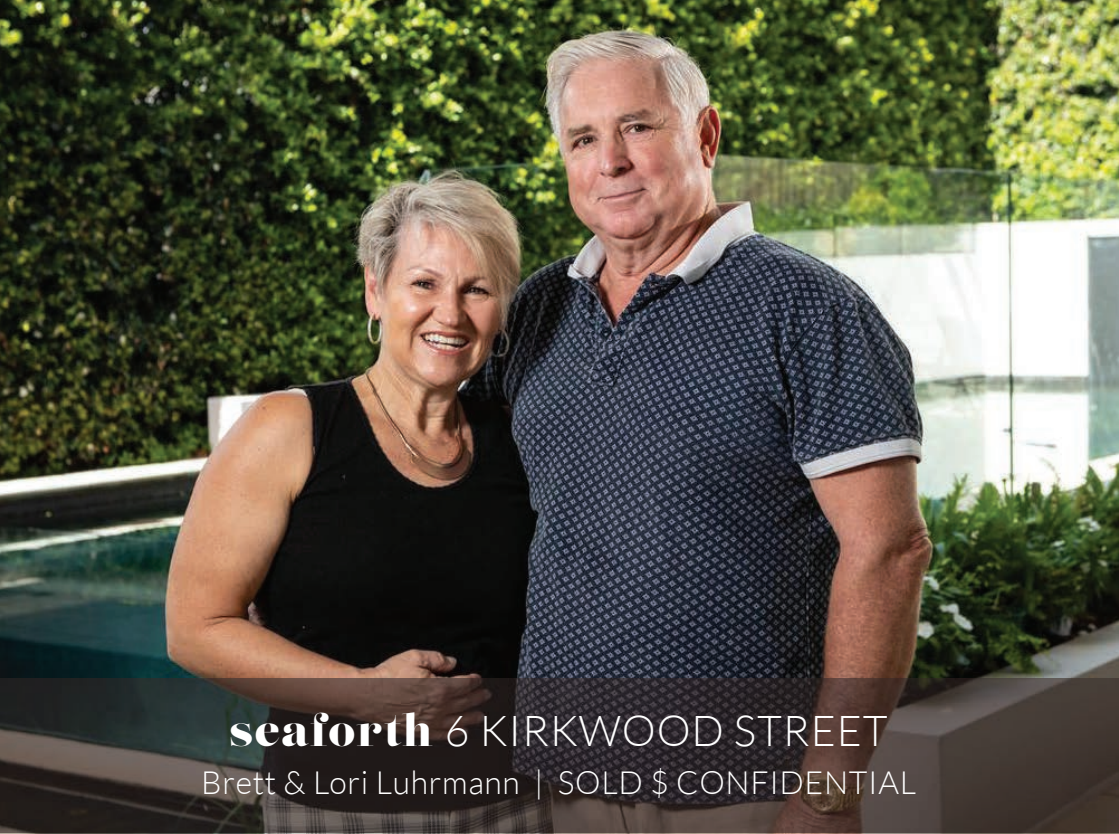




TESTIMONIAL



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

“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.



**“At every step we felt Etch was in control and that with their efforts the result would be the best.”**

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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.

SEAFORTH 6 KIRKWOOD STREET.

Brett & Lori Luhrmann | SOLD \$ CONFIDENTIAL



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





**“Etch were able to deliver an increase in value on my home which was well and truly above and beyond market conditions.”**

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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.

SEAFORTH 7 SEAFORTH CRESCENT.

Peter Cai | SOLD \$8,000,000



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

“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.



“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.”

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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

MOSMAN 4 PEARL BAY AVENUE.  
JOANNA LAFERLA | SOLD \$ CONFIDENTIAL





**clontarf** 15 MONASH CRESCENT  
Joanna Vacopulous | SOLD \$8,500,000

“Making the decision to sell our family home was significant and a decision I took very seriously. We’d raised three children on the sands of Clontarf Beach and had nothing but the most wonderful memories of our time there.”

Making the decision to sell our family home was significant and a decision I took very seriously. We’d raised three children on the sands of Clontarf Beach and had nothing but the most wonderful memories of our time there. The decision to sell was triggered by the loss of my husband, the wonderful man who’d built a successful real estate agency himself and who created a beautiful family home.

