Lagoon Main Beach Defies Market Trends with over $75 Million in Sales, Driven by Strong Local Demand

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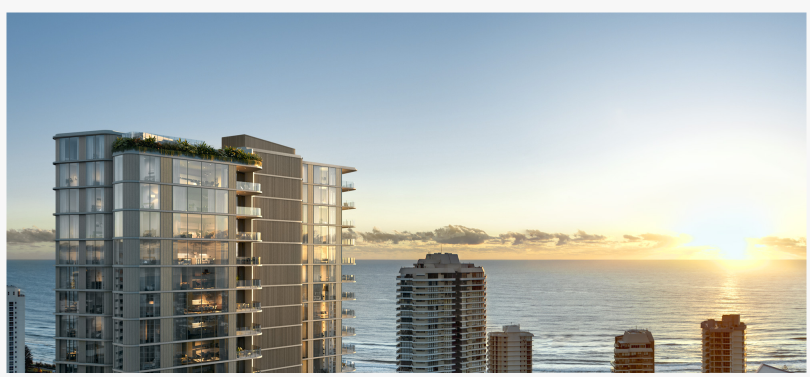

GOLD COAST, QUEENSLAND, AUSTRALIA, August 25, 2025 /EINPresswire.com/ -- In a market characterised by recent uncertainty, the Drew Group has defied expectations, proving that exceptional developments, backed by thoughtful strategy and buyer-focused initiatives continue to command strong interest.

The recent sales performance of Lagoon Main Beach stands as a testament to this, having secured over $75 million in sales across 31 apartments in the last nine months.

This impressive figure is particularly significant given the current economic climate, showcasing not only the project's inherent appeal but also the Drew Group's strategic acumen. Just over 50% of recent sales have been to local buyers, reflecting a deep trust and connection within the Gold Coast community. Demand has been particularly robust at the top end, with two of the three exclusive penthouses already sold, alongside five coveted sub-penthouses. This demonstrates a strong appetite for luxury, value and prime location, with only seven apartments—one penthouse and six sub-penthouses—remaining within Lagoon’s ‘Signature Series’ residences.

“Lagoon has topped out, it’s within a year of completion and the ability to strip the sunset clause from the contract has provided certainty to buyers, and this is paramount in the current market”. Jayde Pezet, Co-Director Pezet Matheson (Sales Agents on Lagoon Main Beach).

Lagoon's success can be attributed to several key factors. The Drew Group proactively addressed market concerns by removing sunset clauses on remaining contracts, providing crucial price certainty for purchasers in an evolving landscape. Furthermore, a commitment to modern living and resident well-being has seen the integration of upgraded security systems, including state-of-the-art keyless entry and facial recognition technology for all apartments. Drew Group is the first developer in Australia to install Ubiquity Access Control System’s cutting-edge facial recognition technology in its residential towers, setting a new standard for safety and convenience in luxury living.

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>
> *Jon Drew*

Beyond these innovations, one of Lagoon's most distinctive features is the generous size of its apartments.

According to Drew Group's Managing Director, Jon Drew, "It is unlikely that any future new development in Main Beach will be able to offer such spacious living at this price point. Today's buyers are more discerning than ever, carefully evaluating amenities like gyms, spas, workspaces, and beach lockers, along with quality finishes. It's essential to provide something truly unique that sets a development apart, and we believe Lagoon has achieved just that."

This blend of financial confidence and cutting-edge convenience and amenities, coupled with the thriving Main Beach community and a building offering a level of value that may never be replicated again in Main Beach, has clearly resonated, driving sustained and robust demand.

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