



élan

BY MOSAIC

With a dynamic design that reflects Kirra's reputation as a small coastal village of iconic international stature, Élan sold out within four months of release.

Élan by Mosaic sets a spectacular, new design benchmark, where every single detail has been carefully crafted to deliver enviable beachside living in a famous, pristine location, Kirra Beach.

Reflecting the strength of its design, Élan was quickly secured by buyers within months of release, mainly to local owner-occupiers.

A range of living options caters to a variety of household types, life stages, and budgets. Owner-occupier design features oversized apartments of up to 110sqm for 2-bedroom 153sqm for 3-bedroom.

Development Details

ADDRESS	8 Churchill Street, Kirra Beach QLD
RELEASED	Late 2019
COMPLETED	August 2021
PRODUCT MIX	33, 2- & 3-bedroom over 8 levels
PRICING	\$540,000 to \$1,095,000
AMENITY	Resort style pool with built-in water loungers, outdoor BBQ, and entertaining area.

Development Success Highlights





100% Sellout in Four Months

Élan experienced significant interest from the time the local market was aware Mosaic had secured the site.

Further, reflecting the built-up underlying demand for premium, brand-new owner-occupier product, Élan sold out within four months of release, mainly to local owner-occupiers.

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.

We were fortunate that Élan highlighted the strength of above, achieving 100% valuation success. In fact, several property valuations came back between \$58,000 to \$200,000 above contract price.

100% Settlement Success

A testament to Mosaic's forensic approach to customer relationship management and risk profiling, Élan achieved 100% settlement success in just two weeks.

Customer Experience

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

“ Pinch me, after all this time I have a place of my own! Thank you for your friendship, support and guidance. I love my apartment and that view!
- Resident, Owner Occupier ”

Resales Performance

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

201 | 3-Bed / MPR / 2-Bath / 4-Car

Initial Purchase: January 2020, \$814,000

Resale: September 2021 \$1,265,000



Value Uplift: \$451,000 (+55.4%)

703 | 2-Bed / MPR / 2-Bath / 1-Car

Initial Purchase: October 2019, \$760,000

Resale: August 2021, \$925,000



Value Uplift: \$165,000 (+21.7%)

100% Leasing Success

Élan leased in record time due to extraordinary interest and demand. Average rents achieved are also well above the local area, as demonstrated below.

ELAN vs KIRRA BEACH - WEEKLY AVERAGE RENT



* Source: RTA

Feature Image Gallery