Hugo and Lu were not front of mind when it came to selling. I first turned to more well known names in the area, and while these agencies both performed to their best abilities I felt a little underwhelmed with the results they were bringing. Ironically it

wasn't me that found Etch Real Estate, it was them that found me. Hugo and Luljeta were delivering pamphlets and as they approached I happened to be watering my front garden, a pass time I often enjoy.

As they approached I was impressed by their appearance and yet intrigued as they didn't come across as other real estate agents in the area. Lu is so pretty and I thought perhaps she was in fashion or the hair industry. As she explained that they were a husband and wife team, and they were leaving pamphlets in the local area to help grow their local presence, I couldn't help but be reminded of how my husband and I had built our realestate business all those years ago. I told them that I'd been exploring the sale of my home off market with two other agencies but wasn't ready to market the home.



They politely left that day and asked me to reach out if I ever wanted their assistance. I'm glad I did reach out and the rest as they say is history. Hugo and Lu brought an incredible sense of passion, care and most importantly they were very results driven. Within weeks I had offers and when we decided as a group to take the home to market they had my home SOLD within 10-days at an incredible \$8,500,000 and a Street record.



“Hugo and Lu brought an incredible sense of passion, care and most importantly they were very results driven.”

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I've now welcomed Hugo and Lu into my family and can report that I consider them to be friends. Their level of dedication to selling my home and their care for my feelings throughout the process has to be nothing short of unique in the industry.

If you've lost faith in the mainstream real estate agencies and are looking for a more boutique experience then reach out to Etch Real Estate. You won't be disappointed.”

CLONTARF 15 MONASH CRESCENT  
Joanna Vacopolous | SOLD \$8,500,000





**seaforth** PANORAMA GARDENS  
Peter Woodland | SELLOUT \$15,000,000

“I’m hesitant to give praise where praise is not deserved, but in the case of Etch Real Estate, I can say with complete confidence that their strategy, effort and negotiations skills made Panorama Gardens the success it is today.”

Following the successful sale of my family home at 2 Panorama Parade Seaforth by Etch Real Estate, I once again turned to them to help stir the pot. The result they achieved on my home made headlines and I was now more confident than ever that I was in capable hands - Only nine days to sell barbecue king’s pride of the Panorama.

With my eye on Etch from afar and, like many of my friends, I had chosen a more traditional path when it came to marketing my newest project named Panorama Gardens.

With my eye on Etch from afar and, like many of my friends, I had chosen a more traditional path when it came to marketing my newest project named Panorama Gardens. Situated in the exclusive Northern Beaches enclave of Seaforth and designed by architect Mark Harcum the development is comprised of three torrens title homes, each with a common theme yet individual approach to their design language.

From the get-go, Hugo and Luljeta were energetic and very clever with all their guidance. Once again, Etch challenged the traditional model of industry complacency, they challenged me as the vendor to best prepare the homes for presentation and as necessary challenged the buyer to appreciate the features and benefits of the property.



Strategy was going to be key here, and given this was my third attempt at working with an Agent on the sell out of Panorama Gardens - with two highly recommended Agencies failing to bring a single acceptable offer from each of their attempts. Etch came to me with a clearly defined strategy which involved holding back one of the properties, and launching only two initially. Their thinking was so profound that they had multiple reasons for holding back the third property, including the flow of foot traffic through the properties to optimise the buyer experience.



**“From the get-go, Hugo and Luljeta were energetic and very clever with all their guidance.”**

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The market was starting to turn rapidly and tensions were high. I was astounded at the feedback I was receiving and nearby sales by other agents were starting to negatively impact our sale. We had great traffic throughout the Open Days but a couple of early offers hadn't come to fruition with an Exchange. Etch was relentless with their willingness to explore all marketing options and strategies. With a real desire to bring a great result they decided to launch the third property to create competitive tension among engaged buyers. The strategy worked!

Of the three, the first home to sell was 6 Panorama Parade, Seaforth. This home sold to a buyer that was negotiating on one of the other homes but wasn't prepared to pay the asking price. Knowing they had an ace up their sleeve with no. 6, Etch offered it to the buyer prior to the first public Open. Etch knew how to play to the strength of each property and with no. 6 it was all about the Master Bedroom. Walking the buyer straight to the bedroom, and negotiating with them at the home's sweet spot, the sale was closed and I was once again proven right by having selected Etch.





2a Panorama Parade

With the first of the three homes sold, the next to go was 2a Panorama Parade Seaforth. Styled from head-to-toe Etch specifically targeted families with this property. They ensured the styling talked to the target audience and was tailored specifically to welcome families with young children in arms. The sale took less than 10-days from the sale of the first home, and as Etch had predicted to me, the first sale would quickly lead to the second.



