

Milton a hotspot for 2012

One of Brisbane's fastest selling projects – The Milton – is on track for a busy start to the New Year, with locals and visitors gearing up to secure apartments in the innovative development over the summer holidays and in early 2012.

While the Christmas and New Year break has traditionally been a busy time for property sales, The Milton's popularity with purchasers is expected to continue throughout the year on the back of growing confidence in the Brisbane property market.

Recent research has identified Milton as a Brisbane hotspot, with a tight supply of new properties in the inner-west precinct, which sets a solid platform for strong apartment price growth.

Already more than \$74 million in apartments have been sold in the groundbreaking development, with enquiry from local and interstate buyers soaring in recent months.

Marketing agent Bryce O'Connor, of 360 Project Marketing, says he is confident this increase in buyer interest will continue to translate to sales in 2012, as purchasers recognise The Milton's five-star quality and location.

Designed by award-winning architects DBI Design, The Milton will comprise 298 apartments along with a range of resort style facilities, including a roof top sky deck and podium deck with pools, gymnasium, residents lounge, landscaped barbeque retreats and sauna.

It will also feature a street level retail precinct, adding to the eclectic mix of restaurants, cafes and boutique shops already on offer in the

neighbouring Park Road precinct.

"The Milton is Brisbane's premier buying opportunity for those who want the complete package - a strategic location, strong property fundamentals, fantastic lifestyle and top quality build," said Mr O'Connor.

"A lot of prospective purchasers do their research and make enquiries about projects they are interested in leading up to the holidays, and then come and take a look after the Christmas and New Year period," he said.

"The Milton is a sought-after address in one of Brisbane's most exclusive inner city suburbs.

"The development is the crème de la crème of apartment living – it's not only the newest project in this region, it's also in a class of its own in terms of design, location, affordability and lifestyle.

"The Milton really stands apart from other inner Brisbane projects due to its blue chip location close to the heart of the CBD and riverfront, its comparatively affordable price points and proximity to a range of amenities including established restaurants, boutiques, transport and Suncorp Stadium.

"The majority of the 130 sales made at The Milton to date have been to local purchasers, but I would anticipate a jump in activity from interstate visitors over the coming summer months.

"I also expect to see ongoing buyer interest in The Milton right throughout 2012, especially once construction gets underway early in the New Year.

"With the building coming out of the ground, the



ABOVE: The Milton, the only new apartment project for sale in Milton.

precinct will be a hive of activity, which will help drive further enquiry."

Mr O'Connor said the withdrawal of the Queensland Government's \$10,000 Building Boost at the end of January would encourage buyers to act quickly.

"There is limited opportunity for purchasers to take advantage of the building boost incentive, which is available to those who secure a new apartment valued at up to \$600,000 before January 31, 2012," he said.

"The Milton is the only new apartment project selling off-the-plan in Milton, so it's really a fantastic opportunity for those who want to buy in this exclusive suburb at a great price, with apartments now selling from just \$387,000."

To find out more about The Milton, visit The Milton Sales Centre, featuring a furnished display apartment, at 55 Railway Terrace, Milton, Open between 10am and 4pm daily. For further information, visit www.themilton.com.au or call 1800 247 119.

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10 Unique reasons to buy from \$387,000

1. 1.5km to Brisbane CBD.
2. 30 levels luxury 1 & 2 bed apartments.
3. Undersupplied Location.
4. 0.7% Vacancy Rate*.
5. Average price growth 12.4% PA*.

6. Exclusive Blue Chip Milton Suburb.
7. Direct Access to Milton Railway Station.
8. Only New Apartment project in Milton.
9. City and River Views.
10. Over 160 established Cafes and Bars.

*10 year annual suburb average (2001-2010) *March 2011 Data. Source – Matusik Property Insights.

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