

# Craig Pontey

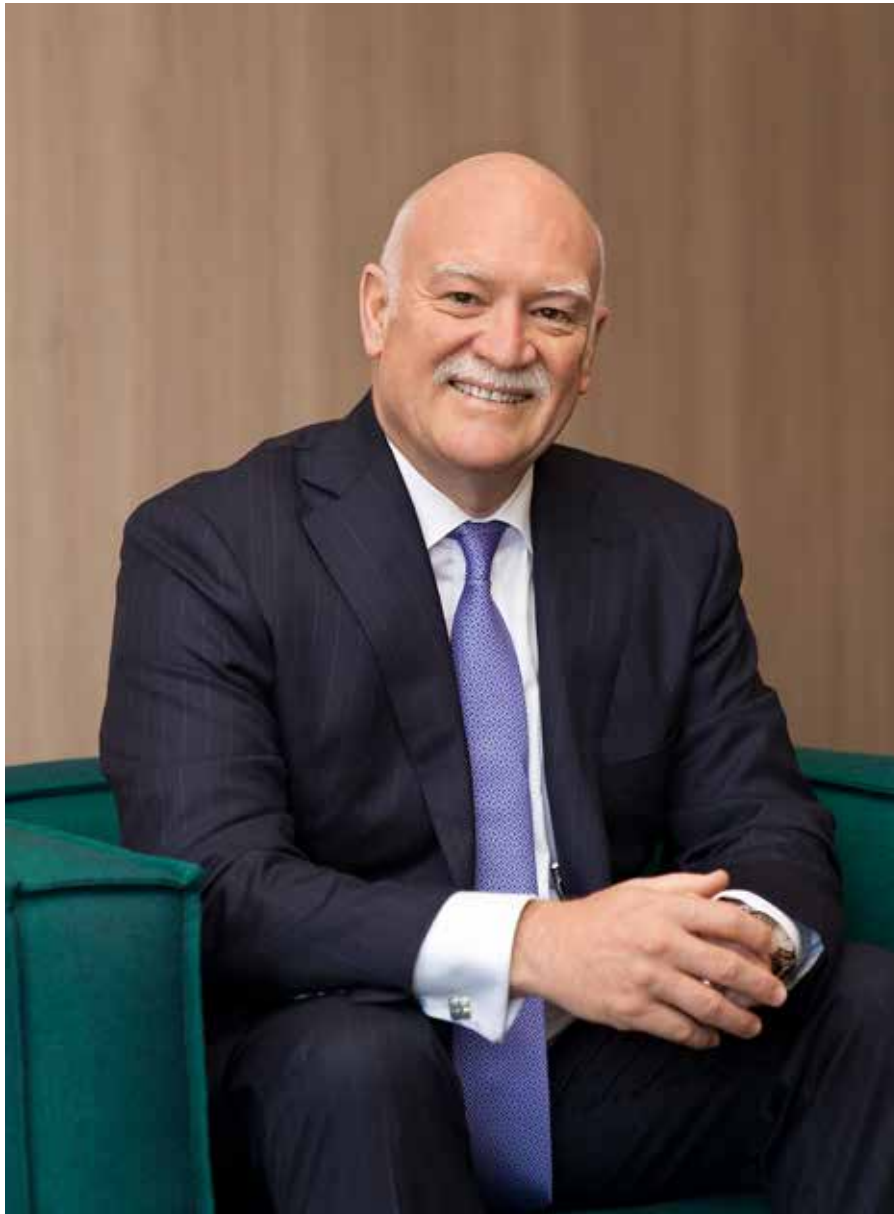
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RAY WHITE DOUBLE BAY

0419 40 40 40

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[craigpontey.com](http://craigpontey.com)





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We are absolutely delighted to write this letter to support Craig Pontey.

Living in the area, I understand how important it is to not only market waterfronts correctly, but also to let my network of friends and business partners know of the home's listing.

We would be happy to throw all the Ray White group's resources to assist you in achieving a record result for any of your prospective clients.

Craig's career to date encompasses many aspects; all done to extraordinary levels.

Firstly, as a salesperson, Craig has been in the top 10 of our 4,000 salespeople consistently for over 30 years. He has been one of our finest proponents of the auction method of sale, and his ability to create competition has consistently delivered genuine value for his vendor on many occasions.

He continues to operate at the highest level. He was recently responsible for the highest sale price (\$65.25m) for a Sydney waterfront.

His deep local experience and long term relationships in Sydney's east has enabled him to broaden his activities in the commercial and project marketing markets so effectively.

