

**Property:** Maasra Apartments

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**Title:** Maasra Leads New Wave of Multigenerational Living

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# Maasra Leads New Wave Of Multigenerational Living

The shift towards multigenerational living has taken a new turn at Maasra Apartments, Coorparoo, with three generations of the Grimstone family excited about moving into the premier residential building once construction is completed.

While a growing number of Australian households now have multiple generations living together under one roof, a new trend is emerging at Maasra Apartments in Brisbane, Queensland, of extended families buying their own apartments within the same building.

Brisbane couple Lance and Olwyn Grimstone purchased a four-bedroom plus multi-purpose room apartment on the seventh floor, while their son and his partner bought a more modest two-bedroom apartment

on level two for them and their teenage daughter.

Both households were looking to purchase a new home and decided on Maasra Apartments for its location, style, amenities and quality of the apartments, plus the social benefits of living in a community being created to the highest standards of urban planning and residential design.

Maasra Apartments is a \$96 million luxury mixed-use residential building being developed by Karam Group in the city-fringe suburb of Coorparoo, with 102 apartments across eight floors, boutique retail on the ground floor, commercial office space on level one and a secure 328-space car park.



The building offers large contemporary apartments with multi-functional spaces and resort-style amenities for residents seeking an elevated lifestyle.

The Grimstones are among a large contingent of home buyers, from downsizers and upsizers selling up their family homes for apartments to simplify and enhance their lifestyles.

Lance and Olwyn had been looking for the perfect apartment to move from their family home and said Coorparoo was one of the suburbs on their list due to its excellent public transport infrastructure.

"We'd been shopping around, looking at new apartments, so when we looked at Maasra we saw the value; bigger apartments with fewer smaller apartments and more owner-occupiers, where we could look forward to a sense of community for the years ahead," Lance said.

"The building is impressive in its design and it has excellent body corporate fees, plus you can't go past the location."

Equally impressed by Maasra Apartments, Lance and Olwyn's son Scott and his partner Sara were quick to follow suit and upgrade from their old Queenslander in Sunnybank to a two-bedroom apartment in Coorparoo.

"We were looking to move into another house, but when we had a look at Maasra it was easy to change our plans," Scott said. "Easy living attracted us to Maasra."

"Coorparoo has excellent public transport for our daughter to travel to work and uni and the whole family is looking forward to enjoying the café lifestyle on Maasra's doorstep," Sara added.

"It's a fantastic location," Olwyn added. "The public transport attracted us enormously, and the fact there's just a short walk down to the shops and the cinema, but for me it was our apartment's space; the open-style plan, four bedrooms, three bathrooms and a media room."

"We'd been looking for an apartment for quite some time, so it didn't take us long to realise we get a lot more for our money at Maasra."

Maasra Apartments Marketing Manager and TOTAL Property Group Managing Director Adrian Parsons said there was a new wave of home buyers who were considering the benefits of multigenerational living.

"The household dynamic is changing; more families are opting to live together for the convenience of sharing responsibilities and providing support for each other," he said.

"This is another example of how Maasra Apartments is accommodating changing households."

"The development's community focus, its premier location and the quality apartments and amenities are appealing to multiple family units who not only seek the convenience of apartment living, but also the additional benefits of living close to family."

"We've noticed that many of the 'downsizers' who purchased apartments in Maasra then went on to encourage their adult children to consider an apartment also."



“Maasra Apartments’ unit configuration of spacious two, three and four-bedroom apartments are meeting the household needs of a variety of family units - large and small.”

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 this year.

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 Apartments is just 4km from Brisbane City, centrally located in Coorparoo on the corner of St Leonards Street and Holdsworth Street, with cafés, restaurants, cinemas and boutique shops within walking distance, as well as easy access to public transport facilities and road networks.

For sales information go to

[www.maasraapartments.com.au](http://www.maasraapartments.com.au)

phone TOTAL Property Group on 1300 393 855 or visit Maasra Apartments’ sales and display centre, open 10am-4pm seven days a week, on the corner of Holdsworth Street and St Leonards Street, Coorparoo.

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