4 Panorama Parade

The third and last sale was the most intricate. 4 Panorama Parade Seaforth was my personal favourite and had been cleverly designed



“4 Panorama was my personal favourite and had been cleverly designed by my architect to encompass panoramic water views.”

by my architect to encompass panoramic water views from the living spaces. But like everything in life the biggest strength can often be the biggest weakness. With its reverse floorplan (living rooms on top, and beds on the ground floor) the home met continued resistance from families. Etich was adamant that the home was not the issue but the target audience was. They specifically honed-in on what they believed to be the target audience and went to work to ensure the property was exposed to them via all social media platforms and pinpoint accurate marketing.





**“Without this level of commitment from a real estate agent, there is no way all three properties could have been sold.”**

Etch sold all three homes in the space of 6-months in what many would go onto be described as the biggest downturn in the Sydney property market's history. Etch held their ground, stood by my decisions and defended me and my assets vigorously.

Without this level of commitment from a real estate agent, there is no way that all three properties could have been sold. I'm hesitant to give praise where praise is not deserved, but in the case of Etch Real Estate, I can say with complete confidence that their strategy, effort and negotiations skills made Panorama Gardens the success it is today.

SEAFORTH PANORAMA GARDENS  
Peter Woodwood | SELLOUT \$15,000,000  
2a Panorama, 4 Panorama & 6 Panorama





**seaforth** 2 PANORAMA PARADE  
Peter Woodland | SOLD \$4,650,000

“I can recommend Etch Real Estate with the same confidence that I have in giving them three more homes to sell in a boutique development I’ve recently completed.”

“Although I’ve had a number of dealings with real estate agents over the years I thought I’d be in capable hands when it came time to sell the family home of many years. After listing with more familiar names in the industry my home remained unsold, so it became obvious that things weren’t as clear as first assumed. I’d heard of Etch Real Estate but I was a little hesitant with using a boutique agencies that I felt might not have the same recognition or reach.

From the get-go, Hugo and Luljeta were energetic and very clever with all their guidance. They challenged the traditional model of industry complacency, they challenged me as the vendor to best prepare the home for presentation and as necessary challenged the buyer to appreciate the features and benefits of the property.

We prepared the home for relaunch and within days they were bringing back people for second viewings and more importantly issuing Contracts. I happened to be travelling the first week of the campaign but I was kept abreast of every movement and can report that they had my home SOLD within 9-days, in what is otherwise a somewhat lackluster market.

**“From the get-go, Hugo and Luljeta were energetic and very clever with all their guidance.”**



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“Simply they ‘got the job done’ without any headaches or excuses. They succeeded where others repeatedly had failed.”

I can recommend Etch Real Estate with the same confidence that I have in giving them three more homes to sell in a boutique development I’ve recently completed. I believe them to be hardworking but most of all very professional in the manner they conducted the sales process. Simply they ‘got the job done’ without any headaches or excuses. They succeeded where others repeatedly had failed.”

