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EP4 NEWS

theedgeproperty.com's Home Sweet Home Fair rocks The Curve



EP11 FEATURE

Win a RM1m prize voucher to buy a Mah Sing dream home



EP12 DEALMAKERS

Make yourself at home



EP14-15 FEATURE

Sustainable living through landscape architecture

Catalysts for CHERAS

The upcoming MRT line will have several stations in Cheras and the redevelopment of the Cochrane/Cheras area brings lifestyle projects to what has been a rather mundane Kuala Lumpur suburb. Read more about the growth potential of one of the city's oldest residential areas on EP8.

See current listings for this area on [Market Watch EP10](#).



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Kelana Jaya goes upmarket



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NEWS ROUNDUP



Welton eyes RM1b sales from Iskandar project

Welton Development Sdn Bhd aims to generate RM1 billion in sales from its serviced apartment project, Green Haven, in Iskandar Malaysia, Johor.

CEO and co-founder Thomas C Y Ling said in Johor Baru on July 15 that the company was bullish about its sales target, given the overwhelming response from potential buyers.

Green Haven is located in Permas Jaya, Johor Baru, and comprises 1,134 units housed in three towers called the 40-storey Erythrina, the 43-storey Cattley, and the 46-storey Laurels.

"We have received 30% take-up or RM300 million to date, with most buyers being locals and the rest from Singapore. We target at least a 60% take-up rate by year-end," he said.

The 3.14-ha project launched in April 2014 is expected to be completed in the second quarter of 2017. It has a gross development value (GDV) of RM1 billion. The units are priced between RM495,580 and RM1.03 billion.

"This is our maiden project in Malaysia and, prompted by stiff competition in property development, we would add value to our projects with the implementation of innovative development concepts.

"We would like to focus on niche markets in the country to differentiate ourselves from other compa-

nies and offer buyers a distinctive identity," he said. — *Bernama*

Nexgram obtains DO for RM1.15b Cyberjaya project

Nexgram Holdings Bhd's wholly owned subsidiary Nexgram Land Sdn Bhd has obtained a development order from the Sepang Municipal Council for its RM1.15 billion Angkasa Icon City project, according to Nexgram's filing with Bursa Malaysia on July 20.

Nexgram's subsidiaries Nexgram Land and Nextnation Datacity Sdn Bhd had entered into an agreement with MyAngkasa Bina Sdn Bhd in December last year, which would see Nexgram Land undertaking the Angkasa Icon City mixed-use commercial development project on 5.906 acres owned by Nextnation in Cyberjaya, Selangor.

The project will then be sold on by Nexgram Land and Nextnation to MyAngkasa Bina, a subsidiary of Angkatan Koperasi Kebangsaan Malaysia Bhd, for RM1.15 billion.



Bukit Bintang City Centre first phase launch in December

The first phase of the Bukit Bintang City Centre (BBCC) project, spearheaded by UDA Holdings Bhd, Eco World Development Group Bhd and the Employees Provident Fund (EPF), will be launched by year end.

"We will [start building] our show gallery by the end of this month [and] launch our first phase

of the project sometime in December," UDA chairman Datuk Johari Abdul Ghani told *The Edge Financial Daily* on July 21.

Kuala Lumpur City Hall (DBKL) approved the development order (DO) for the masterplan this month.

Johari said once DBKL approves the detailed DOs, tenders for the construction work will also start soon. The detailed DOs are for each component of the first phase of the project — shopping mall, strata offices, hotel and high-rise residences.

The BBCC project, which sits on the tract of the former Pudu prison, has an estimated total development cost of RM5 billion and a GDV of RM8 billion.

Both Eco World and UDA hold a 40% equity stake in the special purpose vehicle (SPV) that will undertake the development project on the 19.4-acre (7.85ha) parcel located between Jalan Pudu and Jalan Hang Tuah. EPF holds 20%. As the landowner, UDA will receive RM1 billion in development rights from the SPV for the redevelopment.

