

The desirable residence apartments tick every box

Estate agent Eefje Voogd has been involved with Zuidas for a good 15 years. Mahler Tower (New Amsterdam), Miles Building, OPZUID, 900 Mahler: there isn't much Voogd doesn't know about the projects in the area. Voogd's enthusiasm for the job – she handles both sales and lettings of the properties – remains unabated after thirty years in the business. At her office on the Parnassusweg she tells us: 'I never imagined houses would be built in Zuidas but I soon realised this was a location with lots of potential. This is a piece of Amsterdam unlike any other. It has a real cosmopolitan feel to it.'



FROM OFFICES TO MIXED USE

Eefje's introduction to Zuidas came when she was asked for her thoughts on the first residential tower, Mahler Tower (New Amsterdam). 'When the apartments came on the market in 2006 it was a bit of a nail-biting experience: how would a residential tower go down in a business district? We organised a sales event on the top floor of the Viñoly tower to show people what sky-high living in Zuidas was all about. We never looked back after that. People were obviously keen to live in Zuidas and the apartments went very quickly.'

RESIDENTIAL LIFE CYCLE

One of Eefje Voogd's latest projects in Zuidas is OPZUID, soon to be joined by 900 Mahler. 'These are beautiful apartment buildings which will tick most prospective clients' boxes. We see many people from Amsterdam Zuid and Buitenveldert moving here, as well as people who went to university in Amsterdam

and want to return to the city. Expats also like it here. We are noticing a definite trend towards a residential life-cycle: people who are upgrading to a bigger home within the area, or who decide on buying instead of renting. That is a very nice development.'

- If you would like to live in Zuidas go to www.eefjevoogd.nl for information
- Eefje Voogd is involved in many building projects, including ones outside Zuidas
- Download the Eefje Voogd Makelaardij app and find out what is on offer

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