



*For Immediate Release*

## **CROWN GROUP RELEASES FINAL APARTMENTS IN LUXURY PARRAMATTA TOWER**

**(Sydney, Australia) Friday, October 3 – Following sales like hotcakes and surging demand, an Australian developer is set to release the final apartments in its landmark Parramatta tower.**

Developer Crown Group will roll out 40 apartments in its final residential release at V by Crown on Saturday October 4 after earlier this month reaching a total of \$200 million worth of apartments sold since the project was launched in 2012.

The anticipated **Panoramic Collection** will include the premier apartments in the Allen Jack + Cottier designed tower, featuring uninterrupted views of Parramatta's skyline and parkland plus Sydney CBD views, with all apartments positioned ideally in the top third of the 29-storey tower.

When complete the \$309 million, 519 apartment tower will also feature boutique serviced apartments set to attract visitors from across the globe.

Crown Group Director of Sales and Marketing Adam Sparkes said the decision to release the final residential apartments reflected the popularity of V by Crown.

"The final release has been brought forward to cater to strong demand," Mr Sparkes said.

"More than half of the apartments in the previous release were sold within the first few weeks and we expect interest in this final release will be strong."

"The mix will include the final selection of the highly desirable upper floors made available for the first time from this weekend," Mr Sparkes said.

Crown Group Project and Commercial Sales Manager Anthony Falas said the buyers were attracted to V by Crown's premium lifestyle facilities and ideal location.

Popular among first home buyers and investors, the newly released one-bedroom-and-study apartments would sell particularly fast, Mr Falas said.

"We have experienced consistently strong sales that confirm the offer at V by Crown is enticing," Mr Falas said.

"One bedroom and study apartment styles are popular for the strong value proposition including access to the premium lifestyle facilities," he said.

"Earlier releases indicate that one-bedroom-and-study apartments will be the first to go," he said.

For the 12 months to May 679 apartments sold in Parramatta, making it the biggest apartment-selling suburb in NSW. \*

V by Crown's shared resort facilities includes a private pool deck, wine room and a stunning 25 metre lap pool and sauna.

Forward-thinking design will provide residents a communal garden on level 19 as well as pockets of landscaped gardens around the pool area.

Located on the corner of Macquarie and Marsden Streets, V by Crown is positioned in a thriving urban metropolis, featuring direct access to transport links, parkland, high quality restaurants and community providers.



"Lifestyle and quality is the drawcard at V by Crown and buyers are quick to pounce on the benefits," said Mr Falas.

At its ground level, a retail precinct is planned to deliver the community an open piazza including five tenancies expected to attract premium dining and retail offerings.

Mr. Falas said the accelerating population forecasts and growth in Parramatta will ensure the area's appeal is upheld.

Parramatta City's population is forecast to grow by up to 40 per cent in the next 20 years, according to The Draft Metropolitan Strategy for Sydney to 2031.\*\*

Construction at V by Crown is expected to complete in late 2016.

For sale in the final release will be studio, one bedroom and study, two bedroom and two bedroom and study apartments.

Prices will start from \$498,000.

**\*Top 50 Apartment Report, RP Data, released 6 September 2014**

**\*\*Draft Metropolitan Strategy for Sydney to 2031**

### **V by Crown 'Panoramic Collection' Final Release**

**When:** 10am to 4pm, Saturday October 4, 2014

**Where:** V by Crown Display Suite, Corner Marsden and Macquarie Street Parramatta  
45 Macquarie Street, Parramatta NSW 2150

### **Media enquiries**

Dominique Kuhne, Communications Coordinator  
(02) 9925 0088 or 0433 887 449  
[dominiquekuhne@crown-group.com.au](mailto:dominiquekuhne@crown-group.com.au)

### **About Crown Group**

Crown International Holdings Group (Crown Group) is a leading Australian property group, active in property development and property investment in Sydney.

The company was co-founded by architect Mr Iwan Sunito and engineer Mr Paul Sathio in 1996. Iwan Sunito graduated with Bachelor of Architecture (Hons) and Master of Construction of Management from University of NSW. In 1993 Iwan became a Registered Architect in NSW and was awarded the UNSW Eric Daniels award for excellence in residential design. Paul Sathio graduated with a Bachelor degree in Civil Engineering from University of Technology Sydney (UTS) and a Masters of Engineering Science from University of NSW. Paul has more than two decades' experience in the construction and development industry.

Crown Group was recently awarded the Urban Development Institute of Australia (UDIA) NSW President's award – considered one of the highest property development accolades in Australia – for its resort-style development Top Ryde City Living. Top Ryde City Living was also named best High-Density Development in NSW and ACT at the UDIA NSW awards for excellence 2013 and a Master Builders Association Excellence in Housing award 2013. Crown Group's innovative, waterfront development Sanctum by Crown was awarded a Master Builders Association Excellence in Housing award 2012 and its hugely-successful ICON at Homebush was awarded HIA's (Housing Industry Association) CSR Housing Awards 2007 Apartment Project of the Year.

Since the company was founded 18 years ago, Crown Group has successfully completed major developments in Sydney's best locations including Bondi, Bondi Junction, Parramatta, Ashfield, Epping, Homebush, Newington, Pennant Hills and Rhodes.



Today, Crown Group boasts a \$3.5 billion portfolio of projects under development and in the pipeline and is currently developing four major projects, **Top Ryde City Living**, a seven-tower development in Top Ryde, **Viking by Crown**, a 10-storey residential complex in Waterloo, **V by Crown**, a 29-storey residential tower in Parramatta and **Skye by Crown** a 20-storey development in North Sydney launched in June 2013.

Crown group launched **Viva by Crown**, the final stage of Top Ryde City Living in August last year and in the coming months will launch **Crown Sydney** in heart of Sydney's CBD.

[www.crowngroup.com.au](http://www.crowngroup.com.au)