Y&G buys dormant firm, gets 10.8-acre Dengkil land

Y&G Corp Bhd is set to acquire a leasehold tract of 10.828 acres in Dengkil, Selangor, after signing a share sale agreement (SSA) to take over Ikramin Sdn Bhd (ISB) for RM13.428 million cash — as ISB is currently acquiring the said land from a Selangor government agency.

In a filing with Bursa Malaysia on July 20, Y&G said its wholly owned direct subsidiary Rukun Warisan Sdn Bhd (RWSB) signed the SSA with Ang Ah Buay and Zuraidi Aziz for the proposed acquisition of ISB on the same day to effect the acquisition of ISB, which is currently inactive.

The land's registered owner is

Perbadanan Kemajuan Pertanian Selangor (PKPS), as its status is for agricultural use. As at June 30, the land's unaudited net book value was RM978, 034.

ISB had entered into a sale and purchase agreement dated July 18, 2002, and a supplemental agreement on March 18 this year, with PKPS to acquire the tract.

Y&G said RWSB is proposing to construct a mixed-use development on the land and is unable to ascertain the indicative GDV of the project at this juncture. It added that no valuation has been carried out on the land.

Jiankun to sell China assets to raise funds for projects at home

Jiankun International Bhd is looking to dispose of some of its assets in China to fund its developments at home. Group executive director Datuk Donald Lim said the board is in talks with several buyers. He was speaking after the company's extraordinary general meeting on July 14.

As at Dec 31 last year, Jiankun's properties comprised 14 shops in two buildings in China with a net book value of RM22.21 million.

At the EGM, shareholders approved the acquisition of RM22.5 million worth of freehold land in Ulu Langat.

Lim said the tracts, with a combined area of 5.8ha, would be used for the development of 84 three-storey terraced houses with a GDV of RM71 million. The units will be priced between RM700,000 and RM800,000 each.

"We intend to launch the development in the fourth quarter of this year, and complete the project in 18 months," Lim said. The group also plans to develop a condominium in the Klang Valley.

LAUNCHES & EVENTS

If you have any real estate-related events, email us at propertyeditor@bizedge.com. Events listed here will also appear on theedgeproperty.com.

Home Sweet Home Fair

Date: July 22 (Wednesday) to July 26 (Sunday)

Venue: Centre Court, The Curve Damansara, Petaling Jaya

Time: 10am to 10pm

Contact: (03) 7721 8191

The aim of the fair is to help you make better decisions in buying, selling or renting a property via the free tools and information in theedgeproperty.com. Besides the portal's introduction booth, games for adults and children, the fair will also feature projects of 10 award-winning developers such as Mah Sing Group Bhd, Sime Darby Property Bhd, S P Setia Bhd and Sunway Bhd. Visitors also get the chance to test drive the latest BMW car models on Saturday and Sunday from 10.30am to 6.00pm.

Sales Strategies Seminar

Date: Sunday
Venue: Level 3A, Connexion @Nexus, Bangsar South, Kuala Lumpur

Time: 2pm
Contact: 1300-888-006

Speaker Dato' Eric Cheng is chief executive officer of ECG Group of Companies and managing Director of TEHO Development, who entered into the Singapore Book of Records as the "Fastest Growing Real Estate Agency in Singapore". Award winning entrepreneur and author of *Get Rich Through Property Investment*, Cheng will share successful sales strategies during the seminar organised by ECG Affirm Group of Companies.

Home Living Exhibition

Date: Today, tomorrow and Sunday
Venue: Level CP3, Sunway Pyramid Convention Centre (SPCC), Bandar Sunway

Time: 11am to 9pm
Contact: (03) 8737 3323
The free admission one-stop warehouse sales-cum-home expo features kitchen cabinets, wardrobes, mattresses, bedsheets, curtains, sofas, dining sets, lighting, security locks and other home and living related items. The fair also features games and activities such as Shop & Reward and lucky draws. The exhibition is organised by Eco & Green Exhibition Sdn Bhd.