SEAFORTH 2 PANORAMA PARADE  
Peter Woodward | SOLD \$4,650,000





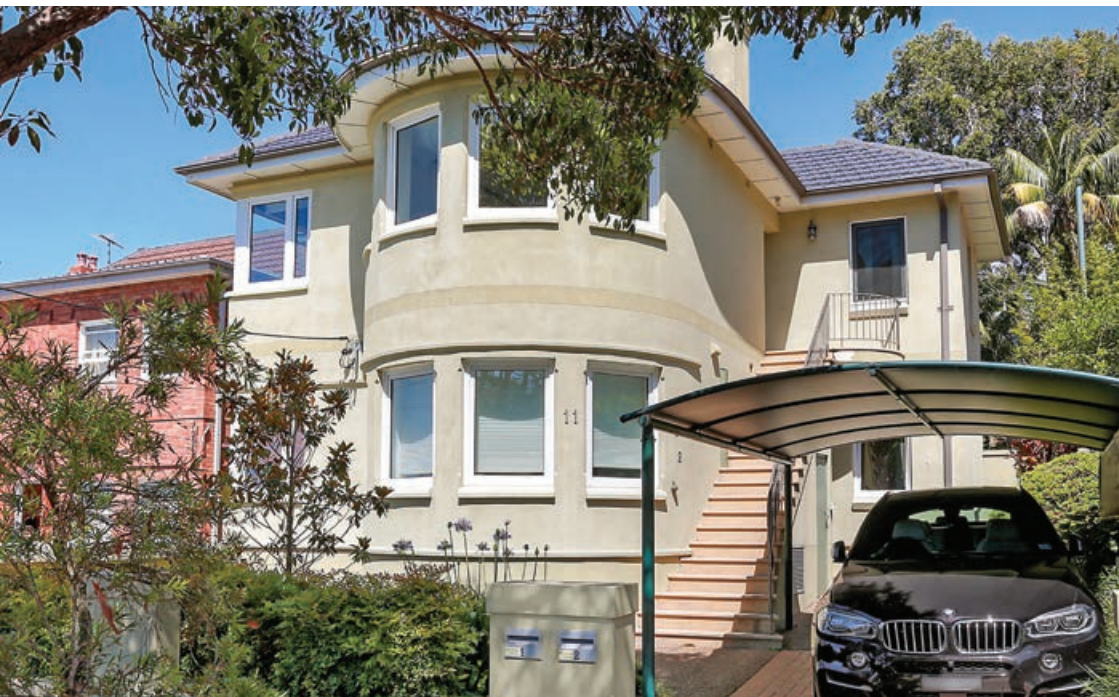
**manly** 1-2/11 LAURANCE STREET  
Craig Davis | SOLD \$ CONFIDENTIAL

“The team our practically limitless in their tenacity and their willingness to please. If you’re tired of working with Agents and Agencies that feel lacklustre, then you should give Etch a try.”

Inheritance can be a wonderful thing; in my case it came with a pivotal decision with a true crossroads ahead. Not entirely unhappy with where I lived – given my location was Manly, one of the world’s premier beaches, I was torn with my decision. In my case familiarity had definitely bred contempt and as much as I hated the idea of moving, I was starting to get itchy feet.

It wasn’t long before I crossed paths with Hugo and Luljeta of Etch Real Estate. I’d been following their journey and even bought their waterfront listing 7 Seaforth Crescent multiple times in my day dreams. My journey was a little different however as my duplex in Manly needed cosmetic attention and lacked the key attributes I would look for in my dream home.

On the day I was intending to visit 4 Panorama Parade Seaforth I was delayed with a work obstacle and frantically phoned Hugo. To my surprise he took my call on my first attempt and also was extremely accommodating. I have a real pet peeve regarding agent engagement with buyers; I find most agents won't pick up the phone, let alone return a phone call. It was obvious Etch was different from the get-go. Although they literally had just locked up the home, the staff at Etch organised their subsequent Open Houses to ensure I was able to meet Hugo privately and have him show me through.



By this stage 4 Panorama was the last of three homes left at Panorama Gardens. I wasn't really looking to be part of an enclave like Panorama Gardens but from the outset the quality was evident, and the design elements really worked for me. I liked the layout and felt that the reverse floorplan, with living spaces on the top floor, captured the panoramic views across Middle Harbour in all their beauty.

I was candid with Hugo on all counts. I wasn't ready to buy as I'd only just inherited a property which had true sentimental attachment to me. I also needed time to organise finances and would require a multitude of hurdles overcome if I was to purchase 4 Panorama.



“I wasn’t really looking to be part of an enclave like Panorama Gardens but from the outset the quality was evident, and the design elements really worked for me.”

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Hugo was ingenious with his approach. I believe his professional background really came to the forefront and where other agents might have shied away from the complexity, Hugo quickly understood what it would take to allow me to purchase the remaining property at Panorama Gardens.

In exploring all my present options I had invited a local agent from Manly to value my duplex and ascertain what it would take to sell the listing; I felt the effort described was a little overwhelming, and I was quickly looking for ways to convince myself out of the journey. Hugo on the other had whipped around and appraised the home above the other agent. He also expressed a desire to make the process mutually beneficial for myself and the vendor of 4 Panorama and proposed the idea of selling my duplex to the owner of 4 Panorama which would in turn allow me to simultaneously Settle on 4 Panorama in the process.





The subsequent weeks, and months involved a great deal of effort from Etch. Taking the best interests of each of their vendors Etch set out to value each property, negotiate terms and create a transparent working environment which would allow both myself and the vendor for 4 Panorama to come together in a mutually agreeable manner.

