



TESTIMONIAL



**seaforth** 73 ELLERY PARADE

Tony Zaknic | SOLD \$3,766,800

**“There is nothing like working with exceptional people, being part of their thinking & their strategies.”**

There is nothing like working with exceptional people, being part of their thinking, their strategies and watching them do what they do best. In my recent engagement with Etch Real Estate there was literally no stone left unturned and the result speaks volumes for their perfect execution on all their promises.

Leading up to the launch of my latest property development I was advised that I would benefit greatly from selling one of the two homes I was constructing ‘off the plan’. To me that sounded like an absurdly difficult thing to do and it was completely uncharted territory for me. Having worked with many of the local agents, all successful and all from the big franchise brands, I knew that there were very few of them which had experience with selling ‘off the plan’.

There was one agency in the local area which stood out and that was Etch Real Estate. I had seen them sell 'off the plan' previously and come across them at several of their listings. What was even more appealing was that they had recently worked on a nearby property development which had been through the hands of three other agencies, but only Etch had managed to sell all three properties in that boutique development.

When I contacted Hugo and Lulu about working with me on the 'off the plan' sale they not only jumped at the opportunity, but they also came armed with a plethora of knowledge and suggestions to optimize my chances.



Once I shared with them my plans and introduced them to the site, they quickly devised a crystal clear road map for me to follow and a timeline for the sales process to begin. They helped me with signs, 3D renders, display suite preparation and organized the most incredible brochures and marketing collateral.

A lot of the tasks I had never imagined required as much attention to detail as Etch put into them but when it all came together I was truly astonished as to how much went into the sales process and their sales strategies.



**“ We met at the beach for a takeaway coffee in the height of the crisis and once again I remember being astonished at Hugo’s willingness to never give up, and to explore all options. ”**

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Upon launching the home to market, I remember visiting the team at Etch ahead of their first open and they seemed so calm, collected and in charge. I could not help but feel a sense of peace come over me and elation that I was in great hands.

Cast forward a week or three and the world was rocked by the unprecedented pandemic of the COVID-19 virus. With it came obligatory isolation, quarantine conditions for travels and a halt to all real estate related Open House activities.

I remember Hugo meeting me at the beach for a takeaway coffee in the height of the crisis and once again being astonished his willingness to never give up, and to explore all options.



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The situation was so dire that we even discussed withdrawing the property all together and renting during the COVID-19 crisis. Hugo wanted to power through and presented me with a plan which he said would get me through the pandemic and, astoundingly to me, he continued to vow to get the job done.

True to his word, he and Lulu adjusted their showings to accommodate the new COVID-19 guidelines, some of which changed daily, and reported back to me relentlessly on any progress or adjustments we needed to make. On the 10<sup>th</sup> of April, literally in the height of the pandemics' hysteria, Hugo engaged in negotiations with several buyers and worked up a lather of interest which lead to the successful sale of one of my homes 'off the plan'.



It might be tempting to think that the sale was purely a token gesture at that stage but Etch came through with a sale price of \$3,766,800 which was above the guide offered throughout the campaign of \$3.3M - \$3.6M.

Not only was I impressed with the final sale price, but Hugo and Lulu secured a world-renowned architect as the successful purchaser. As an Architect, the buyer introduced some subtle design changes which further enhance and elevated the project even further. These design changes were brokered expertly by Etch 'on the fly' during the negotiation process and once again highlighted just how critical it was to have Etch on my side.



My words can barely describe how grateful I am to the team at Etch for their guidance and leadership displayed in what has obviously been one of the world's most complex economic downturns in history.

Not only did they perform as promised but they literally went above and beyond on every task. Etch was in constant communication with me during the sales process and their regular updates kept me calm and positive during those difficult times and complex negotiations.

I have recommended Etch repeatedly since engaging them and have no hesitation in continuing to do so for any real estate related needs anyone has.

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