London Properties Exhibition

Date: Tomorrow and Sunday
Venue: Straits Boardroom, Level 2, Westin Hotel, Kuala Lumpur.
Time: 10am to 7pm
Contact: (012) 326 3800 / (016) 290 0353

Organised by JLL Property Services (M) Sdn Bhd, the exhibition features Beaufort Park, Colindale in London NW9 and Waterfront Royal Arsenal Riverside in London SE18. Both projects are stylish apartments located a short walk to the tube and on-site cross rail station. There are also two seminars which will be held during the two-day exhibition themed "UK Tax & Summer Budget Update 2015".



Affinity At The Springs @ Perth Showcase

Date: Tomorrow and Sunday
Venue: Meeting Room 6, The Magellan Sutera, Kota Kinabalu
Time: 10am to 5am

Contact: (016) 833 4233
Laurelcap (Sabah) Sdn Bhd is organising a showcase of the 147-unit Affinity At The Springs apartment development situated on the Great Eastern Highway in Perth, Australia. It is just a five-minute drive to the city centre and universities. The development features secure basement parking with a mechanical car stacker for the two and three-bedroom apartment, as well as other leisure facilities such as resort-style wet-edged pool and sun deck, barbecue area, shaded cabana, alfresco lounge area and gym.



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Sales Gallery, Cascades Kota Damansara

Ground Floor, Menara Mitraland,
No. 13A, Jalan PJU 5/1, Kota Damansara PJU 5,
47810 Petaling Jaya, Selangor.

Food and beverages will be served.

Grand Activities

- Lion dance* • Ribbon-cutting ceremony* • Hilarious caricature
- Sand art creativity • Fun face painting • Game stations • Photo booth
- Attractive lucky draw gifts**

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Buildcon Concrete Sdn Bhd 397618-W
Guocera Marketing Sdn Bhd 37438-T
Intagri Sdn Bhd 621769-M
Niro Ceramic Sales & Services (M) Sdn Bhd 247716-T
Signature Cabinet Sdn Bhd 300330-A

Syabanas Sdn Bhd 458864-M
Yik Loong Air Cond Sdn Bhd 518524-V
YME Engineering Sdn Bhd 287391-T
W.Atelier Sdn Bhd 435747-H
Metro Homes Sdn Bhd
(Cheras Selatan Branch) 336948-K
PMC Properties Sdn Bhd VE(3)0270
Rina Properties E(3)0256
Propplus Capital Holdings Sdn Bhd 961675-V
Henry Butcher Marketing Sdn Bhd 160636-P
Dim Sum & Associates Sdn Bhd 614866-A

HEAD QUARTER: MITRALAND GROUP D-27-01 & D-28-01, Menara Mitraland, No. 13A, Jalan PJU 5/1, Kota Damansara PJU 5, 47810 Petaling Jaya, Selangor. T. 03-7661 8688 F. 03-7661 8689 mitraland.com.my

16 QUARTZ Developer: Mitraland Melawati Sdn Bhd (870747-A) B1-G-2, Pusat Komersial Gaya, Lorong Selangor, Taman Pusat Bandar Melawati, 53100 Gombak, Selangor Darul Ehsan, T. 03-4107 1118 F. 03-4107 1128 Developer License: 12123-1/07-2017/896, Validity Period: 10/07/2012 - 09/07/2017, Advertising Permit: 12123-1/09-2015/02189(P), Validity Period: 10/09/2014 - 09/09/2015, Building Plan Approving Authority: Majlis Perbandaran Ampang Jaya, Plan Approval No: MPAJ.BS.KB.740-1/2-07/12-1, Target Completion Date: Sept 2015, Land Tenure: Leasehold (expired:25/07/2111), Land Encumbrances: Charged to Affin Bank Berhad, Total Unit: 55 units Courtyard Villa, Minimum Price: RM1,920,500.00, Maximum Price: RM2,535,750.00, 26 units Zero Lot Villa, Minimum Price: RM3,739,800.00, Maximum Price: RM4,011,200.00, 7% Discount for Bumiputera, Restriction on Title: Nil.
VINA Developer: Mitraland Cheras Sdn Bhd (986536-T) (Formerly known as fancy Evolution Sdn Bhd) No. 13A, Jalan PJU 5/1, Kota Damansara, PJU 5, 47810 Petaling Jaya, Selangor, T. 03-7661 8688 F. 03-7661 8689 Developer License: 12382-1/03-2018/371, Validity Date: 25/03/2013 - 24/03/2018, Advertising Permit: 12382-1/05-2016/01840, Validity Period: 14/05/2015 - 13/05/2016, Building Plan Approving Authority: Majlis Perbandaran Kajang, Plan Approval No: MPKJ 6/P/4/2013, Target Completion Date: June 2016, Land Tenure: Freehold, Land Encumbrances: Charged to Affin Bank Berhad, Total Unit: 474, Type A/B/C, Minimum Price: RM787,500, Maximum Price: *RM1,818,810, 7% Discount for Bumiputera, Restriction on Title: Nil.
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Home Sweet Home fair rocks up to The Curve

