



MEDIA RELEASE
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BUYERS ‘CAMP OUT’ OVERNIGHT FOR BEACHSIDE LAND RELEASE AS ALL SIGNS POINT TO RECOVERY IN WA HOUSING MARKET

Home buyers have camped out to secure land at Satterley’s Eden Beach Estate, Jindalee, in the expanding northern coastal corridor, after forecasts show confidence returning to WA’s property sector.

Eager purchasers queued from 3am to be the first to secure one of the 16 new lots released in the exclusive estate, ranging in size from 225sqm to 300sqm.

ABN Group Managing Director Dale Alcock said the energy and buyer appetite was very exciting.

“There’s never been a better time for home buyers to get into the WA housing market, with Perth house prices tipped to increase by five per cent in 2020 and by three to five per cent in 2021,” Mr Alcock said.

Executive Director of the Housing Industry Association Cath Hart agreed that the WA housing market was forecast to steadily improve throughout 2020.

“The activity at Eden Beach reflects the slow and steady recovery in the WA housing market this year,” Ms Hart said.

“Our latest forecast shows that WA consumers are more confident and making the move to get into the market again.”

“We’re now seeing consistent positive results across our market data including an increase in sales, movement in established prices and improved access to finance.”

“This increase in activity is consistent with our current forecast of a seven per cent increase in housing starts this financial year, followed by a 16 per cent increase in 2020/21.”

Mr Alcock said that people were attracted to the new Eden Beach Estate because it ticked all the boxes.

“People want to live in a close-knit community surrounded by shops, a selection of public and private schools and universities, parks and close to public transport – Eden Beach offers all of this as well as premium beachside living,” he said.



“With the current infrastructure developments in the northern corridor – including the Metronet Yanchep rail extension – we’ll see significant continued population growth in the area, improved transport options and reduced traffic congestion.”

“This new infrastructure will be core to conveniently connecting Eden Beach Estate residents to the city while they also enjoy direct access to the beach and make the most of WA’s stunning coastline,” Mr Alcock added.

Satterley CEO Nigel Satterley said that the blocks had opened for sale in early February to an exceptional response.

“Eleven out of 16 blocks sold on the first day which is a sign that the market here in Eden Beach is in high demand,” Mr Satterley said.

“The estate offers premium beachside living at an affordable price, and our collaboration with Homebuyers Centre to offer a unique house and land package makes this opportunity even more attractive to savvy buyers.”

“The newly opened beachfront bar and restaurant, The Beach House, also brings a ‘Byron Bay’ feel to the community, with buyers able to walk to the estate’s own direct beach access as well as the beachfront bar and restaurant,” he added.

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