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Title: Buyer Demand for Larger Apartments Prompts Developer to Redesign Plans Prior to Construction Start

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Buyer Demand For Larger Apartments Prompts Developer To Redesign Plans Prior To Construction Start

The developer of Maasra Apartments in Coorparoo has lodged building plan changes prior to construction starting, increasing the numbers of three and four-bedroom units in response to buyer demand for larger apartments.

Karam Group's decision to redesign and add more three and four-bedroom apartments at Maasra Apartments won't mean any visible

changes to the building itself, but will reduce the total number of units to make way for 34 three-bedroom apartments and 20 four-bedroom apartments.

Maasra Apartments is a \$96 million luxury mixed-use residential building being developed in the city-fringe suburb of Coorparoo, now with 102 apartments across eight floors, boutique retail on the ground floor and commercial office



space on level one and a secure 328-space car park.

Karam Group Managing Director Anthony Karam said it wasn't surprising to see that Coorparoo was recently named the second most livable Brisbane suburb by PricewaterhouseCoopers' CityPulse SEQ report, considering its desirable history.

"Coorparoo has always been a leafy urban village just minutes from the city centre with all the conveniences and infrastructure within a thriving community.

"I was fortunate enough to be raised in Coorparoo and it's the place I choose to live now, which is why I want to develop Maasra Apartments as a premier apartment lifestyle building with a sense of sophistication.

"The new plan changes demonstrate our commitment to creating quality living spaces that accommodate a variety of households.

"There was an opportunity prior to construction to combine a number of smaller units into large house-sized apartments and we felt it was

the right step for Maasra, considering market demand.

"Our sales team has been fielding a large number of inquiries from owner occupiers wanting more bedrooms, larger living areas and enough space to comfortably entertain friends, as well as generous parking facilities.

"We will deliver Maasra as it appears on the artist impressions, but on the inside more prime owner-occupier apartments with exceptional amenities."

Maasra Apartments Marketing Manager and TOTAL Property Group Managing Director Adrian Parsons says apartments like these are very rare, but highly sought after in the market.

"Our buyers are pleasantly surprised and find it refreshing to see we are selling large 3 and 4 bedroom apartments, rather than just the 2 bedroom apartments typically found in Brisbane.

"Few developers are accommodating demand for larger apartments in Brisbane like Karam Group is doing with Maasra," he said.

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"Karam Group has adjusted the development to suit the market, with owner-occupiers seeking the size of a private home in an apartment lifestyle for low maintenance living.

"This is a rare opportunity to own a new luxury apartment with larger floorplans featuring generous living areas and master suites and spacious guest bedrooms, plus a full laundry room, study and some with their own butler's pantry.

"Maasra Apartments is a premier development that will stand the test of time. Its stylish exterior and cleverly- designed apartments with ample living space and quality kitchen and bathroom finishes that will be admired for many years to come.

"Due to strong migration to the city, forecasters are expecting apartment prices to grow in the Brisbane market by around two to three per cent a year over this year and continuing into 2020.

"There is a trend towards apartment living in residential pockets like Coorparoo, which means Maasra is perfectly positioned for residents and investors.

"Buyers wanting to purchase a new home in Brisbane are finding the size, style and convenience of Maasra Apartments very appealing."

Maasra is just a few minutes from the Brisbane City in Coorparoo, with cafés, restaurants, cinemas and boutique shops all within walking distance, as well as easy access to public transport facilities and road networks.

Designed by award-winning, Brisbane architect firm HAL Architects to reflect a sense of community and place, Maasra Apartments features a podium recreational space with multiple entertainment areas, including a 25-metre pool with timber decking, sun beds, beautiful landscaped surrounds, a residents' lounge, a gymnasium, boutique retail on the ground floor and commercial office space on level one.

Maasra's two, three and four-bedroom apartments are available in a variety of floor plans designed to offer contemporary living and are priced from \$435,000 to \$1.7 million, with construction to begin in the first half of this year.

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Maasra Apartments is centrally located in the high-demand city-fringe suburb of Coorparoo, on the corner of St Leonards Street and Holdsworth Street, with the ground level apartments featuring large, terraced courtyards.

For sales information go to
www.maasraapartments.com.au,

phone *TOTAL Property Group* on
1300 393 855
or visit *Maasra Apartments' sales and display*
centre, open 10am-3pm seven days a week,
on the corner of Holdsworth Street and St
Leonards Street, Coorparoo.

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