Craig has also driven the Ray White Double Bay team to market leadership in one of Australia's most competitive markets. In doing so, he has helped develop the careers of so many people, and set a standard for our whole group to drive towards.

Our family remains incredibly grateful to Craig. He has been absolutely pivotal in the success of our business from being new entrants 30 years ago, to now being market leaders in Sydney. His commitment to his clients and his team, his relentless energy to keep improving, and the camaraderie and spirit he has brought our company has been one of our greatest assets.

**- Dan White, CEO Ray White Group**



## 38B THE CRESCENT, VAUCLUSE

### Palatial Waterfront Home, Tennis Court and Jetty / Boatshed

Grand in sheer scale, architectural design & bespoke finishes, 'Phoenix Acres' is a palatial residence commanding iconic Harbour Bridge and City skyline views from a prized 3,731sqm waterfront parcel. Featuring a rare 81m wide water frontage with private boathouse and jetty facilities. Opulent selection of indoor/outdoor entertaining spaces embrace the spectacular harbour outlook in absolute privacy. Exclusively set metres from Kutti Beach & Watsons Bay Village. An enviable harbour front lifestyle in a home of grand proportions.



**SOLD \$65.25 MILLION**

I'm Craig Pontey, one of the original founding Directors of Ray White Double Bay. Our business recently celebrated 30 years in real estate, which coincides with my 40th year in real estate.

I specialise in Prestige Property and Project Marketing in the Eastern Suburbs of Sydney; and the publicity and marketing I achieve for these listings, sales, relationships and networks attracts other high end vendors through referral, reputation and word of mouth.

Over 40 years I have seen many market cycles, technology changes, business adaptations and product and service expansions and one thing that has worked for me personally is being top of mind over numerous property cycles.

Why? Because providing outstanding value to the customer doesn't stop at exchange or settlement, it requires an 'always on' approach to communications to gain a reputation and win repeat business.

Some of my clients have transacted with me over a 30+ year period, demonstrating an unparalleled level of trust and understanding of their changing property and lifestyle aspirations over time. I wholeheartedly believe the secret to this success is energy and passion. We're in the people business and after four decades, I still love what I do every day.

*Craig Pontey*

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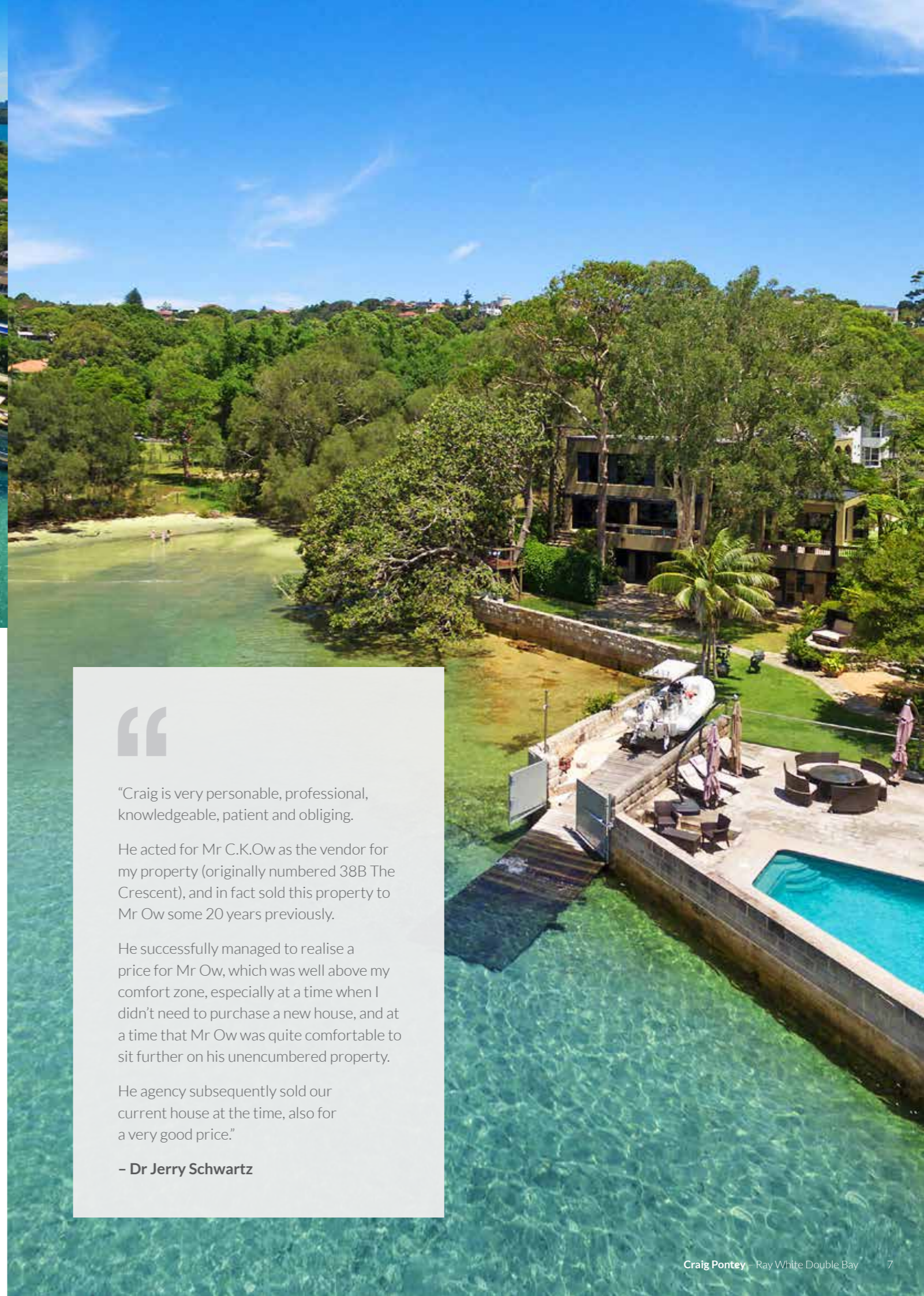
## 1A LOCH MAREE PLACE, VAUCLUSE

