ASIC FOI 243 - 2023

COMPANY PROFILE

Sterling New Life, We are solid!

The team behind Sterling New Life has been constructing, managing, owning and selling large scale residential property projects all round Australia since the late 1960's. This amounts to 50 years of valuable experience and insight into the changing landscape of a lack of affordable housing for seniors. This experience has also awarded us the visibility to a practical solution for Australian seniors. Sterling New Life, your new life!

We are a broad property group founded in Western Australia, proudly employing approximately 100 staff around Australia. We are the largest non-listed institutional property investment management organisation in Australia and New Zealand, with assets of over $5 billion.

Sterling First operates in Western Australia, Queensland and Victoria and is soon to launch our exciting offer in New South Wales.

Our businesses include Property Management, Funds Management, Retirement Housing, Property Development, Property Sales and of course the retirement living sector.

The founders of Sterling First were also the founders of Armstrong Jones.

Retirement Villages - Not for Everybody!

Sterling New Life has been involved in the development and management of retirement villages and again recognised that, whilst retirement and lifestyle villages are an attractive option for some, the market lacks an affordable solution allowing independent people to stay in the areas they have lived in all their lives.

With recent changes in planning regulations in many parts of Australia allowing for in-fill housing and the rental of multiple units on single residential sites, we recognised the potential for providing affordable, independent retirement housing in regular residential areas. This effectively creates a dispersed community, where you get the benefits and services you want, with the freedom of living in the general community.

TALK TO US TODAY

First Name

Last Name

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SEND

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