

## **MEDIA RELEASE**

### **For immediate release**

## **Estate living set to be the biggest property trend of 2015**

Investing in secure, up-market estate homes has grown dramatically over the past two years as savvy buyers increasingly look to embrace both the convenience and lifestyle benefits of stylish, lock-up-and-go living.

This is confirmed by new research which shows that estate living is the fastest growing property trend in South Africa – and East London, with its exceptional climate and natural attractions, is widely seen as one of the most exciting growth nodes within this trend.

The biggest attraction, especially among young families and retirees, is still the superior security that gated estates offer. But increasingly, thoughtful buyers are choosing to invest in the highly desirable exclusive lifestyle and unique sense of community of estate living, says Niels Andersen of Cypraea Sands Estate, one of the Eastern Cape's most exciting lifestyle estates.

Situated just 25 minutes from East London on the sought-after East Coast, Cypraea Sands Estate epitomises all that both first-time and multiple home owners rank most advantageous to estate living.

Safe, secure living is a top priority, but without sacrificing any of the elegance and exclusivity of a beautifully designed luxury estate with private beach access. Your investment, from as little as R1.5 million for a Seniors Village life-rights cottage and R2.5 million for a separate title Lifestyle home, includes a modern, spacious home supported by superior, eco-friendly infrastructure and access to A-list amenities such as a pool, bowling green, tennis court, shopping complex and entertainment centre.

In a nod to its exquisite coastal location, the entire Cypraea Sands complex has been designed to aesthetically complement the natural landscape while minimising environmental and ecological impact.

Exceptional architecture ensures that each of the luxury freehold homes benefits from the region's sun-drenched climate, while also offering superior wind protection.

“Investing in a lifestyle estate means investing in exclusivity and elegance, and in a secure, supportive community,” Andersen says. “Cypraea Sands Estate offers investors the best of all worlds: A modern complex close to East London’s finest schools and shopping centres, but nestled in a pristine coastal region as yet untouched by large-scale development.

“It is secure living without sacrificing stylish sophistication; being part of a vibrant, up-market community with exclusivity and privacy.”

It is this unique combination of features that will ensure estate living becomes the premier lifestyle choice for families and young, upwardly-mobile executives for years to come.

“South Africans are staying in their homes a lot longer,” says Steve Barker, head of home loans at Standard Bank. Making the right choice and investing in the right property – and the right lifestyle – for you, has never been more important.

Start living now... Cypraea Sands Estate

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### **About Cypraea Sands Estate**

Cypraea Sands Lifestyle Estate, situated at the gateway to South Africa’s renowned Wild Coast, 30 kms north-east of East London, is an eco-friendly exclusive enclave of up to 77 classic homes, designed for refined yet casual coastal living.

The concept of the estate was created for those people that have the time and the means, as well as the desire, to enjoy the finer things in life. This tightly secured, fenced and guarded property is amongst the finest country-coastal lifestyle estates in the world, with the added access to health care and assisted living.

Cypraea will appeal to both first and multi-home residents. The friendly ambiance in this select community will give owners the opportunity to create harmonious living experiences to suit their needs. There are a host of wonderful leisure and sporting facilities, either on the estate or within close proximity. Depending on one’s mood, tranquility and relaxation can interchange seamlessly with exercise and action.

You will not need to move home again, Cypraea Sands Lifestyle Estate provides you with direct access to Cypraea Sands Seniors Village with life rights units and full medical care.

- For more information visit: <http://www.cypraeasands.co.za>

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