



# SALESHACK

## COMPETITION REPORT

A service of



rukamen

# Introduction to **SalesHack Analytical Report**

SalesHack adalah sebuah paket jasa penjualan ataupun penyewaan unit properti Anda. Team SalesHack Rukamen akan membantu Anda memenuhi segala hal yang diperlukan untuk menjual atau menyewakan unit properti Anda.

SalesHack Analytical Report merupakan laporan yang berisi data mengenai hasil research dan analisa team SalesHack Rukamen atas unit properti yang akan Anda jual atau sewakan.

SalesHack Analytical Report, meliputi:

1. **Ad Draft**  
Detail draft iklan dalam Bahasa Indonesia dan Bahasa Inggris yang akan ditayangkan setelah persetujuan Anda.
2. **Photos**  
Foto-foto unit properti Anda yang telah diedit oleh team SalesHack Rukamen
3. **Rukamen's Pricing Comparative Research**  
Perbandingan harga jual atau sewa unit lain yang serupa dengan unit properti Anda
4. **Recommendations**  
Rekomendasi team SalesHack Rukamen untuk penjualan atau penyewaan unit properti Anda

Melalui SalesHack Analytical Report ini, Anda akan mendapatkan informasi lebih mendalam tentang kondisi dan kompetisi dalam penjualan atau penyewaan unit Anda. Team SalesHack Rukamen juga akan memberikan beberapa rekomendasi untuk membantu Anda menentukan harga yang terbaik sehingga unit properti Anda segera tersewa atau terjual.

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East Coast Mansion

[13EA56] Jual Apartemen East Coast Surabaya - 3BR Furnished

Harga

IDR 800000000 (Nego)

Keterangan

Kamar Tidur : 3  
Kamar Mandi : 1  
Luas : 56 m<sup>2</sup>  
Tower/Lantai/View : Amethys / 2 / Sea/Suramadu  
Kondisi : Furnished

Jual Apartemen East Coast Surabaya - 3BR Furnished

Tower Amethys, Floor 2  
56 m2  
3 beds 1 bath; furnished, suramadu/sea view, balcony for laundry

Amenities: full AC (4 pc);. water heater; TV; kitchenette sets, refrigerator, stove, electric oven, rice cooker.  
Building facility: gym/fitness centre, kids area, swimming pool, green area, garden, parking lot, ATM, laundry  
Near to: East Coast Mall, Papaya Market, Galaxy Mall, ITS, Al Azhar, Cita Hati, Atlantis Theme Park.

Apartemen East Coast Residence Surabaya adalah salah satu hasil karya PT. Pakuwon City, Tbk. Yang telah memiliki *track record* baik dan terkenal di area Surabaya dan di Jakarta. Apartemen lainnya yang dibentuk oleh pengembang ini mencakup TP Residence, Regensi Condominium dan Pakuwon City Residential di Surabaya, sementara di Jakarta Anda dapat menemukan Gandaria Heights dan Casa Grande Residence.

Apartemen East Coast Residence Surabaya dibangun dengan beberapa fasilitas pendukung yang sangat lengkap, di antaranya ada kolam renang dengan bermacam tema (*Lap Pool and Kids Pool*), *Multifunctional Ballroom*, *Club House*, dan *playground* beserta area parkir yang luas dan lobby di setiap tower. Selain itu ada juga individual entrance, pusat kebugaran dan olahraga, keamanan 24-jam dengan CCTV, parkir di 3 lantai dasar, jalur lari dan VIP residence lounge. Dan tidak ketinggalan juga ada *lakeside leisure*, *alfresco dining*, kafe dan restoran *outdoor* dan area BBQ.

Terletak Strategis di Bagian Timur Surabaya, Apartemen East Coast Residence Surabaya memiliki akses cukup mudah untuk menuju beberapa Kampus ternama di Surabaya seperti Institut Sepuluh Nopember (ITS), Universitas Airlangga (Unair), Universitas Wijaya Kusuma Surabaya dan Universitas Katolik Widya Mandala Surabaya. Apartemen ini merupakan akses terbaik menuju ke *outer ring highway* Surabaya.