The sheer difficulty of bringing both the parties together was, in my opinion, astronomical. It was however the most effective manner for me to purchase my dream home, and warrant the exercise. Hugo's ability to deal with two vendors, two lawyers, and two buyers simultaneously was nothing short of impressive. It was Etch's professional execution of the simultaneous Exchange/Settlement which has earned my trust and respect. I have since expressed my gratitude and unconditionally shared my experience with friends and family. I've also taken our working relationship one step further and given Etch a property in my investment portfolio to manage. Just like the purchase of my home, the management has been nothing short of diligent, ethical and professional – far exceeding the efforts of the management agency I'd engaged to-date.



“Hugo’s ability to deal with two vendors, two lawyers, and two buyers simultaneously was nothing short of impressive.”

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Without hesitation I would recommend Etch Real Estate and their staff. The team our practically limitless in their tenacity and their willingness to please. If you’re tired of working with Agents and Agencies that feel lacklustre, then you should give Etch a try.

MANLY 1-2/ 11 LAURANCE STREET  
Craig Davis | SOLD \$ CONFIDENTIAL





**manly** 13/36 OSBORNE ROAD  
Kristina Curtis | SOLD \$2,050,000

“I met Hugo and Lu via Facebook through a mutual friend. From the first moment we met, Hugo exuded a warm and welcoming personality. He was extremely knowledgeable and confident in his ability to sell my unit and had great ideas.”

Thank you Hugo and Lu. You were amazing at selling my unit! I had listed my unit for sale and chose to use a mainstream realtor. After running an 8 weeks campaign, I realised that the sale would not occur and that perhaps I needed to think outside the box.

I met Hugo and Lu via Facebook through a mutual friend. From the first moment we met, Hugo exuded a warm and welcoming personality. He was extremely knowledgeable and confident in his ability to sell my unit and had great ideas on how to focus the marketing to the target audience and use social media to





“Although I hadn’t heard of their agency before, I could see from recent sales that they were competent and skilled at real estate sales.”

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amplify the message. Although I hadn’t heard of their agency before, I could see from recent sales that they were competent and skilled at real estate sales. I chose to move away from using a mainstream realtor and took a chance on Etch Real Estate.

From day one Hugo and Lu worked to over-deliver on every promise. From the photos to the video, the open house atmosphere, to the communication with myself regarding each engaged buyer, they were always on the ball. Hugo and Lu SOLD my home in 3 weeks and for a price I am very happy with.



**“They get the job done in a manner that has the potential to make a significant difference to the real estate industry.”**

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I would recommend Etch Real Estate to anyone looking for a boutique real estate that is both willing to dig deep and professionally market their home. They get the job done in a manner that has the potential to make a significant difference to the real estate industry.

I am very pleased I chose Etch Real Estate!

MANLY 13/36 OSBORNE ROAD  
Kristina Curtis | SOLD \$2,050,000



**balgowlah heights** 2 GLENSIDE STREET  
Anne Thorburne | SOLD \$ CONFIDENTIAL

“We recently sold our family home through Etch Real Estate. Selling the house was a challenging task that Hugo and Lu expertly guided us through from start to finish.”

My brother and I recently sold our family home in Balgowlah Heights through Etch Real Estate. Selling the house was a challenging task for us as we both lived interstate and the house we grew up in carried very fond memories for us. Given we could only be involved in the campaign at arm’s length, we interviewed several Real Estate companies to identify the one we felt we could place our trust in.

We weren’t disappointed with Etch - Hugo and Luljeta were a perfect fit and expertly guided us through the sale process from start to finish. Not only was their marketing and sales results exceptional, but they brought with them a level of sincerity, passion and care that we had not witnessed previously in other local agents.



“We weren’t disappointed with Etch - Hugo and Luljeta were a perfect fit and expertly guided us through the sale process from start to finish.”



We were particularly grateful for their expert advice in preparing and styling the house, and for the amazing support and feedback they provided to us with regular phone calls and emails during the sales experience. We highly recommend Etch to anyone looking for an honest real estate agent who is, enthusiastic, determined and passionate about helping people buy and sell property.

BALGOWLAH HEIGHTS 2 GLENSIDE STREET.  
Anne Thorburne | SOLD \$ CONFIDENTIAL



**balgowlah heights** 16A NEW STREET  
TOM KRAUS | SOLD \$3,000,000

“What was most impressive with the sale was Hugo and Luljeta’s negotiations skills.”

As an active member of the Balgowlah Heights community I’ve been lucky enough to build a close group of friends in the area. I’d watched Etch Real Estate from their inception as Hugo and Luljeta are part of the Balgowlah Heights community and I always thought they were good quality active members.

