



12 April 2017

Level 4 99 Melbourne Street T 08 6141 8000
Brisbane, QLD 4000 F 08 6141 8231

www.stockland.com.au

For media enquiries

Hayley Carter

Pitch Public Relations
T +61 (0)7 3398 8660
M +61 (0)457 548 262
jo@pitchpr.com.au

Greg Spears

Senior Manager
Media Relations
Stockland
T +61 (0)2 9035 3263
M +61 (0)406 315 014
greg.spears@stockland.com.au

NEW BEATS OLD: STOCKLAND HOME AND LAND PACKAGES MORE AFFORDABLE THAN BRISBANE'S RISING MEDIAN PRICE

New homes at five Stockland residential communities across Greater Brisbane are considerably more affordable than the average established Greater Brisbane home in their surrounding areas, according to latest figures from the Real Estate Institute of QLD (REIQ).

The REIQ revealed Greater Brisbane's median house price rose almost 2.6 per cent in the three months to December 2016 taking the median house price to \$513,000.

However, Stockland's communities at Pallara, North Lakes, Stone Ridge at Narangba, Sovereign Pocket at Deebing Heights, and Vale at Holmview are all offering new home alternatives for thousands of dollars less than that figure.

Home and land packages at Stockland communities start at just \$308,466 for a three-bedroom home at Sovereign Pocket at Deebing Heights, which is \$204,534 below Greater Brisbane's latest median house price.

Even within the Brisbane local government area, house and land packages at Stockland's Pallara community, just 19km from the CBD, are priced at just \$454,870 which is \$200,130 below Brisbane LGA's median house price of \$655,000.

Kingsley Andrew, General Manager for Queensland at Stockland, said the chance to secure a \$20,000 Queensland First Home Owner's Grant made it the perfect time for first home buyers to build a new home.

"The \$10,000 increase in the First Home Owners' Grant to \$20,000 means that first home buyers who purchase a house and land package before 30 June 2017 could be paying as little as \$288,466 for a brand new home," Mr Andrew said.

"Buying new also gives customers the opportunity to design and tailor their dream home to suit their individual needs," explained Mr Andrew. "All of our new homes in Stockland residential communities feature the latest architectural designs based on modern living – often with open plan kitchen and dining areas, integrated lounge rooms, separate parents' retreats and kids' entertainment rooms.

“By buying a new home, customers can choose exactly what they want in their new home: how many bedrooms, bathrooms, whether they want a single or double garage, rather than trying to retrofit their family into a home someone else built for a different era, and a different generation 30, 50 or 100 years ago.”

Brand new homes generally have lower maintenance costs than established houses and new homes must comply with modern design codes and sustainability standards that reduce energy bills and the impact on the environment.

“There is often a false economy in buying an older established home with a view to renovating it to suit the demands and lifestyle needs of modern living,” added Mr Andrew. “It is well documented that the cost per square metre of renovations usually far exceed the cost per square metre of building a brand new home.”

To find out more about Stockland’s house and land packages, visit a Stockland Sales and Information Centre at your chosen community, call 13 LAND (13 5263) or go to www.stockland.com.au/residential/qld.

ENDS

Note to Editor:

Home and land packages at Stockland communities in the Greater Brisbane area are currently priced from:

\$403,400 at North Lakes

\$454,870 at Pallara

\$387,074 at Vale in Holmview

\$308,466 at Sovereign Pocket in Deebing Heights

\$399,465 at Stone Ridge in Narangba

About Stockland

Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia’s largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, retirement living villages, office and industrial assets. Stockland was recognised by the S&P Dow Jones Sustainability Indices (DJSI) as the global real estate sector leader for 2016-17, demonstrating world leadership across the areas of corporate governance, stakeholder engagement, climate strategy, social integration and regeneration and corporate citizenship. Stockland has been identified as a global leader for its actions and strategies in response to climate change and has been awarded a position on the Climate A List by CDP and recognised as the Regional Sector Leader for Diversified Property Companies on the Global Real Estate Sustainability Benchmark (GRESB). Stockland has also been recognised as an Employer of Choice for Gender Equality by the Australian Government’s Workplace Gender Equality Agency (WGEA) for last three consecutive years. www.stockland.com.au