### Tranquil Oasis by the Harbourside

A harbourside haven of leafy serenity bound by northern views across Vacluse Bay and the harbour beyond, "Loch Maree" offers more than half an acre of blue ribbon real estate at the end of a prestigious cul-de-sac. This unique home is wonderfully versatile as the ultimate entertainer or private family residence. It features 6 bedrooms, 10 bathrooms, separate guest accommodation, boat house, boat ramp, harbour front pool, and access to all levels of the home, including the rooftop via a new high speed glass lift. This sprawling compound allows for the most idyllic family lifestyle in one of the Eastern Suburbs most pristine and desirable locations.



**SOLD \$29.5 MILLION**



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“Craig is very personable, professional, knowledgeable, patient and obliging.

He acted for Mr C.K.Ow as the vendor for my property (originally numbered 38B The Crescent), and in fact sold this property to Mr Ow some 20 years previously.

He successfully managed to realise a price for Mr Ow, which was well above my comfort zone, especially at a time when I didn't need to purchase a new house, and at a time that Mr Ow was quite comfortable to sit further on his unencumbered property.

He agency subsequently sold our current house at the time, also for a very good price.”

**- Dr Jerry Schwartz**



## 16 WUNULLA ROAD, POINT PIPER

### Exclusive Harbourside Position on 1160m<sup>2</sup>

Basking in never-to-be-built-out north east panoramas across one of the world's most stunning harbours, this incredible estate is truly a once in a lifetime offering. Cherished by one family for over 46 years, the Mediterranean inspired sanctuary flows between a perfectly maintained layout and surrounding sun-kissed alfresco zones. Placed in an exclusive Sydney address, it enjoys seclusion and prestige from 1160sqm approx. elevated parcel encircled by tranquil greenery. An array of private schools are only a stroll away, as are harbour beaches and The Royal Motor Yacht Club.



**SOLD \$13.7 MILLION**

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Craig Pontey is one of the most talented real estate operators that I have had the pleasure to work with, having myself spent over 30 years in the broader property industry and having bought and sold a number of residential properties in both Sydney and London.

Craig submitted a proposal outlining an approach for the sale of our mother's home. Sensitivity along with maintaining a level of privacy was a key consideration, in conjunction with showcasing an old family home with development potential.

Craig's analysis on his extensive database, and the number of people that he would target given the price range and the 'development' opportunity were key differentiators. Whist originally we had preferred an EOI to address our brief, his logic after the first open day was to switch to an auction given the level of interest and in order to maximise pricing.

The whole process in dealing with his expansive team, from photographers, architects, auctioneers, his direct Ray White team was seamless. Craig was realistic about not spending additional dollars on styling the property, making Mum feel positive about her family home – she was also taken on the journey with Craig that the new owner would certainly demolish the house, but in no way was that a reflection on her home.

The auction resulted in a premium exceeding our expectations, achieving well over 30% beyond our expectations. I have no hesitation in recommending Craig as THE agent for the premium end of the market."

