

New residential projects forge ahead in south-east Queensland

Buyers embrace the pivot to virtual display environments

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Off the plan residential developments are forging ahead as project launches adapt to the 'new normal'.

Scott Ullman, General Manager Residential Queensland at Frasers Property Australia, said a pivot towards virtual sales appointments and display tours, as well as video construction updates, are being introduced at Minnippi Quarter in Brisbane to support strong buyer interest following its launch last month.

Located eight kilometres east of the Brisbane CBD in Carina, Minnippi Quarter is an integrated land and terrace home development adjoining the 90-ha Minnippi Parklands. The development will include a private 6,000 sqm park and generous resident amenities including a gymnasium, 25 metre infinity edge lap pool, library, co-working space and Rothelowman-designed pavilion complete with sunken lounge and built-in BBQs.

The first release is near sell out, triggering a second release to meet demand for the community.

And while the shift towards virtual and digital communication will help buyers to navigate new projects and engage with the project sales team, Mr Ullman said the traditional fundamentals of effective consultation, visionary master planning and a trusted reputation remain as important as ever.

"Frasers Property invests significant time and effort in the early stages of a development to engage with the surrounding community and develop a strong, sustainable vision for the project," Mr Ullman said.

"This vision is then brought to life with the input of focus groups, leading urban design and the collective expertise of a developer with a proven history of delivering vibrant, award-winning communities in Australia for more than 90 years.

"For Minnippi Quarter, this resulted in more than 800 enquiries in the six weeks leading up to the launch and strong sales success of both the land and terrace homes."

Mr Ullman said the company's commitment to maintaining COVID-19 prevention measures meant the experience of the on-site sales and display centre needed to be carefully curated in the digital realm.

"For us, it is important that everyone who 'visits' our sales and display centre at Minnippi Quarter, whether it be for a one-on-one appointment or virtual tour, shares the same experience and service," he said.

"Our virtual tours are being designed to be very personal and will enable us to guide buyers through the completed sales and display centre from the comfort of their own home and answer any questions they have.

"We have also enhanced our existing digital and video content and aim to provide regular video updates of construction progress to keep customers up to date on the progress at Minnippi Quarter.

"The response to date from local and interstate buyers has been incredibly positive and we're grateful for how quickly they've embraced the change."

Mr Ullman said the extended reach of Domain's platform has captured the interest of New South Wales and Victorian investors who recognise the value in south-east Queensland's key growth markets.

Works have commenced on the community facilities and green spaces at Minnippi Quarter, with additional hygiene and screening procedures introduced to protect our staff and contractors on site and continues to progress safely in accordance with Australian Government Guidelines. Construction of the 20 land lots is scheduled to commence later this month, followed by the first stage of terrace homes in early June.

Land prices start from \$450,000, while two-bedroom terrace homes start from \$485,000.

People interested in the land and terraces currently for sale at Minnippi Quarter can visit the sales and display centre, located at 193 Fursden Road, Carina, by appointment only or arrange an online or phone consultation by phoning 13 38 38 or visiting <http://mqquarter.com.au/>.

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