

Strong sales at Omega Apartments despite challenging times

Luxury residential property developer HG Developments' new inner city lifestyle building in Brisbane, Australia, has sold 18 apartments in recent months to local and international buyers across all price points despite the uncertainty of Covid.



Brisbane, Oct 14, 2020 ([Issuewire.com](https://www.issuewire.com)) - Of the recent 18 apartment sales at Omega Apartments in Brisbane, Australia, 85% of the buyers are local, 10% from regional Queensland and 5% are currently based overseas, with a number of apartments sold without the buyer physically stepping foot inside the building.

TOTAL Property Group has been managing the sales of Omega Apartments since its completion in late 2019 and adapted to Covid restrictions with virtual tours and inspections via video conferencing between the agent on site and the buyer, as more people realise the possibilities of working remotely in the location of their choice.

The luxury apartment marketing agency has recorded 18 sales in Omega Apartments over recent months, driven by a variety of buyers, from young professionals taking advantage of the Queensland Government's First Home Owners' Grant to mature buyers downsizing from family homes, and intrastate and overseas buyers who now have the desire to move to Brisbane.

TOTAL Property Group Managing Director Adrian Parsons says apartment buyers across all price points are seeking overall quality and lifestyle, with Omega Apartments in Bowen Hills standing out as the most desirable recently-completed apartment building in Brisbane.

"Of our recent sales at Omega Apartments, many purchasers are coming from Brisbane and regional Queensland, but there has also been a significant number of inquiries from southern states looking to either relocate or invest in Brisbane's thriving inner-city apartment market. We also sold an apartment to an expat based in London who is looking to move back home to Brisbane," he said.

"We are seeing clear signs that people are desiring to move north from the southern states – there's no doubt about that. People are rethinking the way they work and finding they have the freedom to decide

where they want to live, as we are noticing an increase in people considering relocating to Brisbane and inquiring about it.”

Apartment buyers are finding Omega exceeds expectations with its prime inner-city location, larger-than-average apartments and resort-style amenities offering a high quality lifestyle.

The \$77.5 million lifestyle development in the property hotspot of Bowen Hills features 130 spacious one and two-bedroom apartments with exclusive access to expansive recreational areas, including a subtropical roof-top sky garden with horizon-edge pool, gas fire pit, barbecues and yoga deck, as well as a fully equipped double-storey gymnasium and dedicated multi-purpose room within the building.

“It doesn’t matter what price range they are in, the determining factor for home buyers when purchasing an apartment is location, design and the lifestyle amenities on offer and Omega has that in spades,” Mr Parsons said.

“Buyers are looking for buildings of remarkably high standards that are amenity rich like Omega, with rooftop recreational areas, swimming pools, barbecue areas, yoga lawns and gyms, and that’s irrespective of whether they are a first home buyer or downsizer.

“People are seeking to live in a building that offers a total lifestyle package and that includes a desirable location with dining and shopping within walking distance.

“The building has been designed to be light and airy, so residents feel alive when they’re in the Omega building – it’s no wonder home buyers consider Omega one of the best new apartment buildings in Brisbane’s inner city.”

[Omega Apartments](#) one and two-bedroom apartments are among the largest on offer in Brisbane’s inner city, with some one-bedrooms including multi-purpose rooms and many of the two-bedrooms with oversize studies.

[HG Developments](#) directors Alistair Harvey and Simon Gundelach specialise in creating unique spaces that capture the essence of their prime locations with a focus on elevating the level of luxury.

“We identified the 1450sqm site at Bowen Hills as a great opportunity because of the location just 1km from Brisbane’s city centre within the new RNA showgrounds urban renewal precinct and near the very popular retail and dining destinations King Street, James Street and the Gasworks,” Mr Gundelach said.

“It has that inner-city buzz about it, which inspired us to create a city oasis within the building, enhanced by the expansive recreational areas for residents.

“We wanted the experience inside the apartments to be really welcoming from the moment the resident walks in the door, with wider entrances and diagonal timber flooring that flows through to large living spaces and entertaining balconies.

“The kitchens have larger than normal bench space and are fitted out with Miele appliances, including gas cooktop with all apartments benefitting from ducted and zoned air-conditioning.”

“Working with the architects on Omega, we paid particular attention to the light, airflow and generous space in our design to offer retreat-style inner-city living that encapsulates Brisbane’s sub-tropical climate.”

Omega Apartments is perfectly positioned at 61 Brookes Street; just 1km from Brisbane's CBD in the high-demand area of Bowen Hills, within walking distance of the burgeoning King Street Precinct, Gasworks Precinct and neighbouring James Street with its extensive retail, café and restaurant scene.

Omega Apartments is a 12-minute drive from Brisbane Airport and is well serviced by significant transport infrastructure, including the existing Bowen Hills train station and the new Exhibition train station being built as part of the State Government's \$5.4 billion Cross River Rail project.

Three display apartments are open for inspection seven days a week. For sales information or to book an inspection, phone [TOTAL Property Group](https://www.totalpropertygroup.com.au) on 1300 393 855 or go to www.omegabrisbane.com.au.



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