theedgeproperty.com kicks off roadshow series with winning event

BY RACHEL CHEW

PETALING JAYA: theedgeproperty.com's "Home Sweet Home" fair popped up to all-round applause at The Curve shopping mall in Mutiara Damansara, Selangor yesterday.

The public event runs until this Sunday (July 26) from 10am to 10pm daily and aims to enable anyone to make better property investment decisions, says The Edge Property Sdn Bhd managing director Au Foong Yee.

Among the attractions is a pop-up "experience booth" that provides keen insight into the property-buying process, besides plenty of fun and games for both children and adults.

More over, this weekend official car partner BMW Malaysia will have a fleet of test-drive cars for visitors, including its recently launched 2 series Active Tourer and Gran Tourer. Meanwhile, adults can park their kids at the numerous activities lined up, including a colouring contest and a performance by Banana the Clown.

Also featuring are Malaysia's top 10 award-winning developers. Representatives from Gamuda Land, IJM Land Bhd, IOI Properties Group Bhd, Mah Sing Group Bhd, MKH Bhd, Sime Darby Property Bhd, S P Setia Bhd, Sunway Bhd, Tropicana Corporation Bhd and UEM Sunrise Bhd will all be on hand to present a range of properties and deals at various price points. The Malaysian Institute of Estate Agents (MIEA) will also be present to explain the legal importance and benefits of hiring registered agents.

"We would like to highlight to property investors the importance of being aware of free information that can help them to make better decisions," said Au, explaining the overall aim of the event and the presence of its partners.

Empowering the public with powerful, free tools

Apart from the information made available by the developers present and MIEA, investors can



Ten award-winning developers, powerful information and a chance to win a million-dollar dream home. Photos by Shahrin Yahya/The Edge Property

also access theedgeproperty.com, a complete and self-contained property portal accessible via any web browser, or IOS and Android app.

"This is an inclusive property portal and it's absolutely free," said Au.

Among theedgeproperty.com's sophisticated features is The Edge property analytical tools that provides an indicative value of a property based on the most recent, real transacted prices.

The portal also offers advanced analytics by area and property type by price per square foot, absolute price, historical price and transaction volume.

Potential buyers and sellers can also search by project — sale transactions, asking rental, surrounding amenities and compare these with those of neighbouring projects. Additionally, a hot spot tracker tells you what's trending, and where.

All this, plus exclusive and timely news,

sectoral research, Feng Shui consultation and free property listings, are free to use on theedgeproperty.com.

One visitor to the fair, 46-year-old lecturer Mohd Ridzuan, is a regular user of theedgeproperty.com and appreciates its powerful free features.

"I have been investing in property for a few years and theedgeproperty.com has provided me with valuable data. I think this fair is good because visitors not only get to know more about this unique portal, but developers' latest projects," he said.

Another visitor, 29-year-old engineer Mohd Faizul, came to update himself on the latest projects by the developers at the fair. He expressed keen interest to sign-up as a user of theedgeproperty.com.