Hugo and I would brush paths at school between drop offs and pickups, and often chat about sporting commitments with the kids and after school activities. I always admired how Hugo and Luljeta combined their family life and work life so well, with Hugo often seen participating in volunteer activities and even coaching little league soccer, basketball and being an active member of the Balgowlah Heights Parents and Citizens Association – years back even doing a stint as Vice President.

When it came time to sell our family home we were pulled from a couple of different directions. Given the Balgowlah Heights community has several prevalent real estate agencies in the area, we had friends and family advocated for several sound options. My ex-wife in particular was passionate about the subject with both she and I adamant that there was one agency in particular we would not use.



My wife was set on using a local agency with a stronghold in the area, which by all accounts was a sound choice and one I was happy to stand-by. Etch on the other hand had other plans, and upon hearing we may sell, they were very passionate, considerate and forthcoming with strategy to help make our sale process even easier. They never pushed themselves onto us, in fact it was quite the opposite in that both Hugo and Luljeta were both generous with their knowledge and willingness to ensure we had the best quality advise leading up to our decision.

What I liked most about their approach was their level of care and sincerity. They were keen to offer support, by way of quality introductions to contractors in their network, and gave pertinent direction when it came to how to declutter, what to paint (and not paint) and what to style (and not style). Without even being engaged by us, they had already made the journey of selling our home easier.





“What I liked most about their approach was their level of care and sincerity.”

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I remember telling Hugo that we'd made our decision and that we'd decided to go with Etch. He was delighted, in fact it was obvious he was ecstatic. As a small business owner myself I could tell that their eagerness to showcase their abilities to the local community with our home, genuinely meant a great deal to them and that they were going to knock it out of the park.

True to their word, Etch launched our property with an incredible array of photos and a cinematic video. The initial response was strong, I was told by Hugo and forewarned that we may not require many Opens. Selling is always stressful and because the sale would lead towards a fresh start for me and potentially expand options for our next family home, I was hopeful the sale would be short and swift.



The first Saturday Open House saw a line of prospective buyers out our door. I didn't attend but a friend that drove passed said that there literally was a line out the door. Again, true to their word, the marketing strategy targeted young families, and as Hugo described, he wanted to see a line of prams out the door, and that's exactly what we got.



What was most impressive with the sale was Hugo and Luljeta's negotiations skills. When it came to the second Saturday Open House, they had already issued several Contracts, had us fully informed of who to expect offers from, and who not to, and guided us on the best tactics to draw out the highest possible result for our home.





In hindsight, market sentiment was very poor in October 2018 and without Etch Real Estate, and their clever negotiations skills and marketing strategies, I don't believe the result could ever have been as strong. They dealt with the buyers in an expert manner, communicated with my lawyer on a regular basis and organised all manner of inspections and reports to bring the sale to a successful close. All with little-to-no interactions from ourselves. We couldn't be happier with the result and can recommend Etch Real Estate with utmost confidence when the result really matters. Without any hesitation I believe that Hugo and Luljeta are part of a very small group of honest, professional and passionate real estate agents in Sydney and we're so delighted to have worked with them.

BALGOWLAH HEIGHTS 16A NEW STREET.  
TOM KRAUS | SOLD \$ 3,000,000





**allambie heights** 27 WANDELLA STREET  
Steve & Pauline Lydiate | SOLD \$1,570,000

“Hugo and Lu were warm, caring and inviting. They took their time and made us feel heard.”

Making the decision to sell our family home was not something we took lightly, or proactively for that matter. We'd been talking about it for some time but Pauline and I never really had the confidence to know how or when to take the plunge.

As part of the exploration we thought it might be helpful to attend some open houses and get our head around what was on offer and what we could buy should we sell. This is where we met Hugo and Lu, a husband and wife team, at Etch Real Estate.

Upon entry to their Open Home we knew right away they weren't the typical agency. Hugo and Lu were warm, caring and inviting. They took their time and made us feel heard. The home they were offering we later understood was their first ever listing, and was in fact their family home.

The presentation of the listing was nothing short of meticulous, and the marketing collateral came across so sleek and professional that you never would have guessed they were new to the industry.

Etch Real Estate left such a lasting impression with us that we decided to invite them to appraise our home in Allambie Heights. This was a trying time as Pauline had been unwell for some time and her energy was wavering throughout this period. Looking back, I think Hugo and Lu brought a sense of empathy and care that nurtured myself and Pauline, and a sense of energy that we were lacking at the time.