**– MacDonald family**



## 1 OLPHERT AVENUE, VAUCLUSE

**Rare Elevated Corner Block,  
Commanding Harbour Views**

Capturing breathtaking panoramas across the yacht-studded harbour, this substantial traditional two storey home is ripe with potential. Set on a rare elevated north-facing corner block, on one of Vaucluse's most sought after streets, it is offered for the first time in nearly half a century.

The property presents an exciting opportunity to capitalise on the beautiful outlooks and fresh natural light, as well as scope to enhance current city skyline vistas, with a designer rebuild (STCA).

With a minor cosmetic makeover it could be a comfortable family home while you work out how best to take advantage of this great location.

**SOLD \$5.9 MILLION**



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“His attention to selling our property was faultless. His knowledge of the market and the suburb we were selling in certainly attributed to attaining a selling price above our expectations. Would highly recommend this agent.

**- Cumming family**





## 13 TRELAWNEY STREET, WOOLLAHRA

**Unprecedented Development  
Opportunity on 2,068m<sup>2</sup>**

An unprecedented offering in the heart of Woollahra, this commanding 2,068sqm property – the former site of the German Consulate General, presents a rare opportunity to further capitalise on an R3 zoned north to rear allotment. Currently comprised of 12 ground floor offices, cashier's desk, 9 additional upper level office spaces, kitchenettes/restrooms on each floor and private upstairs living quarters. Tightly-held by the Consulate for over 40 years, it now affords endless scope for reinvention with the possibility of subdivision, medium density redevelopment or the creation of a new prestige residence (STCA). It stands in a quiet tree lined street, midway between the Edgecliff Centre and the boutique daily conveniences of Queen Street.

**SOLD \$18.5 MILLION**



## 151-153 BLAIR STREET, NORTH BONDI

**First Time Offered in 30 Years Block of Townhouses  
in Prime North Bondi Position**

Presenting a blue chip address and coveted Bondi Beach lifestyle, these 6 x 3 bedroom townhouses are ideally positioned within walking distance to all that beautiful Bondi has to offer. A few minutes walk to famous Bondi Beach, shops, transport and cafes.

**SOLD \$10.5 MILLION**





## 135 QUEEN STREET, WOOLLAHRA

**Current Approval 3 Units – 916m<sup>2</sup> Approx**

Enjoying a prime location, 135 Queen Street, Woollahra offers a rare opportunity to acquire an approved residential development site or a possible home within the sought-after Eastern Suburbs.



**SOLD \$10 MILLION**

## 1/67 NEW BEACH ROAD, DARLING POINT

**First Class Lifestyle in an Exclusive Bayside Setting**

Combining a premium harbourside position with extravagant proportions, this spectacular 3 bedroom, 3 bathroom apartment is spread over a whole level with 355sqm on title. It enjoys a dress circle cul-de-sac address and elevated views spanning across Yarranabbe Park & Rushcutters Bay opposite, to the city skyline and harbour. This executive residence is one of only two in the development and features secure entry and direct lift access. It promises an exceptional lifestyle within a short stroll of foreshore walks, cafes, yacht clubs and city ferries.



**SOLD \$7.5 MILLION**





## '1788' 20-26 CROSS STREET, DOUBLE BAY

### Construction Complete

Introducing Double Bay's most beautiful address. Moments from one of the world's greatest cities, 1788 Residences are designed with the utmost care, inspiration and appeal. Taking their cues from Double Bay's charmed and exclusive surrounds, these residences are a sensation, offering an unprecedented fusion of architecture and place. No expense has been spared in creating the finest luxury living in the village.

Surrounded by sweeping leafy streets, an abundance of parklands lines the harbour from Steyne to Cooper Park, perfect for picnics or a morning stroll by the water. Dotted along the pretty streets and lanes, high-end boutiques stock luxury labels, fine jewellery and gorgeous homewares whilst vibrant cafés, restaurants and eateries animate the corners, and chic wine bars bring life after dark.



