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Carolina's newest sales precinct to support Melbourne growth area

AVID Property Group (AVID) is celebrating the opening of the Sales and Information Centre for its eighth Victorian community which marks a significant moment in the future masterplanned community, Carolina, and growth in the outer Melbourne region as sales continue to surge.

Set to be AVID's second largest and newest community in Melbourne's west, Carolina has sold more than 95 per cent of its first land releases, with the next stage of land fast-tracked in response to buyer demand said AVID General Manager Victoria Peter Vlitas.

"We've seen a strong appetite for land at Carolina since launching the project in early 2019 particularly from second home buyers attracted to the area because of community amenities," said Mr Vlitas.

"Carolina is designed as a natural extension of Carolina Springs and with the opening of the sales hub visitors will now have a fantastic way of experiencing what life at Carolina would be like, and the surrounding amenity in Carolina Springs and Plumpton.

Housing Institute Australia's latest Building and Population 2021 report¹ highlights Victoria as one of the strongest growth areas, occupying more than half of the top hotspots on the list.

"There is huge potential in Victoria to create thriving communities and attract people to the region and we want to play our part in realising that potential which is why each milestone of Carolina's growth is significant," Mr Vlitas said.

Following months of various stages of lockdown, buyers will now have an opportunity to step away from their computer screens and phones and enjoy the onsite experience of Carolina's Sales and Information Centre, the gateway to the community.

The new space offers residents and potential buyers a space to explore and take in the vision for the new community and others in the area to have an experience – not just a transaction.

"Buyers continue to remain confident in the market, beyond COVID-19 and beyond HomeBuilder, so it's a fantastic opportunity to finally have a sales hub open for visitors to have a first-hand experience of AVID communities," Mr Vlitas said.

"The industry adapted extraordinarily quickly to virtual and digital methods of selling and buying homes and it's an approach that has seen such success across the board that it's become part of the new norm.

"However, in-person and onsite experiences will remain a mainstay in the industry and one that we will continue to prioritise at all of our AVID communities.

The sales hub will feature a large format touch screen to display development information in real time, including land availability, pricing and drone footage of the development and surrounding areas.

¹ HIA Economics, 2021, [HIA Population and Residential Building Hotspots Report](#)

“It’s a place where visitors can congregate in one place and see what’s on offer at multiple masterplanned communities in the area, including Carolina, Sienna North and Sienna Rise, and really explore what their best options are,” said Mr Vlitas.

“Carolina will deliver much-needed housing to meet demand in the region, creating more than 600 homes for over 1500 future residents.”

Carolina’s Sales and Information Centre is open daily from 10am to 5pm, located on the corner of Taylors and Sinclairs Road, Deanside.

– ENDS –

About Carolina

Carolina by AVID Property Group is a \$210 million masterplanned community that was launched in 2019 and is under development in Deanside, Victoria.

Carolina is set on over 43 hectares of land. With easy access to both the Western Highway and the Melton Highway and within close proximity to train stations and bus services, Carolina is perfectly placed in the heart of the ‘New West’.

Being a natural extension of Caroline Springs, Carolina residents can enjoy the community’s easy access to Caroline Spring’s local amenities, with more than 12 primary and secondary schools, shopping, dining and entertainment options. Upon completion, Carolina is destined to become a well-connected community for residents at all stages of life.

For more information, visit www.carolinadeanside.com.au/

About AVID Property Group

AVID Property Group (AVID) is an award-winning Australian developer responsible for a diversified portfolio of residential communities in key growth precincts across Australia.

Having delivered \$2.6 billion worth of projects over the past 13 years, AVID’s current portfolio includes more than 14,300 residential blocks and a gross revenue pipeline of \$4.9 billion.

With 38 projects across the eastern seaboard, AVID has a diverse mix of developments, including masterplanned communities, completed homes and apartments.

Led by highly experienced senior management, AVID deliver exceptional communities, valuable shareholder returns and wonderful environments for its customers.

For more information, visit www.avid.com.au.

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