

## RENTING REINVENTED BEGINS AT HOME SOUTHBANK

***Melbourne's first premium build-to-rent (BTR) apartment community – Home Southbank – has opened its doors in Australia: Welcome to Renting Reinvented***

Featuring 403 one-, two and three-bedroom luxury apartments across 59 levels, *Home* Southbank has arrived in Melbourne, offering residents hotel-inspired services, state-of-the-art amenities, and bespoke community comforts.

From sky-high private dining experiences to extensive co-working facilities that are well-equipped for the post-pandemic era of 'WFH', in addition to luxurious "add on" services\* such as a Tesla carshare powered by Origin 360 EV, apartment cleaning, fitness classes, personal training and pet care services, *Home* is here to change the way Australians think about renting.

Following in the footsteps of Londoners and New Yorkers, where the build-to-rent model is already a popular phenomenon, *Home* offers a welcomed alternative to both home ownership and traditional renting. At *Home*, you can paint your walls and bring your pets, to make *Home* feel like your very own sanctuary. Alongside the freedom to personalise your space, *Home's* BTR model affords residents more flexibility and choice, and greater security of tenure than a normal lease.

With local house prices jumping 35 per cent in under three years<sup>1</sup>, *Home* is made for the growing population of Australians who rent by choice and enjoy life's luxuries. In a climate where 62 per cent do not feel comfortable asking for longer term, *Home* is here to set a new standard for renting<sup>2</sup> - where residents come first.

More than just a place to live *Home* Southbank offers Melburnians a new way to live. With the very best of Melbourne on its doorstep, *Home* Southbank has raised the bar for apartment living, featuring thoughtfully curated premium amenities and signature services with all the creature comforts of home.

High above the Melbourne skyline, Level 59 boasts unparalleled views of the city spanning as far as the eye can see. From these incredible new heights, you can host friends or family in *Home's* Private Dining Room, or simply enjoy the view from the Residents' Club or co-working spaces.

On ground level, you'll be greeted in the Lobby by *Home's* Resident Services team. They are on-call for an extensive menu of services with everyday essentials and luxurious add-ons available on request. From on-site maintenance support, parcel and mail collection to dry cleaning, pet grooming, furniture assembly and more, *Home* takes care of life's admin so that you don't have to – all from the service desk, or from the touch of a button via *Home's* comprehensive Resident Services App.

Upon entry, you will also be met by your new vibrant local, a café and wine bar by favourite Melbourne institution, Au79. Set to open in the coming weeks, the Au79 Café and its first Wine Bar, The Green Room, will serve up the best brews, eats and wine with dine-in and takeaway available to residents and the local neighbourhood as well as exclusive room service options for residents of the building.

**Head of *Home*, Christian Grahame said** that *Home's* debut is set to make a splash in the local and national property market.

"After spending several years curating every detail of *Home's* premium living experience – collaborating with globally minded team of experts - it's exciting to finally be welcoming Melburnians to their new *Home*.

"We've considered each element to make life easier for our community. Whether it's the little things like taking care of the dry cleaning, or the big things like reducing your environmental footprint, *Home* is here to reinvent renting for Australians," Christian said.

"We've taken inspiration from thriving build-to-rent communities from around the world to create something that is tailored to the Australian market, and bespoke to each of our six forthcoming *Home* locations, which are spotted across some of Melbourne and Sydney's most highly sought-after suburbs.

"One of the many things that drew us to the build-to-rent asset class was how naturally this model lends itself to the creation of tightknit apartment communities. This neighbourhood experience, is something we're excited to watch grow through *Home* Southbank's ongoing calendar of events and exclusive resident experiences," Christian added.

When it comes to renting in Australia, there really is no place like *Home*. The industrial-style Bates Smart designed apartments were inspired by Manhattan's High Line and Meat Packing districts and are sustainably designed to make greener living easier for residents. *Home* is committed to targeting net-zero emissions and a 5 Star Green Star Rating across its entire portfolio.

