*Press Release*

*For Immediate Release*

**Aviva Emberton Estate Breaks Record as Hillcrest's Fastest Selling Development**

Collins Residential, a highly regarded property developer, is thrilled to announce that its latest development, Aviva Emberton Estate, has achieved a remarkable milestone by generating R100 million in sales within just 30 days of its official market launch. This incredible feat makes Aviva Emberton Estate the fastest-selling development in Hillcrest, surpassing the greater area comparatives by an astounding 81% in terms of the rate of sale during its first month of launch.

According to Collins Residential, responsible for the development of Aviva Emberton Estate, its success can be attributed to strategic pricing and the prime location, which has captured the attention of homebuyers. The development presents an unmatched concept of luxury living at an affordable price range, with units starting below R1 million as well as its integration into the already well-established Emberton Estate - offering residents access to a range of amenities and facilities including clubhouses, pools, padel courts and gyms. The unique price point not only provides a competitive advantage but also accommodates the financial considerations that potential homeowners may face in the current economic climate while also fulfilling their dreams of owning a high-quality property without compromising on location, safety, amenities, or a sense of community.

Geoff Perkins, Head of Collins Residential, attributes their remarkable achievement to a deep understanding of customer preferences derived from extensive market research. "The official launch on 9 July was met with an enthusiastic response, mirroring the fervour that contributed to the resounding success of Emberton Estate. We are thrilled to announce that this excitement has translated into unprecedented sales, with Aviva’s phase one take-up to the point that phase two had to be unlocked within this short time frame. We now have an extensive waiting list due to the rapid sales, so much so that we have also recently had to unlock phase three to keep up with the demand," said Perkins.

Aviva Emberton Estate offers a gateway to a new life of independence, featuring premium studio, 1, and 2-bedroom apartments designed with contemporary flair, open-plan layouts, abundant natural light, and top-of-the-line fixtures and finishes. These walk-up, 3-story apartment buildings create a warm and vibrant atmosphere, providing an ideal lock-up-and-go living experience complete with a parking bay included and an option to purchase an additional one.

"In response to the overwhelming demand and as part of our commitment to customer satisfaction, Collins Residential has introduced investor-friendly measures for Aviva Hillcrest in Durban, Kwa-Zulu Natal. The first 54 apartments were made available with only a R5,000 deposit and no transfer duty and no transfer fees. Furthermore, to ensure swift and efficient delivery, the entire development will be built in one go, allowing homeowners to enjoy their new lifestyle sooner. As an additional incentive, visitors who completed their purchase at the East Coast Radio House + Garden Show received a R10 000 Hirsch's Homestore voucher to furnish their new home," added Perkins.

In addition to Collins Residential’s forward-thinking designs and approach, the development incorporates off-the-grid sustainable solutions by offering practical and affordable solutions to daily challenges faced by South Africans - such as load-shedding. The development includes solar supplements, LED lights, low-flow faucets, metered electricity, gas geysers, and hobs.

“We are passionate about encouraging property ownership to the broader South African population, with particular emphasis on the younger generation. This kind of accessible offering from a price point perspective and the growing trend of prioritising lifestyle and active living has clearly resonated with South Africans and helped empower property ownership. We are really excited about what we have achieved so far with this latest development offering and we look forward to opening even more doors to more South Africans for property ownership in the future,” concludes Perkins.

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| **WORDS**  **DISTRIBUTED**  **IMAGES**  **DATE** | **:**  **:**  **:**  **:** | **614**  **On behalf of Collins Residential for Aviva Emberton Estate**  **Profile image of Geoff Perkins and an aerial image of Aviva Emberton**  **August 2023** |

**Notes to Editor:**

**About Aviva Emberton Estate:**Aviva is situated withinEmberton Estate, designed around family, on-the-go individuals and close-knit community living. Situated in the heart of Hillcrest, Emberton Estate creates a modern, convenient and engaged lifestyle that resonates with investors, as well as various types of homeowners who are looking for a place to call home.

For more information or visuals, please contact Janna Strang on

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