Anda hanya memerlukan waktu 3 menit dari Apartemen East Coast Residence Surabaya menuju kampus ITS, 3 menit menuju East Coast Center (Hypermart, XXI, Ace Hardware, Index, Informa), 10 menit ke Mall Galaxy, 20 menit ke Surabaya CBD, 20 menit ke Tunjungan Plaza (TP), 10 menit ke Kenjeran dan jembatan terpanjang Suramadu. Berada di kawasan *superblock 9 in 1* yang hadir dengan konsep "City Resort", Apartemen East Coast Residence Surabaya akan sangat cocok bagi Anda para pengusaha maupun pelajar yang menginginkan lingkungan atau suasana baru dan nyaman dalam beraktivitas sehari-hari.

Fasilitas

- ATM

Dry Cleaning

Green Area

Laundry

Parking Lot
- Broadband Internet

Fitness Centre

Jogging Track

Lounge

Security
- Children Playground

Garden

Kid's Pool

Mini Mart

Swimming Pool

Amenities

- TV

Kitchen

Electric Oven

Water Heater
- Cable TV

Wireless Internet

Gas Stove
- Air Conditioning

Service Area

Refrigerator

Informasi

|                |                                                                                                   |
|----------------|---------------------------------------------------------------------------------------------------|
| Nama Apartemen | East Coast Mansion                                                                                |
| Lokasi         | Jl. Kompleks Pakuwon City, Kejawen Putih Tambak, Mulyorejo, Surabaya, Jawa Timur, Indonesia 60112 |
|                |                                                                                                   |

|                          |                            |
|--------------------------|----------------------------|
| <b>Tower/Lantai/View</b> | Amethys / 2 / Sea/Suramadu |
| <b>Luas</b>              | 56 m <sup>2</sup>          |
| <b>Parkiran</b>          | 2                          |
| <b>Kamar Tidur</b>       | 3                          |
| <b>Kamar Mandi</b>       | 1                          |
| <b>Kondisi</b>           | Furnished                  |

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East Coast Mansion

[13EA56] For Sale East Coast Apartment Surabaya - 3BR Furnished

|       |                      |
|-------|----------------------|
| Price | IDR 800000000 (Nego) |
|-------|----------------------|

Description

Bedroom : 3  
Bathroom : 1  
Area : 56 m<sup>2</sup>  
Tower/Floor : Amethys / 2 / Sea/Suramadu  
Condition : Furnished

For Sale East Coast Apartment Surabaya - 3BR Furnished

Tower Amethys, Floor 2  
56 m2

3 beds 1 bath; furnished, suramadu/sea view, balcony for laundry

Amenities: full AC (4 pc);. water heater; TV; kitchenette sets, refrigerator, stove, electric oven, rice cooker.  
Building facility: gym/fitness centre, kids area, swimming pool, green area, garden, parking lot, ATM, laundry  
Near to: East Coast Mall, Papaya Market, Galaxy Mall, ITS, Al Azhar, Cita Hati, Atlantis Theme Park.

East Coast Residence Surabaya is one of the works of PT. Pakuwon City, Tbk. Which has a good and famous track record in the Surabaya area and in Jakarta. Other apartments formed by this developer include TP Residence, Condominium Condominium and Pakuwon City Residential in Surabaya, while in Jakarta you can find Gandaria Heights and Casa Grande Residence.

The East Coast Residence Surabaya is built with several very complete supporting facilities, including a swimming pool with various themes (Lap Pool and Kids Pool), Multifunctional Ballroom, Club House, and playground along with a large parking area and lobby in each tower. In addition there are also individual entrance, fitness and sports centers, 24-hour security with CCTV, parking on 3 ground floors, running track and VIP residence lounge. And not to forget there are also lakeside leisure, alfresco dining, outdoor cafes and restaurants and a BBQ area.

Strategically located in the eastern part of Surabaya, East Coast Residence Surabaya has easy access to several famous campuses in Surabaya such as the Sepuluh Nopember Institute (ITS), Airlangga University (Airlangga University), Wijaya Kusuma Surabaya University and Widya Mandala Catholic University Surabaya. This apartment is the best access to the outer ring highway of Surabaya.