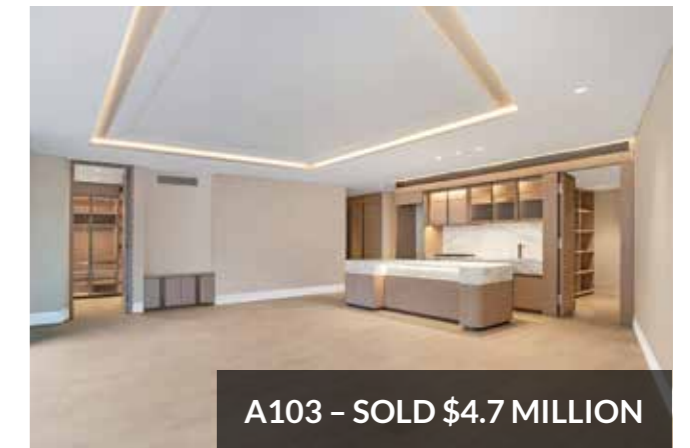
A203 - SOLD \$4.815 MILLION



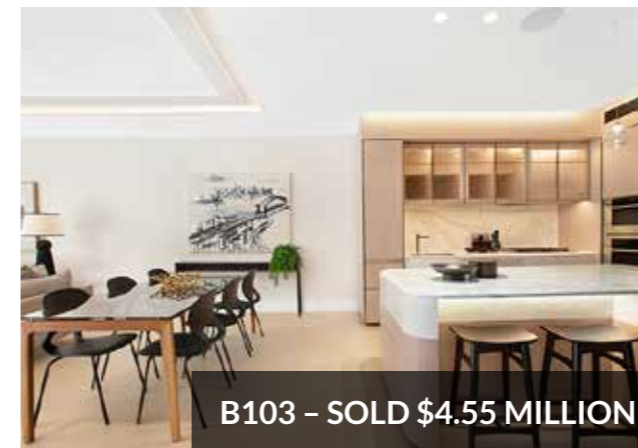
B501 - SOLD \$5.7 MILLION



B205 - SOLD \$1.55 MILLION



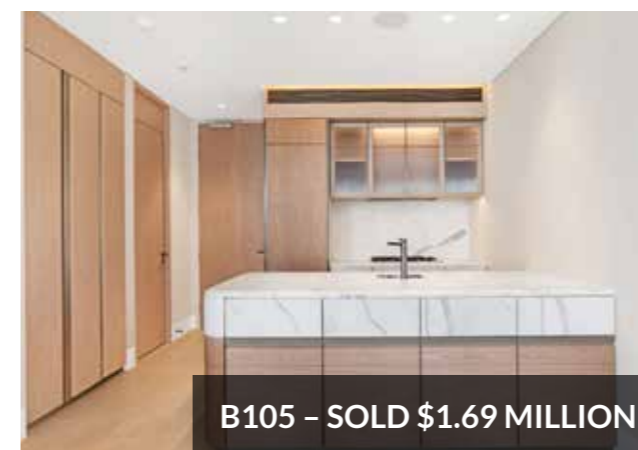
A103 - SOLD \$4.7 MILLION



B103 - SOLD \$4.55 MILLION



A201 - SOLD \$3.575 MILLION



B105 - SOLD \$1.69 MILLION



A105 - SOLD \$1.525 MILLION

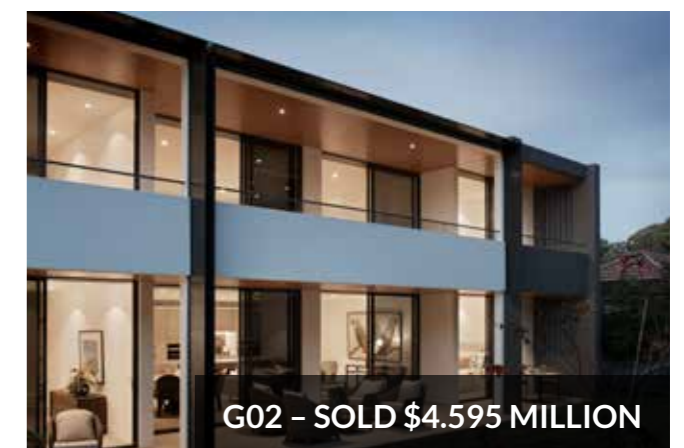
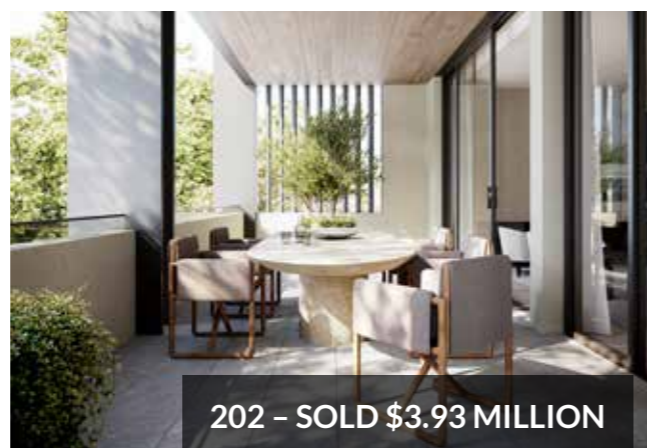
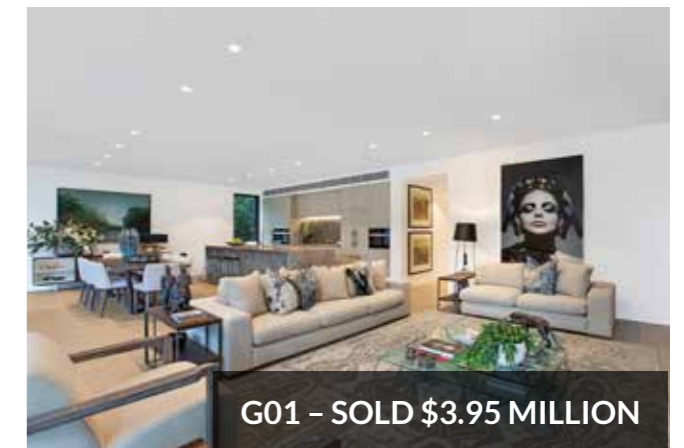


