

Whitaker

Whitaker is an apartment development in Auckland, New Zealand, on the city fringe where the residential suburbs meet the harbour and the transport corridors into the CBD. The building holds 300 apartments. The apartments are arranged above a podium, with the residents' amenity and parking within the building. The governing constraint is the offshore campaign. Selling 300 apartments in a New Zealand market from an Australian base means a sales strategy built around local agents, local settlement rules and a buyer pool that does not see the building until it is complete, with the campaign running across two jurisdictions. The campaign ran from Australia against a New Zealand buyer pool, with local agents, local settlement rules and a building that buyers did not see until completion. Baracon's role was sales and marketing. The appointment covered the release strategy, the pricing and the campaign for the 300 apartments, with the construction delivered by others and the sales programme running alongside it. Whitaker was completed in 2020 at $45 million. It sits with Tetra House as the two Auckland projects in Baracon's portfolio, and it is the larger of the two by apartment count.

PROJECT LOCATION
Auckland, New Zealand

PROJECT YEAR
2020

STATUS
Completed

BARACON'S ROLE
Sales & Marketing