Pauline has since passed but I can say that Hugo and Lu cared for her all through the process. She recounted our time with Hugo and Lu fondly and to this day I get together with my daughters and Hugo and Lu to catch up over a meal.

If you're looking for a caring approach, a proactive approach, and an approach which leaves nothing on the table, then Hugo and Lu of Etch Real Estate are the right agents. After settlement they stayed by our side and even helped with the purchase of our next home in Collaroy. I have no hesitation in recommending their services and have done so wherever I can.



“From day one of the launch there was a line outside the door, and just as Hugo had described.”

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They were proactive with their approach and very definite with what needed to be done. The market was starting to turn at that time, with Newspapers reporting doom and gloom. They gave us very clear instructions on how and what to declutter, they also styled the home without over capitalising on that task, and created a very accurately targeted marketing campaign.

From day one of the launch there was a line outside the door, and just as Hugo had described, the marketing had attracted the target audience that best suited our home. Within weeks they were bringing in offers and had the home sold over and above our expectations.





“Pauline recounted our time with Hugo and Lu fondly.” – STEVE LYDIATE

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ALLAMBIE HEIGHTS 27 WANDELLA STREET.  
STEVE & PAULINE LYDIATE | SOLD \$ 1,570,000



**gyMEA** 16 HOUSTON STREET  
Alec & Loris Gardener | SOLD \$1,210,000

“I’d become a coffee shop owner in an small North Harbour Reserve enclave on the Northern Beaches. It is placed within the very family focused suburb of Balgowlah – I’d bought Forty Beans Cafe and couldn’t be happier.”

“I grew up on the Sutherland Shire in a time where nobody locked their doors, milk was still delivered in bottles to the front door and everyone knew everyone. I have fond memories of my childhood, with me and my brothers running a muck up and down the streets.

Mum was a loving person and always had time for a chat. While eventually me and my siblings had grown up and flown the coop, mum was always our rock and stayed in the family home and this somehow gave us a sense of security and strength in our lives.

When it came time to sell everyone turned to me to drive the process, and knowing that mum was headed to Aged Care I wanted to pay her homage to everything she'd been through to raise us by taking the sale very seriously.

At this point in my life I was living on the Northern Beaches of Sydney. While geographically it's the complete opposite end of Sydney, the Northern Beaches definitely reminded me of the Shire all those years ago. After a relentless corporate career, I had taken the plunge and left the suit and tie behind, and swapped it out for an apron! I'd become a coffee shop owner in a small enclave on the Northern Beaches named North Harbour Reserve within the very family focused suburb of Balgowlah – I'd bought Forty Beans cafe and couldn't be happier.

**“When it came time to sell, everyone turned to me to drive the process.”**

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Mum always was baffled how I was able to make friends easily and the coffee shop had become a perfect instrument to let my personality shine. As an avid dog lover the coffee shop attracted a cult following and I soon had met all the locals and knew them by first name.

As part of selecting a Real Estate Agent to work with I had my eye on all the local agents in the Shire but it was actually a Northern Beaches husband and wife team that caught my eye. They'd approached me several times at the coffee shop asking if I'd host some of their pamphlets. I started to track their progress in the industry and when it came time to make the decision I decided to reach out to Hugo and Lu.

Initially they were astonished that I was asking them to sell our home in the Sutherland Shire, but humbled that I'd entrusted my





**“I started to track their progress in the industry and when it came time to make the decision I decided to reach out to Hugo and Lu.”**

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family home in their care. Without blinking they took on the task and as I'd expected they were detailed orientated, proactive and very definitive with their approach.

Within days of the launch they were feeding back all the campaign activities so that me and my siblings could be kept abreast of the movements. With the property market being softer than normal at this time, I'm so glad we had Hugo and Lu by our side. They were very proactive with their approach and were willing to show the home morning, noon and night. Within weeks they had buyers competing and achieved what was nothing short of an amazing result.

Mum has since passed away, but in the days prior she recounted just how well I'd done with selecting Hugo and Lu. She felt like the sale respected all her wishes and achieved everything she desired in the process.



“Mum has since passed away, but in the days prior she recounted just how well I’d done with selecting Hugo and Lu.”

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GYMEA 16 HOUSTON STREET.

Alec & Loris Gardener | SOLD \$ 1,210,000



**lake george** 173 THE VINEYARDS  
Bill Karelas | SOLD \$ CONFIDENTIAL

“My old man is my hero. As far back as I can recall I vividly see him racing feverishly to complete tasks and make stuff happen.”

