*Press Release*

*For Immediate Release*

**Hillcrest property market reinvigorated by Aviva Emberton**

Aviva Emberton continues to forge ahead and break new ground as the Collins Residential development team announce the commencement of construction on the final phase of Emberton Estate. The groundbreaking is anticipated to take place in the next month, a mere 5 months since launching, where the development bucked market trends by garnering a mammoth R100 million in sales within just 30 days of its launch. A feat which many will regard as a positive indication of the vibrancy of the Hillcrest market.

Geoff Perkins, MD of Collins Residential, says, “We are energised by the overwhelmingly positive response the market has shown toward this development and its offerings. This further reinforces our belief that choosing property is always a smart investment decision. As a team we are committed to consistently delivering our best and surpassing expectations. Emberton Estate as a whole transcends bricks and mortar, it has become a beacon of lifestyle and active living in Hillcrest. With over 400 families now calling it home, the development has seamlessly integrated itself into the Hillcrest community.”

Aviva Emberton Estate stands as a gateway within the existing estate to a holistic lifestyle, offering premium studio, 1, and 2-bedroom apartments exuding contemporary flair. Characterised by open-plan layouts, abundant natural light, and top-of-the-line fixtures, these walk-up, 3-story apartment buildings create a warm and vibrant atmosphere. Residents will enjoy a hassle-free lock-up-and-go living experience, complete with an included parking bay and the option to acquire an additional one.

Collins Residential attributes Aviva Emberton's resounding success to strategic pricing and its prime location that has seemingly captivated discerning homebuyers. This development introduces an unparalleled concept of lifestyle-inspired living at an affordable price range, with units starting from R730,000. Integrated into the already well-established Emberton Estate, residents enjoy access to a range of amenities and facilities, including clubhouses, pools, padel courts, and gyms. This unique price point not only provides a competitive edge but also accommodates the financial considerations that potential first-time homeowners may face, enabling them to realise their dreams of owning a high-quality property without compromising on location, safety, amenities, or a sense of community.

A standout feature of Emberton is the resounding success of Ray's Kitchen, a beloved culinary haven located in a 100-year-old historical clubhouse within the estate. This hotspot has not only become a local favourite but has also added an extra layer of warmth and vitality to the community. Its success is a testament to Emberton's dedication to creating spaces that foster a sense of belonging and shared experiences.

Hillcrest, with its thriving ecosystem, provides an ideal backdrop for Aviva Emberton. The accessibility to work, shopping, schools, and recreational facilities complements the development's commitment to a holistic living experience. This seamless integration within this vibrant ecosystem is a testament to the foresight and strategic planning behind its development.

Since its inception, this development has been driven by a singular vision - to create a living experience that transcends expectations. This vision also translates into substantial investment benefits, with gross estimated rental yields ranging between 7.51% and 9.14%, and estimated rental income of between R7,500 and R12,000. With these projected financial returns, investors and homeowners alike can reap the benefits of investing and living in a catalytic and thriving development, securing themselves and their loved one’s a hassle-free investment.

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**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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