

Media Release

Lend Lease's The Yards on King Street sets Brisbane sales record

Brisbane, 1 October 2014: Brisbane's latest off-the-plan apartments launch, Lend Lease's The Yards on Brisbane Showgrounds' newly-announced King Street, has set a local record selling 160 apartments in four hours.

The Yards has 401 residences across 16 and 18 level towers, and 11 terraces. The first release was the 208 apartment tower, North Yard. Designed by award-winning architects, Hayball, The Yards features state-of-the-art kitchens, and floor-plans that maximize breezes, views and natural light and a 2,500 square metre podium retreat with over 20 wellness and entertainment hubs.

Lend Lease Brisbane Showgrounds Project Director, Andrew Hay said the record sales achieved were a testament to how different The Yards is in quality design, amenity, and value for money.

"We believe buyers are attracted to the newly-launched King Street, our food-focused high street, the strength of the Lend Lease brand and the unique amenity provided on The Yards' podium retreat," Mr Hay said.

Sales were launched concurrently in Brisbane and Sydney on the day, with 87 per cent of buyers from onshore.

"We're especially pleased considering the current competitiveness in the Brisbane market."

"As a result of the weekend's success we'll bring forward the second release of the project – South Yard – by three months."

"The most popular configurations were one bedroom plus study, and large corner two bedroom and two bathroom apartments."

Prices ranged between \$375,000 for a one bedroom apartment to \$702,500 for a two bedroom and two bathroom apartment.

The Yards is expected to commence construction mid-2015. The first residential apartments at the showgrounds, The Green, are sold out and currently under construction to be completed by mid-2015.

For more information call 1800 448 757 or visit www.theyards.com.au.

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