked in a transparent manner which allowed ourselves and the vendor to come together. The final item Etch negotiated actually made headlines, this was for the final sale price to include a near new Jeanneau Camarat walk around boat.



We were so delighted with the negotiations, and our experience with etch, that we entrusted them with the sale of two of our properties, 7 Bayview Street, Northwood and 4 Pearl Bay Avenue, Mosman. As per our experience with 7 Seaforth Crescent, Etch performed impeccably. They were resilient, persistent and worked in our best interest to achieve outstanding results on both properties.



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We have since grown fond of Hugo and Luljeta and built a good foundation for a friendship. We have witnessed their work ethic and truly believe that their working relationship as a couple serves them well in the industry. We have known and worked with Sydney's premier agents through several of our real estate dealings, and without hesitation we can place Etch Real Estate in the same category.



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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# etch



*National Real Estate Awards Finalists*

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