



The new town in the Swan Valley

Media release

21 November 2008

**New land release, new display village and new completed homes  
on offer at Ellenbrook**

Strong sales at Ellenbrook are set to continue with the opening of Perth's largest display village, a new land release, and the completion of 8 terrace homes ideal for first homebuyers.

Located in Malvern Springs, Ellenbrook's newest display village will feature 31 brand new house designs from Perth's leading homebuilders, with something to suit all lifestyles and budgets.

The 31 homes are designed on a range of homesite shapes and sizes. The traditional four bedroom, two bathroom home is well represented, while the trend towards smaller space living is catered for with a variety of three bedroom, two bathroom homes.

Centred around a village green with shaded areas and a basket ball hoop for the kids, the Display Village is also home to the Malvern Springs Land Sales Office, making it a one stop shop for house and land choices.

"We have tried to make the Display Village as convenient as possible," Ellenbrook Sales Manager Tony McEntee said.

"In one afternoon purchasers can view house designs from all of Perth's major home builders, and call in to the Malvern Springs Land Sales Office to discuss their land requirements or find out what homesites are available."

Strong sales at Ellenbrook have also prompted the early release of 16 new homesites in Malvern Springs.

Priced from just \$162,000, the homesites range in size from 287m<sup>2</sup> to 588m<sup>2</sup>.

"As an added incentive, purchasers who buy before 7 December could be one of 4 lucky buyers to win \$25,000 off the price of their homesite," Tony said.

Four of the homesites offer uninterrupted views directly out to Lexia Wetlands, a conservation area to the west of Malvern Springs that is home to a range of native flora and fauna.

All of the homesites are within a short walk of the future primary school and village centre facilities. Malvern Springs has great connections to the town centre, where there is shopping, high schools, eating options and entertainment locations, include library, theatre and gallery.

Ellenbrook's current promotion is giving 4 lucky purchasers the opportunity to win \$25,000 when they purchase a homesite at Ellenbrook. The first prize drawn was won by first homebuyer Clay Galvin, who was over the moon (picture here) with Tony McEntee,

Sales Manager at Ellenbrook. There are still two chances to win, with draws on 23<sup>rd</sup> November and 7<sup>th</sup> December

For the first homebuyer market, the popular village of Charlotte's Vineyard, currently has a number of two bedroom, one bathroom homes available, complete with fixtures and fittings, and garden landscaping.

"These terraced homes are priced from \$320,000, which represents excellent value for money," Tony said.

"With the recent increase in the first homebuyers grant to \$21,000, this makes it possible for people to own their own home for less than \$300,000."

Sales figures show that land at Ellenbrook continues to attract strong interest from buyers, in contrast to the rest of the Perth property market.

"We have been averaging over thirty new land sales a month at Ellenbrook for the last three to four months, which given the recent market conditions is a huge vote of confidence from purchasers," Tony said.

The strong and steady rate of land sales at Ellenbrook reflects the growing amenity of the town, which buyers are recognising adds value to their purchase.

"When the housing market was at the peak of the boom, people were desperate to get their foot on the property ladder and would buy anywhere that they could afford," Danny Murphy, Managing Director of LWP Property Group said.

“But when markets tighten, people start looking for more for their investment. They look for quality and added value, for good local facilities, attractive landscaping and people-friendly streetscapes.

“It is this ‘flight to quality’ that has shielded Ellenbrook from some of the more dramatic effects of the recent property market decline.”

Malvern Springs has already collected four awards since the first land was released in just two years ago.

The village was the first land development to be accredited as a WaterWise Development by the Water Corporation; it was the winner of the Housing Industry Association’s (HIA) 2008 Water Award – Land Development; it was named the HIA GreenSmart Estate of the Year 2008; and it won the HIA’s GreenSmart Water Efficiency Award.

These awards take the overall award tally for Ellenbrook to 30 – making it Australia’s most awarded new town.

Ellenbrook is a joint venture between the Department of Housing and Works and a LWP Property Group syndicate.

“The size and scale of Ellenbrook, and the fact that it is a long term project which has developed over the past decade, has enabled us to invest in facilities and landscaping in the knowledge that this is a town that will one day be home to 30,000 people,” Danny Murphy said.

“We have applied some of the latest and best thinking in contemporary urban design to ensure that Ellenbrook offers the best environment in which to live, work and play.”

For more information about land sales at Ellenbrook, contact Sales Manager Tony McEntee on 9297 9999.

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