



B E L A

BY MOSAIC

Mosaic's first Gold Coast release, Bela launched to instant acclaim in early 2019. It was the best-selling off-the-plan project for the region, and one of the best in the country, that same year*.

Mosaic undertook extensive research to gain an intimate understanding of Mermaid Beach's competitive landscape. This was critical to identifying where the opportunity lay to create a benchmark address that met the market, responded to affordability pressures, and established a strong sense of place.

Designed in partnership with Rothelowman, Bela carefully responds to its immediate context and establishes an authentic connection with people and place. Innovative architecture and experiential qualities derive from Mermaid Beach's iconic "beach shacks" of the 1950s and the nostalgic response they evoke

Flexible floor plates provide interchangeable living options to suit a range of budgets and life stages. At the same time, residents have access to a level of amenity beyond anything delivered to the Gold Coast to date, relative to Bela's boutique scale.

* Source: Urbis

Development Details

ADDRESS	43 Peerless Avenue, Mermaid Beach
RELEASED	January 2019
COMPLETED	August 2021
PRODUCT MIX	124, 2- & 3-bed apartments and sub penthouses
PRICING	\$565,000 to \$2,900,000
AMENITY	In-person concierge, pet wash, business centre, pool, gymnasium, spa, sauna, steam room, yoga and pilates zone, sun deck, entertainment areas, level 26 residents' lounge with private dining, wine cellar, media room and library.

Development Success Highlights



100% Sellout Before Completion

Mosaic's ability to design a product that strongly resonates with and meets the market was reflected in Bela selling out well before completion, mainly to local owner-occupiers.

The product greatly appealed to downsizers, with a large portion of direct sales transacted via our retail showroom in Broadbeach at an average sales price of \$760,000 for 2-bedroom, and \$1,300,000 for 3-bedroom.

100% Valuations Success

Mosaic's stringent business processes, protocols, and procedures minimise settlement and valuation risk. This involves our market-leading, in-house Research and Valuation teams delivering meaningful, data-driven insights regarding project sales performance, local area and Mosaic product resale performance, and buyer profiling.

Further, Mosaic thoroughly researches local markets before any design occurs to ensure it meets ever-changing drivers and demands. This has been vital to our success and resilience through multiple cycles and selling conditions.

Bela highlights the strength of our approach, having achieved 100% valuation success on the contract price.

100% Settlement Success

A testament to Mosaic's forensic approach to customer relationship management and risk profiling, Bela achieved 100% settlement success of all 124 apartments in a matter of weeks.

Resales Performance

We are proud of our proven track record for creating premium developments that deliver on our promise of *Enduring Value*.

2501 | 4-Bed / MPR / 4.5-Bath / 4-Car

Initial Purchase: January 2020, \$2,950,000
Resale: August 2021 \$4,100,000



Value Uplift: \$1,150,000 (+39%)

1403 | 3-Bed / 2-Bath / 2-Car

Initial Purchase: June 2019, \$1,305,000
Resale: August 2021, \$1,650,000



Value Uplift: \$345,000 (+26.4%)

1802 | 2-Bed / MPR / 2-Bath / 2-Car

Initial Purchase: November 2019, \$972,000
Resale: August 2021 \$1,190,000



Value Uplift: \$218,000 (+22.4%)

Thank you for all your professionalism, kindness and help as we have gone through this journey of finding our magnificent new home at Bela.

- Dominic & Suzanne | Owner-Occupiers

We really appreciate the whole team at Mosaic, what a wonderful journey over the past 20 months. We're extremely happy with our apartment and new life at Bela.

- Pete & Janet | Owner-Occupiers

Customer Experience

Mosaic has received overwhelmingly positive feedback from purchasers regarding the quality and detail of Bela's design, their apartment, and overall purchasing experience far exceeding expectations.

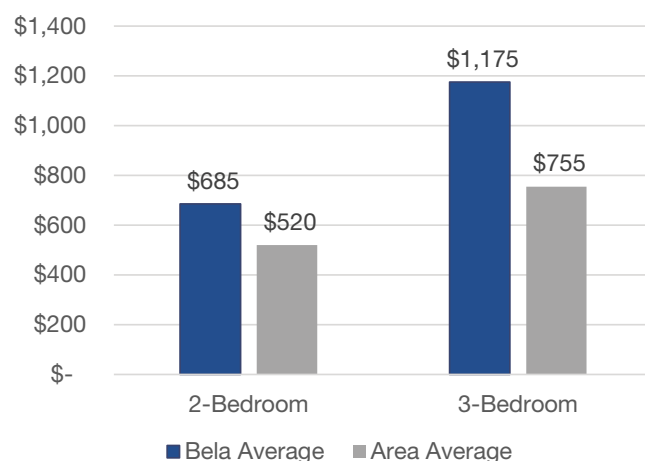
Many residents have also shared their enjoyment and sense of luxury from the extensive level of amenities on offer, including an in-person Concierge, further elevating their living experience.

100% Leasing Success

Bela leased in record time due to extraordinary interest and demand. The first Open for Inspection, held prior to settlement, saw a record 660 online bookings and 331 walk throughs.

The end result was all available apartments secured by first-class tenants within two weeks. Average rents achieved are also well above the local area, as demonstrated below.

BELA vs MERMAID BEACH - WEEKLY AVERAGE RENT



* Source: RTA

Feature Image Gallery