## 'BOWER' 28 BORONIA ROAD, BELLEVUE HILL

### BOWER Residences

Brand new bespoke homes now complete. Apartment 201 is an oversized bespoke 3-bedroom residence and is curated for effortless luxury whilst enjoying a seamless blend of indoor + outdoor living. Conceptualised, sketched and hand-crafted by world-renowned interior design studio Lawless & Meyerson and PBD Architects, these exceptional homes speak to beauty in simplicity. Enhanced by warm timber floors and a palette of natural finishes, imbues an uplifting atmosphere and an unrivalled sense of wellbeing. Luxurious marble bathrooms and ensuites are a private haven for rejuvenation and relaxation.

Offering a boutique collection of only 8 refined apartments and embraced by stunning private gardens, Bower offers easy everyday living whilst reflecting the high standards of its coveted Bellevue Hill address.





## BONDI BACK PACKERS, CAMPBELL PARADE, BONDI BEACH PROPERTY

### Bondi Backpackers

On Australia's world famous retail strip at Bondi Beach. This is a gateway trophy asset with great potential for upside. Currently Bondi Backpackers Hostel, Bavarian Bier Cafe & Backpacker World Travel. Significant income \$1,364,989 per annum with great upside revenue potential. Bondi Backpackers 52 room / 138 bed hostel with great reputation and is world renowned. Dominant visible beach position with established revenue and room for growth.



**SOLD \$18 MILLION**

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It is a useful prerequisite to be a man of distinction, imposing, well spoken, kind of nature and having a calm disposition yet totally confident. These attributes combine within Craig and glued together with decades of experience have moulded Craig into a salesman of tremendous ability.

I have known “the man” for near 40 years. I invited Craig and the Ray White team to act on the sale of 110 Campbell Parade Bondi in 1993 where I acted as the vendor. The experience was a professional display of talent from start to finish for both agent and vendor.

In November 2016, I again sought Craig’s assistance in selling the same property a second time, and will happily confirm that there was little change in the degree of professionalism though there was some evidence of improved experience. In reality it’s difficult to trump perfection.

Any real estate success story begins with the empathy of the salesperson and the vendor coupled with a high trust factor. Market knowledge and experience coupled with marketing expertise ensure the best chance of a good outcome. Keeping the vendor well informed with the absence of pressure is essential. Having a talented assistant, as Craig has, with Violet Farebrother goes a long way. Craig and his team tick all the boxes.

I speak of these things as an Agent and Valuer having retired from running my own very successful business 25 years ago. Of the abundant choice of great real estate selling talent that is currently available to choose from, it surely speaks volumes that I choose only to engage ‘the man’ to act on my behalf in my real estate matters.”

**- George Verebes**



## 11-13 GREENKNOWE AVENUE, ELIZABETH BAY

### Exceptional Landmark Residential Development Site

Ray White Commercial NSW in conjunction with CBRE are pleased to offer 11-13 Greenknowe Avenue, Elizabeth Bay for sale by Expressions of Interest on behalf of SHMH.

This exceptional property offers an opportunity to acquire a 51 room accommodation facility with additional office space or offers developers one of the most exciting re development opportunities (hotel or residential) in the current marketplace.

**SOLD \$35.75 MILLION**



## 20 BULKARA ROAD, BELLEVUE HILL

### Luxury Entertainers' Home of the Highest Order

Commanding a private 726sqm block cascading from Bulkara Road to Bellevue Road, 'Montjola' is an entertainers' residence of the highest order. The masterful internal layout offers sophisticated reception areas that seamlessly integrate with a sun washed courtyard to comfortably host large events. A pool house creates a savvy alfresco retreat topped with a versatile studio and overlooks the sparkling wet edge pool. Presenting luxurious bedrooms, countless features and inclusions, this grand family home is close to village cafes/grocers and prestigious schools.

