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Media Statement

WATERS EDGE: CONCESSIONS FOR FIRST HOMEBUYER LUXURY LIFESTYLE

While the First Home Owners Grant Boost begins its phase out of the market, Pindan predicts concessions for first-time buyers will become the norm for WA companies looking to entice these buyers as the property market regains pace.

Pindan is now offering special concessions to the growing number of first homebuyers hunting for lifestyle and value by discounting deposits on house and land packages at the new Waters Edge Estate in Viveash.

Pindan project sales manager Nuno Carvalho said first homebuyers were essential to the success of new developments like Waters Edge, and helping them into the market was vital.

“We know it’s important to have a good cross-section of buyers in a development like this and it’s not always easy for first homebuyers to make their initial purchase, so we’re making allowances and offering a lower deposit at Waters Edge,” he said.

When placing an expression of interest on a house and land package at Waters Edge Estate, the standard \$5000 deposit is reduced to \$1000 for first homebuyers.

House and land packages at the Estate start from \$385,000 for a villa and \$425,000 for a townhouse.

When complete, the Waters Edge Estate, located minutes away from the Swan River and Swan Valley attractions, will include luxury features such as a 25 metre lap pool, spa, steam room and sauna, fully equipped gym, children’s playground, secure remote access and common barbeque areas overlooking Blackadder Creek.

“Government incentives have proved that offering concessions to first-time buyers gives them a huge help onto the property ladder, stimulating the wider market and birthing a new generation of home owners and investors which will sustain our future property market,” Mr Carvalho said.

“While the First Home Owners Grant Boost will be phased out over time, we will continue to offer a discounted deposit for first homebuyers to help them get a foot in the door at Waters Edge.

“These are reasonably priced house and land packages that come with a fantastic lifestyle investment, which is what we know first time buyers are now looking for – so we’re doing what we can to help them get reach their goal.

First time buyers are the future of our property industry, and based on their needs and demands, lifestyle and value is what we predict will be the flavor of things to come.”

Mr Carvalho said Pindan had noticed that even first homebuyers were now asking for more when searching for a home.

“Rather than settling for something that’s ‘good enough’, we’ve noticed first homebuyers are expecting more when they buy, looking for added features and lifestyle instead of a new home on a block of sand,” he said.

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“First-time buyers are becoming more savvy and choosy, which is helping to boost the quality of new homes and developments like this.”

Waters Edge is also home to the Pindan-built charity home for the Association for the Blind of WA, which is now complete and open as the display home for the estate.

Visit www.watersedgeviveash.com.au for more information.

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