

Boutique new homes at Burwood Brickworks selling fast

High demand for The Promenade Homes with half already sold

- ◆ Public sales launch this **Saturday, 11 July**
- ◆ With more than half of the 34 homes pre-sold, buyers urged to **get in quick**

MELBOURNE, 8 JULY 2020

The latest release of 34 prestige homes at Burwood Brickworks is expected to sell out fast, with more than 50 per cent of homes already sold through Frasers Property Australia's Prosperity customer loyalty program ahead of the public sales launch this weekend.

The strong sales result comes despite predictions of a housing downturn caused by the COVID-19 pandemic, with Frasers Property attributing early success to the quality of the homes and the highly sought-after location of Burwood Brickworks.

"Public sales of The Promenade Homes will launch on Saturday 11 July and of the 34 homes in the release, we have 12 homes currently available," **Sarah Bloom**, General Manager Development Victoria for Frasers Property Australia says.

"We had over 200 people register their interest in the homes early, indicating a strong appetite for everything on offer at Burwood Brickworks, so we are expecting intense interest this weekend. Buyers better get in quick.

"These homes are the most exclusive we have offered to date at Burwood Brickworks. They are spacious, three to four-bedroom boutique homes that appeal to astute buyers who recognise the unique opportunity presented.

"With a starting price of \$1.03 million, the homes are competitively priced in the local market context. New homes in this area at this starting price are rare, and no others have the convenience of a shopping centre with a full-line Woolworths supermarket integrated into the community like the new homes at Burwood Brickworks do."

Burwood Brickworks is a burgeoning mixed-used community ideally located just 19 kilometres from Melbourne's CBD. Construction of the new homes is already well under way and Burwood Brickworks shopping centre is open and serving the local community.

The Promenade Homes have been designed with modern lifestyles in mind. Every home has the option to include home automation with Sonos audio, security and surveillance as well as climate control.

Designed by DKO Architecture in collaboration with Frasers Property, the homes include timber floorboards, wool carpets, Caesarstone benchtops – with an option to upgrade to luxurious natural stone – splashbacks and butler's pantries to most homes. All homes feature rear yards, most with a desirable north-facing aspect.

The Promenade Homes are situated at the northern-most point of the Burwood Brickworks community, with easy access directly from Eley Rd. The homes are just a two-minute walk from what will be the community's picturesque new Village Green open space, with a selection enjoying beautiful park views.

"With the shopping centre open and so many homes already under construction, buyers are able to come to Burwood Brickworks and get a real taste for what the lifestyle offers," Ms Bloom says.

"The community is selling itself and it means that any buyers who were thinking Burwood Brickworks might be the right choice for them should register their interest now.

“While some buyers in other areas are preferring to wait and see what the future holds, we are not experiencing hesitation from buyers at Burwood. People know these properties are an outstanding, long-term proposition and opportunities such as The Promenade Homes don’t come along often.”

Sustainability is at the heart of Burwood Brickworks with the community achieving a 6 Star Green Star Communities rating and the retail precinct aiming to achieve full Living Building Challenge® certification, which once certified, officially making it the world’s most sustainable shopping centre.

The green homes at Burwood Brickworks include solar photovoltaic panels installed to every roof, master switches to control all appliances with the flick of a switch, energy efficient appliances and lighting, and water efficient showerheads and taps as standard inclusions.

A commitment to energy-saving design within the homes mean The Promenade Homes are on average 43-52% cheaper to run than a standard property, saving up to \$772 per year¹.

The exterior design of the homes carefully blends distinct individual character with a crisp, modern design finished in a variety of facade materials that pay homage to the history of the Burwood Brickworks site. The precinct looks and feels special.

Interested buyers should register their interest in The Promenade Homes now at burwoodbrickworks.com.au. Due to current COVID-19 restrictions in place across Melbourne, the Burwood Brickworks sales office at 78 Middleborough Rd, Burwood East, is currently open by appointment only. Customers can be reassured that Frasers Property has strict hygiene and social distancing practices in place during and between appointments. To book an appointment or online or phone consultation phone Frasers Property on [13 38 38](tel:133838).

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About Frasers Property Australia

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 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 multi-national company 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.

Sustainability is at the heart of our operations. The company creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering memorable experiences for our customers, the core values of our global group are *collaborative, respectful, progressive and real*.

For more information about Frasers Property Australia, visit frasersproperty.com.au.

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Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Frasers Property Group” or the “Group”), is a multi-national owner-operator-developer 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\$38.7 billion as at 31 March 2020.

¹ Based on conceptual analysis by Precinx modelling software by Kinesis as at May 2020. Actual results may vary and are subject to orientation, user profile and time of year. Savings are based on an average middle income utility bill as reported by the Australian Energy Regulator.

Fraser's 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 across Asia, Australia, Europe, the Middle East and Africa.

Fraser's Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGX-ST. Fraser's Centrepoint Trust and Fraser's Logistics & Commercial Trust are focused on retail, and industrial & commercial properties respectively. 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. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Fraser's Property (Thailand) Public Company Limited is the sponsor of Fraser's Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Land Property Development Public Company Limited is the sponsor of Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its people, knowledge and capabilities from across markets to deliver value in its multiple asset classes.

For more information on Fraser's Property, please visit frasersproperty.com.

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