**SOLD \$6.1 MILLION**



## 27 HOLDSWORTH STREET, WOOLLAHRA

### Charming Corner Three Bedroom Terrace

Positioned in the heart of Woollahra, this exceptional end row terrace is impeccably appointed throughout with high end finishes and fittings. Capturing abundant natural light and a stunning north easterly rear aspect, the home transitions effortlessly through bi-fold doors to the private court garden with a waterfall feature. Showcasing bespoke joinery, high ceilings, marble detailing, classic fireplaces and elegant period charm, it's a superb family sanctuary in a peaceful blue-ribbon address. Enjoy living within a few metres of the cafes, restaurants and specialty stores of Queen Street Village.



**SOLD \$2.9 MILLION**



## 69 GLENMORE ROAD, PADDINGTON

### Paddington 3 Bedroom Terrace with Parking & Plenty of Potential

Nestled in a popular Paddington street, this inviting 3 bed terrace with parking is ready to enjoy with superb future potential for a refreshing transformation. Leading inside, it greets with an open lounge and dining zone that's impressive in width and space. Offers an oversized kitchen and sunny court garden at the rear is perfect for alfresco entertaining. Ensuring a lifestyle of convenience, the home is only metres from the trendy cafes of Five Ways, a short walk to the vibrant bars and restaurants of Darlinghurst or steps from Oxford Street.



**SOLD \$2.04 MILLION**



## 4/41 WILLIAM STREET, DOUBLE BAY

### 'Brandon Court' Two bedroom apartment with parking

An ideal first home, city pad or sound investment in the heart of Double Bay, this apartment is on the first level of 'Brandon Court', a secure low-rise circa 1970 complex with a lift and dual access to William Street and Transvaal Avenue.

Ticking all the boxes for savvy renovators looking to capitalise in a premier harbourside position, wide terrace and covered car space accessed from Transvaal Ave at the rear of the building. The easy flowing layout includes an entry hall, double bedroom, bathroom, kitchen & living/dining area opening to the balcony.

Excellent location footsteps to shops, cafes, buses, ferry wharf and Steyne Park.



**SOLD \$1.285 MILLION**



## 218/50 MCLACHLAN AVENUE, RUSHCUTTERS BAY

Luxury designer 1 bedroom apartment in the heart of Rushcutters Bay. Close to the city and with so many outstanding facilities nearby, this is a very desirable location.

Other features include: Entertainer balcony, air conditioning, gourmet kitchen with Miele appliances and integrated fridge, internal laundry, stunning bathroom, media niche, ample storage, excellent security and on-site building manager.

This distinctive enclave is surrounded by hip cafes, leafy parks and chic boutiques, all just minutes from the heart of Paddington, Double Bay, Potts Point, Edgecliff and the City.



**SOLD \$1.03 MILLION**



## 220, 240, 330 MARSHALL MOUNT ROAD, AVONDALE

### Extremely Rare Large Land Holding

Right in the centre of Albion Park Rail / Avondale, new planning release for residential subdivision.

A great sale collaboration with Neil Campbell of Ray White Gerringong.



**SOLD \$67.5 MILLION**



## ‘SERENITY RIDGE’ 510 BEACH ROAD, BERRY – STAGE ONE

### “Serenity Ridge” – 510 Beach Road, Berry

In a new subdivision offering lots from one hectare to 4.4 hectares. Very rare find. “Serenity Ridge” offers the ultimate rural/residential lifestyle close to the beach.

Situated between Seven Mile Beach & Berry township, these lots offer the discerning buyer a great opportunity to build their dream lifestyle home.

9 select lots were offered by auction:  
Lots 1, 5, 7, 9, 12, 13, 16, 18, 21.

**SOLD \$16.15 MILLION**



## ‘SERENITY RIDGE’ 510 BEACH ROAD, BERRY – STAGE TWO

### “Serenity Ridge” – 510 Beach Road, Berry

Set in a new subdivision offering 28 lots from one hectare to 4.4 hectares. A very rare find. “Serenity Ridge” offers the ultimate rural/residential lifestyle opportunity.

Situated between Seven Mile Beach & Berry township, these lots offer the discerning buyer a great opportunity to build their dream lifestyle home.

9 select lots were offered by auction:  
Lots 3, 4, 6, 8, 11, 14, 15, 17, 19.

