

Sierra units top beachside sales

THE \$175 million Sierra Grand Residential Resort in Broadbeach was the best-selling beachside apartment project in the city for the June quarter, according to the latest **Midwood Report**.

Sierra Grand, which was developed by Amalgamated Property Group, outstripped sales of any other project in the traditionally high volume sales precincts of Surfers Paradise and Broadbeach during the June quarter.

The September **Midwood Report** shows that Sierra Grand achieved 26 new apartment sales during the quarter and was by far the best-selling project in Broadbeach with its closest beachside rival Ocean Pacific, which recorded 13 sales.

Agent Tony Holland, of CB Richard Ellis project marketing, said Sierra Grand's prominence in the figures was attributable to the unrepeatable value and facilities provided in the project.

"The high sales volumes are also due to the diversity of the building for both investors and owner occupiers it serves many investment and lifestyle purposes," he said.

Sierra Grand rated third across the city with Southport projects Brighton on Broadwater and Victoria Towers recording 28 and 27 sales respectively during the quarter.

Mr Holland said the sales activity indicated the market in general was on the improve.

Sierra Grand has 239 apartments, of which 89 remain for sale from \$374,000.

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