

## **Ed.Square apartments spark huge rental interest**

### **Flexibility and convenience lure investors and tenants**

- ◆ **Over 240 rental registrations** received for Ed.Square apartments
- ◆ **Over 230 apartments sold** to date

#### **SYDNEY, 24 JULY 2020**

The unique blend of urban living and city-style convenience in a leafy neighbourhood with beautiful natural surroundings is attracting tenants en masse to Frasers Property Australia's new mixed-use masterplanned community, Ed.Square. Over 240 rental applications have been received by Frasers Property for the investor-owned apartments in the last two months.

Frasers Property offers a comprehensive property management service to its investor customers, that includes assessing rental applications, securing quality tenants, preparing all lease documentation, negotiating rental agreements, streamlining paperwork and tax requirements, and more.

"It is a very positive response from the tenant market, especially in the context of the pandemic," says **Richard Kemp**, National Property Manager, Frasers Property Australia.

"This is the strongest demand we've seen in all our years in property management. The level of interest on this project is unprecedented compared to every other project Frasers Property has offered property management services on."

Apartments across the full spectrum of the residential offering at Ed.Square have proven popular with buyers. Over 230 one to three-bedroom apartments, some with study options, have been purchased by a mix of first home buyers, owner-occupiers, and investors.

"The strength of interest from renters underlines the investment appeal of Ed.Square," Mr Kemp says.

"Frasers Property Management currently has about 56 one, two and three-bedroom investment apartments available for rent at Ed.Square and we've already received over 240 registrations of interest.

"What is attracting both investors and owner-occupiers to Ed.Square is the flexibility and convenience of inner-city life. When Ed.Square apartment residents move into their homes from August this year, they will live above the town centre with an Eat Street precinct, shops, cinema and Edmondson Park train station right at their doorsteps.

"There is simply no comparable offer in Sydney's South West," he says.

Apartments in The Lincoln building have all sold out. There are currently apartments available for sale in The Emerson, The Easton and The Belmont buildings, priced from \$490,000 to \$697,000.

All Ed.Square apartments feature an abundance of natural light, with designs that balance contemporary urban living with the beauty of Ed.Square's natural surroundings.

Residents of the four apartment buildings will have exclusive access to the expansive recreational areas, including a private residents-only podium level with resort style heated swimming pool, barbecue facilities, ping pong tables and landscaped gardens.

Designed as a pedestrian-friendly community, all amenities are within 400 metres of the homes, connecting residents to Ed.Square Town Centre by foot.

The new community will enjoy convenient public transport links. Edmondson Park train station provides easy access to Liverpool, Parramatta and Sydney CBD, while the local bus network and Western Sydney Airport will enhance these connections.

The Ed.Square Sales Centre and Display Village is open daily from 11am to 4pm. For further information or to register your interest in Ed.Square, phone Frasers Property on 13 38 38 or visit [www.EdSquare.com.au](http://www.EdSquare.com.au).

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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](http://frasersproperty.com.au).

#### **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 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.

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 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 SGX-ST. Frasers Centrepont 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 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 Frasers Property, please visit [frasersproperty.com](http://frasersproperty.com).

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