



Torch Property Management joins forces with Ayre Real Estate

Today, Ayre Real Estate announced that Torch Property Management has joined the expanding brand under a strategic collaboration to create the ultimate Sydney City team, with the Torch business rebranding to Ayre Real Estate. The combined business will feature two prominent office locations; the existing Ayre Real Estate office located at the Sheraton on the Park, 161 Elizabeth Street Sydney, and Torch's high profile shopfront at 9 Argyle Place Millers Point allowing the agency to service the entire City Market from luxury Millers Point terraces to prestige City Apartments. Ayre Real Estate Founder and Director Adrian Wilson says, "The alliance is a significant milestone since launching Ayre Real Estate in May this year and undoubtedly provides the most experienced prestige real estate team in the City market. The combined power of our 68+ years of prestige property experience, coupled with the benefit of two offices in key locations and our advanced marketing strategies, is a significant competitive advantage that we can't wait to share with our current and future clients." The partnership will service a portfolio of over \$400,000,000 in assets with over 200 luxury rentals under management. Launching a portfolio of prestige apartment sales heading into spring, the first on the market is a stunning luxury Penthouse apartment; 731/8 Point Street Pyrmont, for Auction on 21st August with a price guide of \$5.3m, and a one bedroom apartment in Observatory Tower 2406/168 Kent Street Sydney, listed for sale at \$1.575m. Craig Donohue, a leading CBD Agent (previously at McGrath) joins the leadership team as a Director, alongside Kate Sommerville, Director and Licensee of Millers Point office, and Adrian Wilson, Founder and Director of Ayre Real Estate. Kate Sommerville states, "Joining the Ayre Real Estate brand is a strategic move allowing us to provide greater levels of service and enhanced premium marketing for our landlords right across the city." In addition, Georgia Peters, one of Sydney's most highly respected and experienced property managers, also joins the team as Senior Property Manager. Adrian Wilson says, "Georgia has worked in the local area for over 15 years and brings a wealth of knowledge to Ayre. We are very pleased to have such talented people wanting to join our team and vision". Craig Donohue says, "I've been waiting for the right opportunity to partner with a premium, city focused brand that delivers the right level of representation and experience to prestige clients, so I'm very excited to be joining Ayre Real Estate as Director. The marketing approach, overarching strategy and quality of people at Ayre is the best in the business." Craig is well known in the market having achieved several prestige sales including the \$10,000,000 sale of 3501/68 Market Street Sydney and half of the top floor (2 out of 4 apartments) in the famous Blues Point Tower. The team at Torch are well known for achieving premium prices for luxury rentals regularly leasing properties between \$2000 – \$5000 per week, up to \$25,000 per week. About Ayre Real Estate: Ayre Real Estate has been founded by multi-award winning Real Estate Agent, Adrian Wilson, a pioneer in the Sydney City apartment market with nearly 20 years' experience and perhaps one of the most strategic thought leaders in the industry. The Sydney City apartment specialists, delivers apartment focused services that are smarter and simpler, yet deliver beyond expectations for both owners and landlords while elevating the lives of the clients and communities they work in. ayre.com.au

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