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<sup>1</sup> [The Age, 2022](#)

<sup>2</sup> [CHOICE: Unsettled, Life in Australia's private rental market, 2017](#)

The launch of *Home* Southbank is a landmark achievement for *Home*, and one it is extremely proud of.

"We're at a cornerstone of making real change in the Australian housing and rental market, and we want to thank our supporters, collaborators and partners in bringing, this first of its kind exclusive rental community to Melbourne," said Christian.

"We're seeing a lot of interest from inner city types, both single and couples, as well as interstaters looking for a move to Melbourne to embrace all that Southbank and the Arts Precinct has to offer. The consumer is attracted to the world class amenities, and extensive range of luxurious add on services available to all residents. Home offers a hotel-inspired lifestyle experience which you can't get anywhere else," he added.

*Home* Southbank is the first apartment opening in the brand's growing portfolio, with *Home* Richmond to follow in mid-July this year.

Home is Australia's leading creator and operator of apartment communities exclusively for renters. Over the coming years, *Home* will welcome residents in some of Melbourne and Sydney's best neighbourhoods including Docklands in Victoria and Parramatta, St Peters at Precinct 75, and St Leonards in New South Wales.

*Home* Southbank apartments are available and leasing now, with weekly rental prices starting from \$595 per week (unfurnished), with six months to multiyear available. Furnished apartments are also available.

To find out more about *Home*, or to book a tour, please visit: [www.homeapartments.com.au](http://www.homeapartments.com.au)

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#### About *Home*

*Home is reinventing how people rent in some of Melbourne and Sydney's best neighbourhoods.*

Inspired by the services of great hotels, *Home* offers contemporary luxury living purposefully designed for the rental market. Featuring high quality apartments, private on-site amenity, professionally managed services and events programs for residents, *Home* fosters a strong sense of community within the building and provides an ultra-convenient lifestyle for residents. *Home* also allows residents greater security of tenure and more flexibility than a traditional lease.

*Home* owns, designs, and operates each one of its properties, with projects on-market in Southbank, and soon to be completed in Richmond in Victoria. *Home* also has projects under construction in Parramatta NSW and Docklands VIC and in planning in St Peters and St Leonards in NSW. *Home* is an unlisted real estate fund established by the Daniel Grollo Group and backed by a global institutional investor.

*Home* is committed to creating quality, sustainable homes that look after the health and wellbeing of its residents, while reducing our environmental footprint. From the design of each *Home* location, right through to its unique resident experiences, we've thought about how we can help our residents live more sustainably every step of the way, whether it be reducing water consumption, responsible waste management or choosing smarter, green travel.

### Home Southbank at a glance

World-Class Amenities		Signature Services	Community Comforts
<b>The Lobby</b> Welcome lounge Concierge desk Au79 Café Au79 Wine Bar – The Green Room	<b>Backyard</b> Terraces BBQ facilities Casual outdoor dining Fire pits City views	<b>All-Included Essentials</b> Resident Services App On site Resident Services team On site Handyman and maintenance support Concierge and mail parcel room	VIP resident events Workshops and talks Networking events Fitness classes
<b>Home Office</b> Central co-working hub Meeting rooms Video conference rooms	<b>Private Dining</b> Seating for up to 12 guests Fully equipped kitchen Striking views of the CBD	<b>*Luxurious Add-Ons at additional cost</b> Dry cleaning Moving services Appliance packages Private dining catering Apartment cleaning Furniture assembly Fitness classes Personal training Beauty and massage Pet services	
<b>Wellness Spaces</b> Luxurious indoor pool Expansive indoor gym Outdoor workout areas Yoga/Pilates studio Spin studio			

### Photography – NOT FOR DISTRIBUTION

#### *Indoor Pool*



## *Indoor Gym*



## *Co-Working Spaces + Boardrooms*







*Private Dining on Level 59*



*Communal lounges and living areas*



