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Media Release

STOCKLAND SPEARHEADS NEW HOME AFFORDABILITY

New home affordability on the Gold Coast has improved dramatically over the past four years, led by the region's largest residential developer Stockland.

More innovative home designs and smaller lot sizes have contributed to the improvement in starting prices for new home and land packages.

The changes have also created more choice for new home buyers with options to suit everyone from first home buyers to growing families and empty nesters.

Stockland Regional Manager for the Gold Coast and Northern NSW, David Laner, said Stockland had been at the forefront of the affordability breakthrough.

"We have been working with our builder partners to make new homes accessible to more people without compromising on quality and lifestyle," Mr Laner said.

"Our lowest advertised home and land packages today are approximately \$150,000 less than four years ago," he said.

"In our 2008 January catalogue, the most affordable home and land package at the now completed Jacob's Ridge community at Ormeau was a four-bedroom home on 601 square metres for \$470,000.

"The 2012 catalogue has packages at Ormeau Ridge starting at only \$344,729 for a three-bedroom home on a 350-square metre home site.

"Homes at our Vale community in Holmview start at \$299,750 for a three-bedroom single garage home on a 250-square metre home site."

Mr Laner said the comparison revealed that one of the biggest changes over the past few years had been an increase in the popularity of three-bedroom home designs.

"Not everyone needs four bedrooms," he said. "First home buyers trying to get out of the rental cycle can save thousands of dollars simply by opting for three bedrooms."

"Buyers can make even bigger savings by choosing a block size that suits their current lifestyle and their preferred budget. Many families are deciding that because our communities have so much recreation space big backyards are not as important."

New home affordability has been further bolstered by the recent extension of the \$10,000 Queensland Building Boost until the end of April on homes up to \$600,000.

Stockland is also offering to pay up to three years' worth of energy bills on selected home and land packages on the Gold Coast until 28 February.



The Stockland offer, dubbed “Power to Move”, provides the equivalent of \$6,000 in energy savings plus thousands of dollars’ worth of bonuses from its builder partners.

To find out more, go to www.noenergybills.com.au or visit the Sales and Information Centre in your chosen Stockland community.

2008 Stockland catalogue starting prices for home and land packages:

Jacobs Ridge	\$470,000
Highland Reserve	\$510,000
Riverstone Crossing	\$597,154
Pacific Pines	\$443,000
The Observatory	\$591,439

2012 Stockland catalogue starting prices for home and land packages:

Vale at Holmview	\$299,750
Ormeau Ridge	\$344,729
Highland Reserve	\$369,990
Riverstone Crossing	\$394,550
The Observatory	\$492,900

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