



MEDIA RELEASE

30 March 2009

WILLIAMS LANDING: Proximity to new town centre boosts weekend sales

Weekend sales at Williams Landing have achieved unprecedented results, with buyers rushing to secure lots for new homes within close proximity to the future Town Centre and recently announced Train Station.

Saturday's release of 43 lots, directly to the north of the future Williams Landing Town Centre, attracted the strongest interest from mostly second and third home buyers, bucking the previous six month trend of a decline in buying activity in these groups throughout Australia.

Victorian State Manager for developer Cedar Woods, Nathan Blackburne, said the response to the release had exceeded all expectations with 42 lots selling within a matter of hours. Only 5 of the 42 lots sold were sold to first home buyers.

"In twelve months of marketing this project we have never had such strong interest and had never experienced such a rapid take up of lots," Mr Blackburne said.

Mr Blackburne said that Williams Landing has built a reputation as one of Melbourne's premier new communities.

"From the outset we wanted to create an exceptional project for residents, one that was well designed, connected to transport and that put every day needs within close proximity to every home," Blackburne said.

Many Williams Landing purchasers are citing the town centre and the planned shopping facilities as being the main reasons for their purchase.

"These homes will be closer than all previous releases to the shops, restaurants and cafes planned for the Town Centre and the playing fields and open space of the Williams Landing Reserve.

"These purchases are very much lifestyle decisions, particularly for families," Mr Blackburne said.

The State Government has now confirmed a 2010 start date for the construction of the Williams Landing Train Station to be delivered under the Victorian Government Transport Plan released in December 2008.

Saturday's sales carried an average price tag of around \$210,000 and prices included front garden landscaping and fencing.

"We have achieved a near sell out of each release in the project but this release was taken up in a much shorter timeframe" Mr Blackburne said.

"We take that as a clear signal that buyers recognise the unique offering at Williams Landing, with high quality new housing, the benefits of a thriving new commercial centre and strong links to the CBD."



Williams Landing has sold 301 lots since launch in March 2008 with first residents expected to move in by the end of 2009.

About Cedar Woods

Cedar Woods Properties Limited, the developer of Williams Landing, Carlingford and Banbury Village projects, has a long history of creating award winning communities in Australia. Listed on the ASX, Cedar Woods was incorporated in 1987 and has won numerous awards for design and environmental excellence.

Images available