



TESTIMONIAL



**balgowlah** 15 JACKSON STREET  
Tiffany & Duncan Egan | SOLD \$3,805,000

**“We wanted an agency partner who had the network, negotiation and marketing skills to realise a premium outcome.”**

When we decided to sell our beloved family home during the COVID-19 pandemic to upgrade to a house with more space, we wanted an agency partner who had the network and negotiation and marketing skills to realise a premium outcome, despite the market uncertainty. One agency stood apart from the rest: Etch Real Estate.

We met Hugo and Luljeta Ortega while we were looking for our new home, months before we decided to sell. Their signature style is clear in each one of their quality listings:

meticulous attention to detail, close collaboration and a willingness to listen to preferences and needs which is too often glossed over by the competition. The level of sophistication that Hugo and Luljeta bring to the industry is second to none.

The Etch team impressed us from the outset of our campaign, providing a clear plan, timeline and actions to make sure we were on the same page as we readied the house for sale. Their connections to services we needed, from paint touch ups to staging, proved immaculately professional, quick to deliver and competitively priced.

While there was plenty of effort on our part leading up to the launch, the Etch team made the process easier and more efficient. The photography and marketing of our property was outstanding and the appeal was so strong that we almost changed our minds about selling!



The storyline the Etch team created to thread through the marketing campaign attracted a high quantity of quality buyers in an unpredictable market. The results speak for themselves. Etch secured the price we wanted within nine days of the launch, setting a new street record for a residential sale in the process.



The result did not come without complexities. Working in a challenging economic climate, we commend the Etch team on the professionalism and speed with which they reacted to unexpected events, managed negotiations and offered solutions. At each step of the process we felt sure we'd chosen the right agency partner.

For anyone seeking to market their home to a premium audience for a high value outcome, we have no hesitation in recommending the Etch team.

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