



Proudly introduces the innovative new housing concept ...

theNiche

have you found yours?

Australian Property Alliance (APA) is a trusted property development company in Western Australia with a proven and impressive track record. APA has an in-depth knowledge of the local property market and currently manages a portfolio of developments worth more than \$150 million.

APA has developed an innovative residential concept which provides quality housing in popular established suburbs at affordable prices. **We call it “The Niche”**

The Great Australian Dream

Many West Australians today are facing a housing crisis – due to spiraling costs, the Great Australian Dream of owning your own home is under threat. *The Niche* concept is helping to keep this dream alive for owners and investors.

When developing *Niche* communities, APA researches and identifies large, unused blocks of land in areas relatively close to the CBD which have good growth potential. We purchase the land and gain the necessary approvals from the local Council to ‘infill’ and beautify these vacant blocks. We then put our designers and architects to work to develop a vision for vibrant new residential estates which are appropriate for the area and in keeping with existing surroundings. Each *Niche* community has its own style, personality and character.

High Standard – Affordable Price

The main criteria for *Niche* communities is that they be of a high standard and an affordable price. The stylish homes are specially designed by award-winning Perth architects Overman & Zuideveld. There are a variety of contemporary designs with various configurations and colour schemes.

Niche homes are offered as house and land packages. **Prices start at just \$299,000** which is well below the Perth median house price. Buyers may also choose to participate in the Government’s “First Start” shared equity scheme and may also be eligible for the First Home Owner Grant.

Savings on stamp duty for all buyers, with eligible first homebuyers paying no stamp duty on any of the *Niche* properties.

Location, Location, Location!

Built in conveniently located established suburbs, *Niche* communities are situated within Perth's metropolitan area and have easy access to shops, schools, hospitals, public transport, recreational and sporting facilities, major road networks and other amenities.

Initially *The Niche* communities are being developed in

Bentley, Armadale and Kelmscott.

Additional *Niche Living* sites are to follow.

The first *Niche* prototype is located in Bentley and is in its final stages of completion.

What do *The Niche* estates look like?

Designed to suit today's modern lifestyle, the creative homes in *Niche* communities feature low maintenance, 'lock and leave' easy living with an emphasis on maximised living space.

The Niche estates incorporate:

- Two and three bedroom, two bathroom residences designed by award-winning architects, Overman & Zuideveld
- A variety of contemporary housing designs for single and two storey homes that ensure privacy for residents
- Various configurations and colour schemes
- Quality fixtures, fittings and finishes
- Interior designers employed to create tasteful interiors that incorporate modern lifestyle elements and current trends
- Innovative, energy efficient features
- Landscaped gardens incorporating conservation and waterwise principles
- Attractive public open space, parks, trees, water features and nature strips
- Strategically planned and well lit streetscapes to enhance security and surveillance
- Strict aesthetic guidelines and control mechanisms to ensure the upkeep of common areas and property value

The overall aesthetics are well managed and maintained through strict application of our stringent design guidelines and there are strict control mechanisms for the upkeep of common areas. This is particularly important for maintaining the future resale value of the properties.

APA is also mindful of the importance of good community relations. During the development phase, we seek community input and feedback, and once construction commences we are extremely sensitive to the needs of local residents. We appoint a liaison officer for each project to answer questions and resolve any issues or concerns that may arise.

Other Affordable Housing Initiatives

Over the next two years, APA will be developing a suite of *The Niche* residential estates. To find out more about this exciting new housing concept, please contact:

Ronnie Elhaj - Sales & Marketing Director

Mobile: 0411 515 493

Office: 08 9483 0000

ronnie@apalliance.com.au OR

www.nicheliving.com.au