

“SALES SURGE” IN ANTICIPATION OF THE NEW SANDOWN ROAD LINK OPENING

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22 Oct 1023

The Aska sales team report that they have been inundated with enquiries from all sectors of the market over the past few months.

Parklands - Single Residential Sales

The sales tempo of single residential erven has picked up significantly this year. Since January 2013 more than 220 sales having been achieved in the exciting new phase of Parklands, situated north of Sandown Road.

Nathan Green, Sales Executive of Aska Property Group, who specializes in packaging designer “Plot & Plan” homes, works closely with local architects and a panel of preferred builders, ensuring his clients get the best value for money. Nathan and the architect tailor-make the home around the client’s needs and affordability then submit this plan and specification to the panel of builders to ensure that the most competitive price is obtained. One can say, that Nathan offers a “one stop solution” to plot and planning your new in Parklands.

Nathan says “Since the beginning of the year, we have been approached by numerous prospective home owners who have been unable to find something suitable in the open market. There is a genuine shortage of good quality homes available for sale in the area and buyers have realized that there is a lot of merit to buying now”.

Parklands North is literally booming, with many folks amazed in respect of the level of activity, the size and quality of homes under construction and the value for money on offer.

This new suburb is conveniently situated in close proximity to all amenities, including top private schools, new shopping centres, the beach and the soon to be opened Sandown Road link, which will connect the R27 West Coast Road with the N7 freeway.”

It is no wonder new clients literally queue to get an appointment to see Nathan, most of them being referred by friends, family or colleagues!

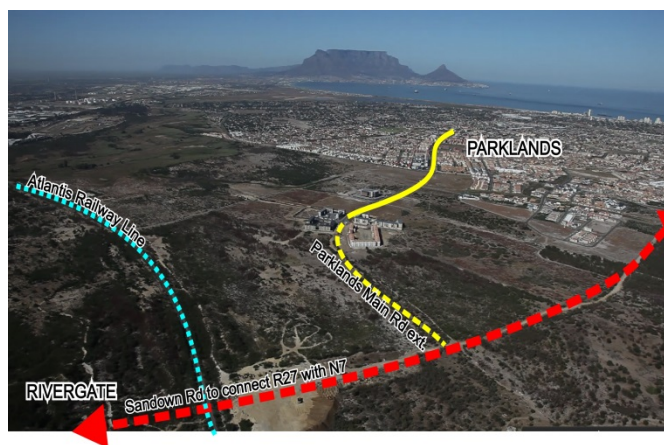
Parklands - Retail / Commercial Sales

I last witnessed this level of activity in the market place at the launch of the suburbs of West Beach in and Sunset Links.

It appears that the astute retailers, entrepreneurs and speculators alike, have been eyeing out these limited opportunities along the long-awaited Sandown Road precinct for some time now and are securing them before the road goes 'live'.

Besides the recent opening of the Emporium Shopping Centre, which saw the largest turnover ever experienced nationally by a Food Lover's Market store; the Parklands Joint Venture are currently in the process of concluding a number of large retail / commercial land sales in excess of R150 million, along this very important mobility route.

Phase 1 of this road link will see the southern carriageway of Sandown Road opening up the east to the west. The road link will permit motorists to travel from the N7 /M12 motorway in the east and along Sandown Road to link up with the West Coast Road and the beach areas of Table View and Blaauwberg.



Throw in the extension of Parklands Main Road to Sandown Road near the future railway station and I'm sure that motoring here will be an altogether new experience. The Parklands Road connection to Sandown Road will open during the afternoon of the 30th October 2013, the day after the Sandown Road Link opening.

In the future, the northern carriageway of Sandown Road will be constructed and the MyCiti bus route will be extended from this road so as to encircle Parklands, running back to Bayside Centre and the change-over to the City centre

Retailers, oil companies and speculators are now jockeying for the prime positions, having anticipated that the opening of this second east-west corridor, will result in an almost immediate contraflow of the southern bound traffic trying to access Blaauwberg Road. Driver's would rather opt to travel northwards, via a more direct and faster flowing Parklands Main / Sandown Road to access the N7.

Rivergate Industrial Park

The pre-launch of Phase 1 of the Rivergate Business Park, being an enclave of several smaller industrial plots in Rivergate, has seen unprecedented demand with 21 of the 30 erven snapped up in the first week with a sales value of in excess of R33m.

I am currently in the process of negotiating a further 5 sales, with only 4 light industrial plots still available in the enclave.



Tony Clarke, Marketing Director of Aska advises that the sales team are also negotiating with several larger industrial users for land to the value of R75 Million.

Having lost a month due to labour strikes and an extremely wet August, The Sandown Road Link will be officially opened by The Minister of Public Works and Roads - Minister Robin Carlisle at 5pm on 29th October – that's next week.

Exciting – you bet!

For more information: Contact the Aska Sales Office on Tel: (021) 556 2333 or visit www.aska.co.za or www.rivergate.co.za