

QUEEN'S WHARF TOWER

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Media release

Queen's Wharf Tower sales smash all expectations

Queen's Wharf's latest residential tower has exceeded all sales targets leaving sales agents shocked and amazed by the amount of interest.

Queen's Wharf Tower has taken Queensland sales records to new heights, selling 95% of apartments since April, with a staggering 90% sold within the first 4 weeks.

The launch of the tallest tower in the Queen's Wharf Brisbane development, which stands at over 250 metres tall and includes 819 luxury 1-, 2- and 3-bedroom apartments and industry-leading amenities, has been met with overwhelming demand from buyers.

YPM Group Managing Director Bryce O'Connor says the early success of Queen's Wharf Tower has been a once in a lifetime sales frenzy.

"During my 20 years in property, I've never experienced such overwhelming demand. We're gob-smacked," Mr O'Connor says.

"We've received over 9,000 enquiries to date and 90% of those have come from Queenslanders. We conducted more than 1,100 face-to-face appointments within the first 4 weeks alone and have since sold 778 apartments, totaling \$820m in sales."

The project's coveted Penthouse Collection was also snapped up on the first day by local owner occupiers either downsizing from a luxury home or 'upsizing' from an existing apartment.

"We believed that Queens Wharf Tower represented a real gem in the Brisbane property market and were confident of a successful launch. However, what ensued over the preceding weeks genuinely shocked us. The local market has truly gravitated toward Queen's Wharf Tower and reaffirmed our belief," Mr O'Connor says.

"We set an aggressive sales target to sell 70% within the first 8-12 months, so to have hit and well-exceeded that mark within the first 4 weeks cannot be understated. It is a testament to the quality of both the greater precinct and to a building finished to an immensely high quality with a real focus on luxury and lifestyle."

Far East Consortium Head of Sales and Marketing Australia Lauren Sheldon says the early success of Queen's Wharf Tower reaffirms the long-held belief that an opportunity such as this only comes along once in a lifetime.

"As developers, it's rewarding to see the uptake of astute buyers that are in the market for a high-level of quality offerings and craftsmanship," Ms Sheldon said.

"Queen's Wharf Tower has been meticulously designed, with residences boasting a host of luxurious materials and a level of finishes that goes above and beyond.

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“Discerning purchasers have recognised this and acted quickly to secure their apartment early on, and those that hesitate will unfortunately miss out.”

To learn more about Queen’s Wharf Brisbane, visit QWTower.com.au.



Image: Queen’s Wharf Tower, Margaret Street streetscape.



Image: Three levels of industry-leading amenities.

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Image: Views of the Queen's Wharf Brisbane Sky Deck and beyond to Mt Coot-tha.