My old man is my hero. As far back as I can recall I vividly see him racing feverishly to complete tasks and make stuff happen. I guess a lot of my entrepreneurial spirit comes from being exposed to his incessant work ethic and, what I remember as a child, somewhat limitless skills at his disposal.

As a family, my father always ensured we had a passion for working the land and nurturing nature. His purchase of Lake George Winery from its founder Dr Edgar Riek in 1998 would become the perfect playground for him to mature his talents and for us to bond as a family. With no background in winemaking the family set out to learn the craft and care for the vines on the most historic vineyards nestled on the foothills of Canberra.



In 2008 my father also acquired Madew Wines, located on our northern boundary of our property. The purchase brightened the outlook for this unique stretch of vineyards, and between ourselves and the nearby Lerida Estate, we toiled the land and produced some of the state's most sort after wines.

Each year that passed we familiarised ourselves with the artistry of winemaking and my father taught himself to prune the vines, protect the grapes and harvest to optimise flavours. I would spend my time bush bashing the hundreds of acres and quickly found my spot, nestled quietly at the top of the estate. I often considered myself alone on that spot, miles away from anything sophisticated and content that my stake in the world was mine and mine only. From that vantage point I would ponder the grapes, reflect on the sunsets and curse the cattle as they blackened my horizon.



I remember the day in 2017 when dad told me that it was time to sell Lake George Winery. So many thoughts raced through my mind and yet I was unable to produce anything worth saying. I knew there was little I could do to influence his decision.

In my family I'd become somewhat of a go to when it came to logistics, processes and execution. While my dad had made the decision to sell the winery, it would be my decision as to how we went about it and what course the transaction would take.



“I can strongly recommend their services if achieving an outstanding result is paramount.”

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Given that I spent most my time in Sydney, running multiple businesses, while keeping the infrastructure of Lake George Winery afloat, I began the hunt for an Agency to engage on the sale. I was acutely aware of the transactional value of the business, but more importantly I wanted a company that could represent the true value of the business to prospective buyers. I quickly learnt that local rural property sales representatives were somewhat confined with their thinking, and lacked the high definition marketing tools I was looking for.

Etch Real Estate had been on my radar for quite some time. Hugo and Luljeta frequent my supermarket often and I'd struck several conversations with them since their inception into the real estate industry. It always astonished me that they were a husband and wife team that had built a significant business in the computer industry, working with Microsoft and Google, and were now achieving great results in the real estate sector. They struck me



“From the outset they pushed me out of my comfort zone and yet I knew I was in good hands.”

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as hardworking, honest and reliable. More importantly I felt they knew how to elevate a property, and from what I'd seen of their portfolio, they had the ability to showcase each and every strength of a listing to its nth degree.

From the outset they pushed me out of my comfort zone and yet I knew I was in good hands. They stripped, styled and captured every element of the winery with jaw dropping beauty. My old man gave a silent seal of approval, and with that Etch set off to work.

From flying-in Singaporese buyers and seeing them to the vineyard via escort, to day-long viewings which would take in the sunsets from the top of the estate, Etch understood the power of emotion and played to each and every strength. Negotiations with each and every buyer required varying degrees of business acumen. Given multinationals, locals and boutique oenophiles had each showed interest, it became evident that we had selected Etch correctly. As a husband and wife negotiating team they made the lightweight buyers feel comfortable with presenting offers, and with their professional background Etch locked down corporate dollars.



This wasn't a typical sale. The final negotiations were to include an estate which plays host to hundred-year-old vines, a cellar of irreplaceable bottled wines, a restaurant and a home. With the guidance of Etch Real Estate we settled on a local boutique winemaker name Anthony McDougall. In May 2018 the McDougalls, who operated the Summerhill Road label out of Bywong for six years, exchanged contracts on our 113-hectare property on the shores of Lake George and became the latest custodians of our once family estate.



Our family firmly believes that if it weren't for the tenacity, diligence and execution of Etch and their staff, this exceptional result would not have been achieved. Having surpassed the most recent nearby vineyard sale by 40% and halved the time on market, Etch showed that their ability to deliver on every promise was to be uncontested moving forward. I can strongly recommend their services if achieving an outstanding result is paramount.

LAKE GEORGE 173 THE WINEYARDS  
BILL KARELAS | SOLD \$ CONFIDENTIAL.

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