

Press Release

Last Opportunity to Buy Freehold Beachfront Property in St.Lucia... Ever!



The Landings, St. Lucia launches new beachfront apartments which will be the last opportunity to buy FREEHOLD property directly on the beach in St. Lucia ever. Properties so close to the sea are normally only available on a leasehold basis so the new luxury apartments provide a unique opportunity to own outright a piece of Caribbean paradise. DJ and TV presenter Trevor Nelson bought a beachfront apartment in an earlier phase and claims it's the best investment he has ever made.

The Queen's Chain Regulations that apply in Saint Lucia, state that all property within 20 metres from the shoreline is owned by the government and can therefore only be leased. The regulations do not apply in this situation because The Landings is built on reclaimed land, which was created as part of a government initiative to provide a sheltered haven for yachts in Rodney Bay by joining Pigeon Point to the mainland. No other reclaimed land exists in St Lucia so going forward all beachfront property will only be available on a leasehold basis. The 800ft white sand beach at the Landings, overlooking Rodney Bay, is often referred to as the best beach on the island. It has clear calm waters and due to its west facing orientation, stunning sunsets.

MTV and BBC presenter Trevor Nelson was one of the first buyers at The Landings and bought a beach front apartment in the first phase of development. British born Trevor, whose family is from St Lucia, currently presents the breakfast radio show each week day morning on 1Xtra, Saturday nights on BBC Radio 1 and Wednesday nights on BBC Radio 2, as well as presenting 'The Lick' on MTV. He says: "Buying a beach front apartment at The Landings was the best thing I have done investment wise. I wanted to put my savings into property and to earn a rental income from it. The Landings is effectively my pension. I

absolutely love it there. It is like coming home each time I go, so much so that I work as hard as I can just to be able to keep going back as often as possible. I went four times last year.”

The new apartments will be built as part of a final phase of construction in a traditional Caribbean style, with oversized terraces to appreciate the view. The apartments also look out onto the island’s historic landmark of Pigeon Point where the English vigorously defended the island from French attack on numerous occasions. The properties will be part of the fully functional five star resort which is built around a private yacht harbour in the north west of the island.

Oliver Gobat, Sales Director at The Landings says: “We are in a totally unique situation here as we have built on reclaimed land and I expect there will be a high interest from investors who will see this as an opportunity to buy a very special property. Due to the topography of the island and the laws that control development, new front line developments are restricted, thus preserving people’s investment.”

The new beachfront building offers a choice of two bedroom (1850 sq. ft), three bedroom 2638 sq. ft, three bedroom grand residences (3390 sq. f), and four bedroom duplex’s (3700 sq. ft) with private pool. Each property features a fully equipped high-end kitchen with premium-brand appliances, a spacious living room, dining room, cloakroom, bedrooms with en suite bathrooms and four poster beds, two balconies or a landscaped terrace. All ground floor and top floor apartments have outdoor heated, jetted plunge pools, where owners can sit with a drink and admire the view. All are finished in high quality materials such as stainless steel, exotic wood, imported tiles and stone.

In addition to the harbour with 50 yacht and motor boat moorings, the extensive amenities on site include a beachfront club lounge and restaurant with beautiful views over the bay plus a fine dining restaurant overlooking the marina, ‘The Palms’, several pools, tennis courts, concierge services and shops. There is also a full service hair salon and a state-of-the-art fitness club and spa. The Landings provide watersports facilities including sail boats, wind surfers, kayaks and snorkeling equipment for use, whilst the beach staff ensure that guests are regularly serviced with drinks, cooling water spritz and fresh towels.

Owners at The Landings also have membership at the St. Lucia Golf and Country Club, which is a three minute drive from the resort.

The new beachfront apartments are now on sale and range in price from \$1.8 million (£1.18M) to \$3.5 million (£2.24M).

Construction of the apartments will be finished by the end of 2011.

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High resolution photos available on request.

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