

# divine write

## Speech for Network 10's Steve Hart

Good evening ladies and gentlemen. On behalf of Raine & Horne Terrigal, welcome to the Lighthouse Apartments. My name is Steve Hart.

A few days ago, Mat asked me to say a few words at tonight's launch. I accepted, expecting to turn up for "another day at the office", but when I first walked into these apartments, I was stunned. Look at this view! Look at the apartment! Amazing!

I thought I'd be doing a bit of a sales spiel, but this place really does sell itself. So instead of selling, let me just say a few words by way of introduction.

I'm sure most of you have been following the Lighthouse marketing campaign. You've probably seen all the ads, seen the pictures, seen the plans, maybe even wandered in and around the building site.

Tonight, we can finally enjoy the real thing. Think of this launch as an open house with trimmings. Wander 'round, explore, touch, feel, sniff, gaze... or just sit and soak it up. But most importantly, relax and make yourself at home.

While you're enjoying your wine, take a moment to consider the "vital statistics" of these apartments:

- **The view?** Well that speaks for itself. Panoramic views from here to the Norah Head Lighthouse. From lighthouse to lighthouse... there's nothing else like it on the coast. And that's only part of what makes it unique.
- **The position?** Where else can you lose yourself in Avoca's charming village lifestyle, then come home to your own nicely elevated, cleverly concealed, private retreat?
- **The size?** The average apartment size is a huge 450m<sup>2</sup>! That's well bigger than your average home. 3 luxurious bedrooms, en-suite, walk-ins and built-ins throughout, huge private balcony, enormous open plan living areas, private secure parking, and still enough room for your own indoor plunge pool!
- **The inclusions?** Only the best. Parisi, Gaggenau, Starck... All names synonymous with quality, and widely regarded as the best available. As you can see, absolutely no expense has been spared.
- **The design?** Kathy Slater and Patricia Stewart teamed up to create a spacious, tasteful, and understated living environment. Each apartment uniquely elegant and functional, and cleverly constructed to make the most of the spectacular views. Their original brief was all

about fluidity, visual lightness, sensuality, individuality, and minimalism. I think if you look around, you'll agree they've achieved their goals.

- **The location?** As you probably already know, Avoca is one of the Central Coast's most highly prized locations. It's just an hour from Sydney, and a stone's throw from the cafes and nightlife of Terrigal, yet it's free of the traffic and hustle and bustle of the more popular tourist destinations. Add to that the unique beauty of the apartments and site, and you have a property that will always outstrip the rest of the real estate market.

The entire NSW coast was scoured to find the perfect site – and they found it. From the very beginning, the objective with these apartments was to do the site justice. The best land on the coast deserves the best apartments. There were no shortcuts taken, no oversights, and no flaws allowed. Great pains were taken to ensure the finest quality in every aspect.

The apartment we're currently in and apartment number 2 are the only 2 that haven't been bought off the plan. You're welcome to inspect both at your leisure.

And at that, I'll leave you to explore. If you have any questions, feel free to speak to any of the staff from Raine & Horne Terrigal:

Thanks for your time, and have a great night.