

Concierge culture converts CBD apartment buyers

Melbourne, 27 August 2016: Inner city high rise apartments are experiencing a growing demand for luxury concierge and hotel-style offerings as buyers capitalise on services, making them a differentiating factor in Melbourne's competitive apartment market.

Lendlease is leveraging opportunities in its apartment concierge offering as time poor working professionals, Gen X and Gen Y markets turn to these services to cut down on domestic chores, spend time with their families and improve their personal health and wellbeing.

Head of Apartments for Lendlease's Urban Regeneration business in Australia, Ben Christie, said the resident's model of customer service was on the rise as buyers begin to prioritise help services when choosing an apartment.

"Buyers are welcoming the future of apartment living by embracing personalised lobby and concierge services. We are now seeing purchasers demand more from their building's amenities, which they have probably underused in the past," he said.

These services help with move-ins and move-outs, sign for mail on behalf of residents, remember the names of residents' regular family members and guests, provide personal assistant services such as making dinner reservations, ordering food, reserving tickets, and other housekeeping and maintenance jobs.

"The perception that concierge services are only for the wealthy is no longer true. Current trends show professional working families are seeking more leisure time with their loved ones and are seeing the value in outsourcing jobs to concierge services that are an existing part of their apartment offering."

These services have become part of a global trend towards outsourcing personal admin tasks. Lendlease is meeting this demand from customers and as a result, converting buyers who are weighing up the competition.

"Melbourne Quarter is our latest residential development offering concierge services, with the purpose of enhancing the quality of our resident's living experiences," he said.

Concierge services on ground and upper ground lobbies will use smart technology systems including online booking platforms, storage systems and digital lifestyle services to connect residents in their community.

"It doubles as a security control and contact point to keep residents safe with two full time concierge attendants seven days a week.

Residents will also enjoy exclusive access to a range of luxurious amenities at Club MQ - the building's resort-style facilities spread over three floors. This includes a 25 metre swimming pool, spa, steam room, sauna, state of the art gym and yoga rooms, theatrette and a resident's library and lounge.

The Lendlease logo is a stylized, abstract shape composed of overlapping geometric forms in shades of green and blue. The word "lendlease" is written in a white, lowercase, sans-serif font across the center of the logo.

“The quality of a property’s amenities plays a huge role in the clientele it attracts and its rent prices. For investors or owners renting out their property, a high-end concierge and amenity offering can significantly increase rental returns,” said Christie.

For more information on the Melbourne Quarter offering, visit www.melbournequarter.com.au or the residential display suite at 691 Collins Street, Melbourne.

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For further information, please contact:
Celeste Greinke
Communications Advisor – Melbourne
Victoria
0427 673 717

Liz Sleeman
Manager, External Affairs –

0459 823 718

About Lendlease

Lendlease is a leading international property and infrastructure group. Listed on the Australian Securities Exchange and with circa 11,900 employees worldwide, Lendlease’s capabilities span the property value chain.

In Australia we offer development management; investment management; project management & construction and asset & property management. Our expertise covers multiple sectors including commercial, residential, retail, retirement and infrastructure.

About Melbourne Quarter

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A landmark project for Melbourne, Melbourne Quarter is a 2.5 hectare city block at the heart of Melbourne’s new economic centre.

Bordered by two of Melbourne’s most iconic streets, Collins and Flinders, and directly across from Southern Cross Station, Melbourne Quarter will bring together world class design and innovation in city living, next generation workplaces, dining, shopping and green public spaces.

The creation of the \$2 billion mixed-use precinct will generate approximately 15,000 construction jobs over the life of the project. On completion, it is planned to be home to approximately 10,000 workers and 3,000 residents.

www.melbournequarter.com

