

## **FOR IMMEDIATE RELEASE**

### **Beachfront property scarce, prices high**

Quality beachfront property on the Gold Coast is becoming less affordable, and more difficult to attain, due to unwavering demand and rapidly decreasing supply.

Luxury agent Luke Woollard of Pacific Lifestyle Property says “The Gold Coast beachfront apartment market is very strong and a lack of supply is driving prices skywards. Demand for luxury beachfront apartments is compounding beachfront growth rates much faster than their surrounding areas”

With the Surfers Paradise skyline increasing at an astonishing rate, developers have rediscovered the Southern Gold Coast to continue beachfront development opportunities.

Long forgotten surfing mecca’s like Kirra and Greenmount Beach have been targeted by ambitious developers, keen to make their mark on emerging areas.

The newest offering from Gold Coast Developer Niecon Group, Nirvana By The Sea at Kirra Beach, has delivered on the demand for luxury beachfront apartment developments. The initial release at Nirvana all but sold out in record time proving beachfront property on the Gold Coast is being purchased quicker than it can be built.

To satisfy demand, Niecon has released a limited amount of the remaining 2 and 3 bedroom ocean sky homes.

“Several years ago it would have been unheard of to see 2 or 3 million dollar apartment sales on the Southern Gold Coast.” said Luke. “Developments like Nirvana are setting a new price benchmark”

*Affiliated with Niecon Developments Pty Ltd*

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