

MEDIA RELEASE

Coveted quarter acre blocks generate buyer frenzy in Melbourne Land to be auctioned in rare event at Sunbury Fields

Melbourne – 27 April 2017 – Eureka! Quarter acre blocks are near-impossible to find in modern housing developments – but buyers now have the chance to acquire one at Sunbury Fields, situated north west of Melbourne.

Frasers Property Australia is taking the rare step of auctioning off three of the much-desired land lots after previous releases resulted in a land rush at the community.

A slice of the Great Australian Dream will be up for grabs on May 6 when the quarter acre blocks go under the hammer at a special event.

The move comes after Frasers Property Australia’s Sunbury Fields sales office experienced unprecedented demand when releasing the last three quarter acre blocks on March 8.

Jill Lim, Frasers Property Australia Development Director Land – Victoria, said the property developer wanted to make access to the highly sought-after land lots fairer ahead of the next release.

“Competition for the quarter acre lots at Sunbury Fields has been intense to date, as it’s such a unique opportunity to secure a block of this size and build a new house on it,” she said.

“We had a serious discussion about the fairest way to handle it going forward, as we are expecting the same level of interest from the market for the next release. These huge blocks are very rare in modern subdivisions. We decided to change strategy and go to auction with the next three, to ensure it’s a fair playing field for purchasers. The blocks back onto a rural setting which makes them even more attractive.”

The property developer said land auctions are reserved for special products, and last year also auctioned off prestigious waterfront land parcels at Berwick Waters, its popular growing community in Clyde North.

Interest in lots in general at Sunbury Fields is heating up, with March the busiest month since launch for the community. Sales staff fielded unprecedented enquiry and recorded 37 sales for land lots, priced from \$200,000 up to \$335,000.

The rising demand shows buyers are recognising the appeal of the 50-hectare community located just 2km from Sunbury town centre.

Among them are great-grandparents Joyce and Max McKendry, who are enjoying life at the community after moving in five months ago.

The retirees shifted back to the area after 17 years on the Mornington Peninsula and have never looked back.



“We used to live in Sunbury 20 years ago and our family insisted that we come back, and we are so glad we did – we couldn’t be happier,” Mrs McKendry said.

“It’s so quiet and we have really nice neighbours. People have been talking about getting together and planning different events and catch-ups which would be great. It’s only a short drive to the town centre but it feels like you are in a bit of a rural setting.

“The best thing for us is being so close to family again, they are just five minutes away. We get to see them a lot and they’ve helped us get the house ready and do the garden and the decking. There’s so many nice things to do around the area, we went to high tea in Gisborne recently with the grandchildren.”

The family also have a special link to the estate with one of Mrs McKendry’s daughters riding horses on the land before it became Sunbury Fields.

“We have been saying that she probably used to ride right where we are living now,” she said.

The estate consists of almost 30 per cent open spaces, including 9.7 hectares of grassy woodlands, 3.5 hectares of local village parks and conservation reserves and 1.6 hectares of wetlands. More than 1000 new trees will be planted and a network of shared paths will link to local hiking and cycling trails. Forty per cent of homes will have a park or reserve outlook.

Upon completion, Sunbury Fields will include 390 homes and about 1080 new residents, living 40km from Melbourne’s CBD.

The Sunbury Fields Sales Centre is open Saturday to Thursday, 11am to 5pm.

To view the contract of sale and register your interest in attending the auction please go to <http://www.frasersproperty.com.au/smp/VIC/Sunbury/SMP-Sunbury-%20Auction> or call 13 38 38 for more information.

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