

The background is a solid red color. It is decorated with a pattern of white dots of various sizes, some of which are arranged in a grid-like pattern. Additionally, there are white, wavy, organic shapes scattered across the page, resembling ink blots or abstract patterns.

LUCAS

A man in a dark suit and light blue shirt is shown in profile, looking at a smartphone. He is standing against a backdrop of a city skyline at dusk or dawn, with blurred lights from buildings and streets. The sky is a mix of blue and orange.

WE KNOW  
VERTICAL  
LIVING BETTER  
THAN ANYONE.

THAT'S OUR  
HERITAGE.



## LUCAS

As Melbourne's premier vertical living specialists, we've worked tirelessly to maintain our leadership in the sale and management of apartments across Melbourne. When you deal with Lucas Real Estate you'll realise the priceless advantage that experience brings.

In fact, we list, manage and sell more apartments in Melbourne's Inner City than anyone else in the business. All because we make it a priority to surround ourselves with everything that is great - great people, great marketing, great technology, great ideas and above all great clients. Our committed team shares a dedication to a set of guiding principles and ethics where our clients and client service rank above all else. We forever strive to maximise our results by never forgetting that the difference is in the details and how we see them.

# CONNECTING MELBOURNE TO THE LARGEST SELECTION OF APARTMENTS OUR WAY

1

## Our insight

When it comes to vertical living, nobody understands local real estate like we do. We know the properties, the people and the community like no other. Our unique approach to specialising in Melbourne's vertical living translates to better results and shorter days on market.

2

## Our open homes

Our negotiations begin before the first open home, where we use our database to identify the most interested parties and explore their expectations and budget. We never let a sales opportunity pass us by, making sure we have consistent follow-up and feedback.

3

## Our network

Our database of genuine registered buyers is one of the largest and in an environment increasingly dominated by digital methods, we use it to your best advantage. It allows us to communicate with potential buyers in a timely, relevant, targeted way and understand exactly what they're looking for.

4

## Our marketing

Listing with us guarantees that your property is showcased to perfection. Our marketing is designed to talk to buyers and renters. Our clever marketing strategies are intelligent, effective and mindful of your bottom line, reaching the broadest possible number of people.

5

## Our people

Real estate is all about relationships. It's about building trust with your vendors and buyers, providing peace of mind and being empathetic to our client's needs. Despite the competitive environment and need for tough negotiation, our team at Lucas hasn't forgotten the importance of being likeable, personable and affable.

6

## Our style

We know how crucial it is to be approachable and understanding of clients' individual situations and personal circumstances. When we forge relationships with our clients we're in it for the long haul, so personality counts.

A woman with her hair in a bun, wearing a white sleeveless top, a black and white patterned scarf, and a red and blue plaid skirt, is smiling and sitting on a sofa in a modern living room. A floor lamp with a white shade is visible to her left. The background shows a blurred interior with a window and some furniture.

# OPEN HONEST ACCESSIBLE

24.7.365

Providing a superior calibre of service means being open-minded, honest and constantly available. We take pride in our reputation for being ethical, dignified and above all professional in everything we do. We ensure that our clients have all the facts in order to have a balanced assessment of their options and opportunities. Our clever, insightful handling of marketing campaigns produces exceptional, timely results.



YOURS  
SINCERELY,

As your appointed real estate agency we have one clear objective - to work tirelessly for you. You can rest assured that we will always have your best interests at heart, offering exceptional support every step of the way. We do what it takes to provide peace of mind and ensure that your experience with us is both enjoyable and rewarding.

Relationships mean a great deal to us and we invest considerable time in each and every one of them. We view every client as a client for life and treat you as such, with a service guarantee that we adhere to strictly. Following our principles and ethos, we have achieved extensive reach into the vertical living market.

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