

## **Life, Point Cook opens new doors for first home buyers**

### **First townhomes released in Parkwood precinct**

#### **MELBOURNE, 29 MARCH 2018**

First home buyers take note: a new release of townhomes in the popular, family-friendly Life, Point Cook development has just been unveiled and will attract those looking to enter the market.

On the back of an insatiable appetite for land and homes in Melbourne's outer west, Frasers Property Australia is broadening the appeal of the community by incorporating new townhome designs to its existing land release options in the development, to cater to a wider market.

The Parkwood precinct at Life, Point Cook will comprise 47 townhomes, with the first 12 released last weekend. Starting at \$525,000, the new three and four-bedroom townhomes range in size from 177sqm to 218sqm.

Since launching Life, Point Cook in 2016, land lots have been in strong demand.

Sarah Bloom, General Manager – Residential Victoria, Frasers Property Australia says the company designed Parkwood to make the sought-after community more accessible for people entering the market for the first time.

"We know how hard it can be for young people today to reach the first rung on the property ladder, particularly in Melbourne, so we want to make it a little easier for them," Ms Bloom says.

"There is already huge demand for the new townhomes, not just because of the price but also the attention to detail – both inside and out."

The precinct is surrounded by parks and open space, including Lincoln Health Reserve and sporting ovals, and sits opposite the exciting new Leapfrog Park.

When residents open the doors to their new architecturally-designed Parkwood townhome, they will be greeted by sophisticated interiors of superior quality.

From the timber floorings and wool carpet, 20mm stone benchtops in the kitchen and bathrooms, electroplated black tapware and Japanese-inspired black trimmed wardrobes, high spec fittings and fixtures are a standard feature in all Parkwood townhomes. All homes feature gas ducted heating throughout, and a master power switch.

The Parkwood precinct within Life, Point Cook draws its inspiration from the famous Fibonacci mathematical sequence, making it a truly unique housing enclave.

While its influence might be subtle to the naked eye, the Fibonacci sequence is represented in every level of design, from the window treatment, to changes in colour in the streetscape and building facades, right down to the placement of timber feature slats on particular homes.

Renowned interior designer Fiona Lynch says the timeless design options offer a point of difference for buyers, from playful, bright colours to blocks of earthy tones.

"The choice in finishes gives the purchaser the ability to have a sense of involvement in their own space; a backdrop for them to create their own unique living environments," she says.

Life, Point Cook is located 4km south of the Point Cook town centre, and 28km from Melbourne CBD.

The first residents started to move in to the new community late last year, and there's currently more than 90 homes under construction.

It remains one of Frasers Property's most popular communities as the outer west becomes increasingly appealing to Melbourne buyers.

"The benefit of moving a little further out from the city is you can have a new home with room to move," Ms Bloom says.

"More and more, buyers are realising that.

"At Life, Point Cook, we have seen people camping out overnight to secure land, it's been so popular. Frasers Property has designed a range of three and four-bedroom homes that meet the demands of first home buyers who want to live in this blossoming community," added Ms Bloom.

Life, Point Cook is zoned for the nearby Alamanda College, catering for students from Prep to Year 9. This highly acclaimed school is proving a major attraction to local buyers.

The community will eventually comprise approximately 550 homes, 9.9ha of parks and open space, 1ha of wetlands and 2km of hiking and bike paths.

The Life, Point Cook sales office is located on the corner of Point Cook Road and Saltwater Boulevard and is open Saturday to Wednesday from 11am to 5pm. For further information phone Frasers Property on 13 38 38 or visit [www.lifepointcook.com.au](http://www.lifepointcook.com.au).

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Frasers Property Australia Pty Limited is one of Australia's leading diversified property groups and is the Australian division of Frasers Property Limited. The company has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for our customers. Frasers Property Australia appreciates its customers and rewards their loyalty through Prosperity, a national customer care and loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

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For more information about FPA, visit [www.frasersproperty.com.au](http://www.frasersproperty.com.au)

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Frasers Property's assets range from residential, retail, commercial and business parks, to industrial and logistics in Singapore, Australia, Europe, China and Southeast Asia. Its well-established hospitality business owns and / or operates serviced apartments and hotels in over 80 cities across Asia, Australia, Europe, the Middle East and Africa. The Company is unified by its commitment to deliver enriching and memorable experiences for customers and stakeholders, leveraging knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Frasers Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust are focused on retail properties, office and business space properties and business parks, logistics and industrial properties respectively.

**PRESS RELEASE**



Fraser's Hospitality Trust (comprising Fraser's Hospitality Real Estate Investment Trust and Fraser's Hospitality Business Trust) is a stapled trust focused on hospitality properties.

For more information on Fraser's Property Limited, please visit [www.frasersproperty.com](http://www.frasersproperty.com)

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