You only need 3 minutes from East Coast Residence Surabaya to ITS campus, 3 minutes to East Coast Center (Hypermart, XXI, Ace Hardware, Index, Informa), 10 minutes to Galaxy Mall, 20 minutes to Surabaya CBD, 20 minutes to Tunjungan Plaza (TP), 10 minutes to Kenjeran and the longest bridge Suramadu. Located in the 9 in 1 superblock area that comes with the concept of "City Resort", East Coast Residence Surabaya Apartments will be very suitable for you entrepreneurs and students who want a new environment or atmosphere and are comfortable in their daily activities.

Facilities

|              |                    |                     |
|--------------|--------------------|---------------------|
| ATM          | Broadband Internet | Children Playground |
| Dry Cleaning | Fitness Centre     | Garden              |
| Green Area   | Jogging Track      | Kid's Pool          |
| Laundry      | Lounge             | Mini Mart           |
| Parking Lot  | Security           | Swimming Pool       |

Amenities

|               |                   |                  |
|---------------|-------------------|------------------|
| TV            | Cable TV          | Air Conditioning |
| Kitchen       | Wireless Internet | Service Area     |
| Electric Oven | Gas Stove         | Refrigerator     |
| Water Heater  |                   |                  |

Information

|                |                                                                                                   |
|----------------|---------------------------------------------------------------------------------------------------|
| Apartment Name | East Coast Mansion                                                                                |
| Address        | Jl. Kompleks Pakuwon City, Kejawen Putih Tambak, Mulyorejo, Surabaya, Jawa Timur, Indonesia 60112 |
|                |                                                                                                   |

|                         |                            |
|-------------------------|----------------------------|
| <b>Tower/Floor/View</b> | Amethys / 2 / Sea/Suramadu |
| <b>Size</b>             | 56 m <sup>2</sup>          |
| <b>Parking</b>          | 2                          |
| <b>Bedroom</b>          | 3                          |
| <b>Bathroom</b>         | 1                          |
| <b>Condition</b>        | Furnished                  |

## Ad Photos



# Rukamen's Pricing Comparative Research

[https://www.olx.co.id/iklan/east-coast-apartment-unit-amethis-IDy50Ir.html?ad\\_type=OR#ded89914c1](https://www.olx.co.id/iklan/east-coast-apartment-unit-amethis-IDy50Ir.html?ad_type=OR#ded89914c1)



Rp 700.000.000

East Coast Apartment  
Unit Amethis  
Lantai 12

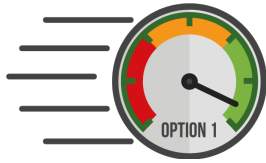
Spesifikasi :  
Luas 56m2  
3kt + 1km + family room + kitchen + balcony  
Ac 3 unit  
TV  
meja makan + kursi  
lampu hias  
sofa  
sea view

Hanya : Rp 700juta include biaya peralihan

info :  
LIENNY XMNY

## Recomendations

Beberapa rekomendasi dari team SalesHack Rukamen berdasarkan hasil research dan analisa atas unit serupa, sebagai berikut:



Untuk penjualan dalam waktu yang paling singkat, kami merekomendasikan unit apartemen Anda dipasarkan di harga:

**IDR 700,000,000**

Kami memperkirakan hampir 100% orang yang berencana membeli/menyewa apartemen 3 Kamar di East Coast Mansion akan tertarik untuk melihat unit Anda.



Untuk penjualan dalam waktu yang singkat, kami merekomendasikan unit apartemen Anda dipasarkan di harga:

**IDR 750,000,000**

Kami memperkirakan hampir 70-80% orang yang berencana membeli/menyewa apartemen 3 Kamar di East Coast Mansion akan tertarik untuk melihat unit Anda.



Atau apabila Anda ingin melihat reaksi pasar terlebih dahulu, Anda dapat memasarkan unit apartemen anda di harga:

**IDR 800,000,000 (Nego)**