

Low interest rates attracting buyers

RESIDENTIAL developer ID Land is offering new opportunities to secure quality, affordable homes at two of its premium sites, Fairview in Mernda and Potters Grove in Officer.

ID Land director Matthew Belford said low interest rates, along with the generous first homeowner's grant of \$10,000 for purchasers of new developments, have been key ingredients in getting buyers to return to Victoria's growth communities.

"Confidence in the property market is returning and developments that offer a genuine lifestyle alternative, with proximity to major infrastructure and amenities, are receiving strong interest," Mr Belford said.

"This is the case with our two Melbourne communities, Potters Grove in the southeast and Fairview in the north."

With access via the Princes Highway, Potters Grove comprises 230 allotments with land prices starting from \$129,000, and house and land packages available from \$299,000.

Stage One is now complete, and Stage Two is under way.



"Buyers have been attracted to the quality of the project and its excellent transport connections, with Officer train station only a 900m walk away," Mr Belford said.

"Potters Grove has the benefit of a major investment by the State Government in building the new Officer Town Centre, which is currently

under construction. Buyers like to see important community assets come to life, sooner rather than later."

Immediate access to a high level of existing amenities was something ID Land had sought to ensure for its customers, who were often looking for a place their family could grow into, with prospects of capital

growth, Mr Belford said.

"Fairview in Mernda is ideally positioned, only 30km from Melbourne's CBD, and boasts easy access to an array of local amenities including local schools, shopping and recreational facilities and the newly opened South Morang Train Station," he said.

Lots within the latest stages

at Fairview start from \$158,500, with house and land packages available from \$272,996.

With another three residential projects in the planning stages, ID Land is looking to release three new communities in burgeoning areas, including Geelong and Melbourne's western corridor.

"Buyers have responded well

to the quality that is being delivered in our current projects and we look forward to working with some of Melbourne's best builders to create exceptional lifestyle communities," Mr Belford said.

For further information on ID Land and its projects, call 1300 IDLAND or visit idland.com.au