

SATURDAY JUNE 14 2014

# Sea view units on a wave

THE southern Gold Coast's limited stock of new high-rise apartments has proved a boon for Pikos Group whose \$35 million Pure Kirra project is almost 60 per cent sold.

Investors and owner-occupiers have pounced on the tower's premium beachfront location snapping up 19 of the 33 apartments for a total of almost \$16 million.

With construction of Pure Kirra just past the halfway point, project marketing agent Chris Litfin, of CBRE Gold Coast, said the sales tally was very promising.

"We are thrilled with the enthusiastic response from off-the-plan buyers," he said.

"It reflects the desirability of Kirra's vibrant and beautiful beachfront precinct as well as the shortage of new high-rise apartments coming on to the market in this area."

Mr Litfin said early sales had been dominated by investors but owner-occupiers were increasingly making their presence felt.

"They are lured by the opportunity to secure a comparatively large beachfront residence in an iconic Gold Coast location for under \$1 million," he said.

The 12-storey development is just one of two high-rise apartment projects underway on the southern Gold Coast.

Pure Kirra has three two-bedroom plus multipurpose room apartments per floor, all offering a northerly aspect with sweeping ocean views.

All apartments will include European appliances and stone bench tops.

Apartments will sit atop a street-level retail precinct as well as a resort-style swimming pool, barbecue and entertainment area.

Remaining apartments range from 131 sqm to 304 sqm and are priced from \$829,000.

Pikos Group also delivered the Kirra Wave project.