

PRESS RELEASE

Brand new homes released at The Waterfront, Shell Cove

Move to the new South Coast destination with all amenities on your doorstep

- ◆ **Five brand-new homes** to be sold via **online ballot on 29 July**
- ◆ **One-bedroom** and **four-bedroom** home options available
- ◆ **Walking distance to Town Centre, marina, tavern and more**

SYDNEY, 7 JULY 2021

Following the instant sell-out of the first release of homes for the year at The Waterfront, Shell Cove, five brand-new homes have been released in the new South Coast destination.

Available for sale on 29 July, the five homes will be sold via online ballot, with prices expected to range between \$695,000 and \$750,000 for the two one-bedroom studio loft options, and \$1,350,000 to \$1,550,000 for the three four-bedroom homes.

Located along The Promontory Drive in the heart of the masterplanned community by Shellharbour City Council with Frasers Property Australia, these new homes are only 145 metres from the harbour's edge, offering residents easy access to the boardwalks leading to Shell Cove Town Centre, harbourside cafes, restaurants and more.

Simone Dyer, Development Director, Frasers Property Australia says with the Shellharbour Marina, The Waterfront Dining Precinct and The Waterfront Tavern all opening later this year, the community is fast becoming a reality.

"This is the year The Waterfront, Shell Cove fully comes to life and there is no time like now to make your move to the South Coast and enjoy the coastal lifestyle with all modern-day living amenities on your doorstep," Ms Dyer says.

"Purchasers of these new homes will move into an established community with everything they need within walking distance – the Shell Cove Town Centre is only 650 metres away and Shallows Beach, Shallows Coastal Reserve and Bass Point are all within easy reach.

"From one-bedroom design options for first home buyers to four-bedroom homes for growing families, this release of new homes will appeal to a broad mix of buyers. Enquiry from Sydneysiders is on the increase as recognition of the coastal lifestyle proposition grows," Ms Dyer says.

The latest release includes a new one-bedroom Caye home design. Featuring an open plan dining/kitchen/living area that leads to the balcony and downstairs is a landscaped courtyard and single garage.

For people looking for extra space, there are two four-bedroom Breeze homes and one four-bedroom Seagreen home, which have proven popular with families looking for room to grow.

All four-bedroom homes in this release feature a detached double garage and a spacious open plan dining/kitchen/living area that leads to an outdoor alfresco area overlooking the landscaped backyard.

Upstairs you'll find two bedrooms, a freestanding bathroom, kids' retreat, and a master bedroom with walk-in robe, ensuite bathroom and private balcony. The fourth bedroom is conveniently located on the ground floor, as is the laundry and storage space, and a freestanding bathroom.

"With only five homes in this release, we expect they will sell quickly. The last homes release was sold out on the day of release so interested buyers should register their interest now to avoid missing out," says Ms Dyer.

For new Shell Cove resident Kelvin Murray, buying his four-bedroom home at The Waterfront was a case of love at first sight.

"It was a complete accident. I came to Shell Cove late last year to see a joiner about a house I am building in Bowral. He suggested I come to Shell Cove for lunch, which I did. So, we had lunch, I stumbled into the display suite at The Waterfront and bought a house on the spot. It was that spontaneous and simple," says Kelvin.

The sales experience was also seamless, he says. He asked a lot of questions, "rapid fire", and then when asked 'what do you think?' he said: "I'll take it. Where do I sign? Here's my credit card'."

Kelvin had no preconceived ideas about buying a house at the time, but what sold the experienced interior-design architect turned real estate agent was the masterplan and location of the home, which backs onto a reserve and is close to the marina and Town Centre.

"The location was a particular drawcard, as well as not being on a main road, not being on a thoroughfare," Kelvin says.

"The place was immaculate, very well presented, beautiful landscaping, so it was a great introduction to my new home."

In terms of future lifestyle, the home also ticked every box.

"Working in real estate, I thought it was a very good value proposition, which is mainly why I bought it. I saw the value straight away, given the location and quality. Now it just represents a great investment, for the short or medium term, at least. It will possibly be used as a holiday let further down the line and maybe a retirement house in the future."

The Waterfront, Shell Cove is a masterplanned community in a natural coastal setting surrounded by beaches, parks and wetlands but close to schools, transport and major centres.

A focal point will be the 270-berth boat harbour and Shellharbour Marina next to the lively Town Centre featuring a retail precinct anchored by a Woolworths supermarket, with specialty shops and restaurants on the marina's edge. There will also be a Waterfront Tavern, hotel, children's beach, water play areas, library and community centre.

The Waterfront, Shell Cove Sales Centre is in The Waterfront Town Centre at Shops 1 and 2, 100 Cove Boulevard, Shell Cove. It is open seven days from 10.30am to 5pm. Call 13 38 38 or visit www.thewaterfrontshellcove.com.au for more information.

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About Shellharbour City Council

Shellharbour City Council leads by example in balancing the area's natural beauty with the needs of a growing community. Through its framework of a City of Vision, the Council is focused on achieving results for dynamic and sustainable developments for a modern society, directly or in partnership. These results can be seen in Shell Cove, Shellharbour Airport, Croom Regional Sporting Complex, Myimbarr Community Park, The Links Shell Cove Golf Course, Shellharbour City Stadium and the Shellharbour Civic Centre.



For more information about Shellharbour City Council, visit www.shellharbour.nsw.gov.au.

About Frasers Property Australia

Since 1924, Frasers Property Australia has created stronger, smarter, happier neighbourhoods. We are one of Australia's leading diversified property groups and an Australian division of Frasers Property Limited.

We develop residential land, housing, and apartments and have delivered over 140,000 homes during our legacy; and develop build-to-rent, commercial, retail and mixed-use properties. Our activities also encompass the ownership and management of investment property, incorporating property and asset management services.

We work sustainably to ensure the places we create leave a positive environmental legacy and enhance the way people live life together. Frasers Property in Australia has certified over 3.4 million square metres of Green Star space across our communities, and our commitment to reduce carbon has been approved by the global Science-Based Targets initiative. We are also certified by the Australian Government's Climate Active initiative. Frasers Property Australia owns Real Utilities, a licensed Australian energy retailer that owns and manages energy infrastructure within some of our communities with the mission to be greener, cheaper and simpler.

We value diversity and firmly believe that together, we're better. We employ over 500 people nationally and are recognised as an Employer of Choice for Gender Equality by the Australian Government's Workplace Gender Equality Agency.

To find out more about Frasers Property Australia, visit frasersproperty.com.au or follow us on [LinkedIn](#).

About Frasers Property Limited

Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Frasers Property Group" or the "Group"), is a multi-national developer-owner-operator of real estate products and services across the property value chain. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Group has total assets of approximately S\$39.2 billion as at 31 March 2021.

Frasers Property's multi-national businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities and 20 countries across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGXST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is committed to inspiring experiences and creating places for good for its stakeholders. By acting progressively, producing and consuming responsibly, and focusing on people, Frasers Property aspires to raise sustainability ideals across its value chain, and build a more resilient business. It has committed to be a net-zero carbon corporation by 2050. Building on its heritage as well as leveraging its knowledge and capabilities, the Group aims to create lasting shared value for its people, the businesses and communities it serves. Frasers Property believes in the diversity of its people and are invested in promoting a progressive, collaborative and respectful culture.

For more information on Frasers Property, please visit frasersproperty.com or follow us on [LinkedIn](#).

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