



Juniper looks East for Soul tower sales

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THE developers of Soul supertower at Surfers Paradise have begun a series of shows in Shanghai to sell the development to the city's 20 million people.

Juniper Group, the driving force behind the \$850 million, 77-storey beachfront tower development, has forged a relationship with a China-based Gold Coast sales company.

Juniper Group looked to the East after strong sales from Chinese visitors in the new year period.

Group sales and marketing manager David Kortlang said the company had had seven Chinese sales since December.

The China shows come as construction on the tower reaches a halfway milestone. The core structure of the residential tower is at level 40, with another 37 to go.

The entire project is due for completion mid next year, while some residents will be able to move in earlier, as the first half of the tower

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is completed. More of the retail component will open in Cavill Mall in the next six months.

In addition to surf shops Ripcurl and Rush and attraction Ripley's Believe It or Not!, KFC will reopen on The Esplanade early next month.

Soul said that it was in the final stages of negotiating with three new food operators.

"Two are from the US and one from Europe," said Mr Kortlang.

"For two outlets, Soul will be their first foray into the Gold Coast market. For the third, it will be their first in Australia."

Mr Kortlang said that Chinese visitors had recognised Soul was a premium product.

"We are growing the product in China and are actively seeking buyers," he said.

"We had huge inquiry from visitors who were here and were able to look at the market, and they found our product to be the best."

He said the agency the company was using in Shanghai was called Gold Coast Property Centre.

"We have already held one show and out of that we saw two new contracts signed."

Mr Kortlang said he was confident buyers who bought into the project now, and before the global financial crisis, would settle on the product.

"This is a great piece of real estate," he said.

"And that is why we are confident.

"There is nothing like this in town with the uninterrupted views."

Mr Kortlang said Soul was the centrepiece of the multi-billion dollar revitalisation of Surfers Paradise, which included the redevelopment of a 200m stretch of foreshore.

"This will be a great extension of Cavill Mall," he said.

Web photo gallery
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The retail strip under Soul is growing with new outlets opening regularly

Photo: DAVID CLARK