**SOLD \$15.012 MILLION**





## ‘OCEAN PINES’ 242 FERN STREET, GERRINGONG

### ‘Ocean Pines’ – Dramatic Coastal Holding

Arguably the finest, most impressive coastal, rural holding within two hours of Sydney CBD – Ocean Pines’ consists of 40.45 ha of fertile farmland of high water mark title to the Pacific Ocean.

Little more than half a dozen properties can claim front-row waterfront views in this part of the beautiful south coast and with current building approval, an opportunity exists to build a private residence to enjoy the extraordinary 360 degree views of 60 kilometres of coastline to the north and south and rural and mountain vistas.

Experience whales passing by literally at your doorstep and be entranced by the dramatic setting of the

moon ascending over the horizon and reflecting off the cliff face.

Let your imagination run wild with the potential of what could be built here’ says agent Neil Campbell of Ray White Gerringong. Ocean Pines’ is definitely a rare find even for the most discerning buyer.

Only minutes from town and under 2 hours from Sydney airport, Ocean Pines’ enjoys easy access to the countless attractions that the South Coast has to offer, including pristine beaches and unspoilt national parkland.

A great sale collaboration with Neil Campbell of Ray White Gerringong.

**SOLD \$11.3 MILLION**



## ‘HEARTWOOD FARM’ 128 ALNE BANK LANE, GERRINGONG

### ‘Heartwood Farm’

‘Heartwood Farm’ is nestled in the picturesque Rose Valley, only a five minute drive from Werri Beach and the cafes and boutique shops in Gerringong. With views over the country side you will want to return again and again to experience the elegant country style that is ‘Heartwood Farm’.

‘Heartwood Farm’ offers 151.15 acres of verdant rich land and a charming character filled 3 bedroom home with tennis court.

A great sale collaboration with Neil Campbell of Ray White Gerringong.

**SOLD \$6.05 MILLION**



## ‘EXCELSA’ 199 ALNE BANK LANE, ROSE VALLEY

### ‘Excelsa’

Executive residence sitting on 6.27 ha, with a northerly aspect, quietly nestled in one of South Coast’s most tightly held addresses in Rose Valley.

Just minutes from the township of Gerringong and Werri Beach, ‘Excelsa’ would certainly suit the discerning buyer.

Each of the two expansive levels of the home open onto a series of verandahs, gardens and water features, encompassing the stunning ocean and rural views.

A great sale collaboration with Neil Campbell of Ray White Gerringong.



**SOLD \$5.665 MILLION**



## ‘SOUL OF GERRINGONG’ 143 BELINDA STREET, GERRINGONG

### Soul of Gerringong

SOUL of Gerringong – the coastal-luxe holiday retreat favoured by everyone from Aussie legends Turia Pitt and Lisa Messenger, to fashion and design houses Oz Design to Billabong – has just hit the market for the first time.

SOUL has been in hot demand since it opened its doors three years ago. SOUL is well known in high-end travel and design circles, highly regarded for its attention to details. Every space has been perfectly styled with consideration; both its hero Farmhouse, pool-side Cabana, studio Barn and stand along Cottage property sit high on the wish-list of many would-be holiday makers who dream of staying at this Insta-worthy retreat.

A great sale collaboration with Neil Campbell of Ray White Gerringong.



**SOLD \$4.25 MILLION**



## Craig Pontey

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Ray White Double Bay is a powerhouse agency not just in the Eastern Suburbs but in Sydney, with over 60 staff working together to consistently achieve a sale a day and over \$900 million dollars in transaction value in the last year. Collectively we offer Residential Sales, Project Marketing, Property Management, Home Loans, Commercial Sales and Financial Advice.

We're a big agency – in size, market share, reputation and turnover – in a competitive and blue chip market, with a full service offering and demanding clients. Yet despite this we have a service proposition that gives every customer top notch service – of the kind they'd expect from a small agency. That's a win-win for our clients as I've noticed a growing trend of Vendors wanting bigger sales teams to represent the sale of their property. With 25+ sales agents, we're able to offer a better service and sharing of buyers to help each Vendor achieve their maximum price. Smaller sales teams cannot offer this cross-over to unearth the very best offer.

"Ray White Double Bay have been a powerhouse of the Group for a number of years and in their 30th year they are continuing to innovate and challenge not only other Ray White offices, but the industry as a whole, to raise their standards of service and marketing excellence. It's like they have found an extra gear – in their level of community engagement and in the value and pride they bring to every client relationship. I couldn't be more proud of their achievements."

– **Brian White, AO – Ray White Group Chairman**

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**Ray White Double Bay**

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