"I'd heard about the portal but had no clue about how to sign-up and its features. Now I



Visitors to the Home Sweet Home fair check out the many kiosks available.

know there are so many free features on the portal, I'm really interested to sign-up as a user and enjoy more benefits," said Faizul.

How about a free million-dollar voucher towards your dream home?

Visitors can also find out about the once-in-a-lifetime The Edge-Mah Sing Millionaire Contest. The winner walks away with flush with a RM1 million grand prize voucher to buy a Mah Sing dream home (see story on EP11).

You'll need to register as a contestant before July 31, when the contest closes.

"Those who have yet to participate should not miss this golden opportunity!" said Au.

"Contrary to what some sceptics think, there is no catch here — the prize must be given away. Just imagine, the winner becomes an instant millionaire — if he or she is not one already," added Au with a smile.

theedgeproperty.com Home Sweet Home Fair is the first in a series of three roadshows. It rolls up next in Penang's Gurney Paragon Mall from August 7 to 9, and lands in Johor Bahru City Square on October 9 to 11.

Tropicana Aman to launch Phase 2 in August

BY HANNAH RAFEE

PETALING JAYA: Tropicana Corporation Bhd (Tropicana) is looking to launch Phase 2 of its Tropicana Aman development in August. It has not yet given the new phase a name.

"The concept of Tropicana Aman's Phase 2 will be similar to its Phase 1 — Arahsia Residences — where we put great emphasis on home security and eco-friendly designs," said group managing director Edmund Kong at the unveiling of Tropicana Aman's new 12,000 sq ft property gallery on Wednesday.

According to Tropicana, Phase 2 of Tropicana Aman will consist of 372 units of 2-storey and 3-storey link homes. They will have a built-up area from 2,004 sq ft with the properties indicatively priced between RM850,000 and RM1 million. Further details will be revealed at the launch in August.

Located in Shah Alam, Tropicana Aman spans 863 acres, and is a self-contained mixed-use development. It will be constructed in 20 phases, with the entire development to be completed in 2030. The developer plans to launch projects this year worth

Tropicana Aman spans 863 acres, and is a self-contained mixed-use township



approximately RM700 million of Tropicana Aman's RM13 billion gross development value (GDV).

"The commercial centres will come in the later part of the development. Kota Kemuning is nearby and there are already existing shops. We would like to look at how mature this development is before we place the commercial centres," said Kong.

"Since the launch of our first phase, Arah-

sia Residences, in May, we have received an overwhelming response. All 432 units of linked homes are fully taken up. Arahsia Residences has a GDV of RM342 million," said Tropicana's non-executive deputy chairman, Datuk Mohamad Norza Zakaria. Phase 1 is due to be completed in 2018.

According to Zakaria, Tropicana Aman is the Tropicana's biggest township development in Malaysia. "It is also our first foray

into Shah Alam. We are pleased to expand our brand and introduce our Tropicana DNA to the growing region of Shah Alam," he said.

"Riding on this success, we are pleased to finally unveil this highly anticipated Tropicana Aman flagship property gallery, to better serve our customers. The property gallery, which took three months to complete, provides guests a complete Tropicana experience."

Tropicana Aman offers both residential and commercial properties, with a central community clubhouse and a sports centre. The township is linked by six major highways — Kesas, the Federal Highway, Lebuhraya Kemuning Shah Alam, Elite, South Klang Valley Expressway and the planned West Coast Highway.

Meanwhile, the property developer has also entered into an agreement with Tenby Schools to build a 10-acre international school campus in Tropicana Aman. With a built-up area of approximately 222,000 sq ft, the school is expected to accommodate 1,800 students. Its first intake is scheduled for September, 2018.

SURIA RESIDENCE

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GARDEN LIVING IN THE SKY



ASIA PACIFIC PROPERTY AWARDS ARCHITECTURE

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Suria Residence
by Sunsuria Berhad

2015-2016

ES ELITE

Artist's impression

FREEHOLD

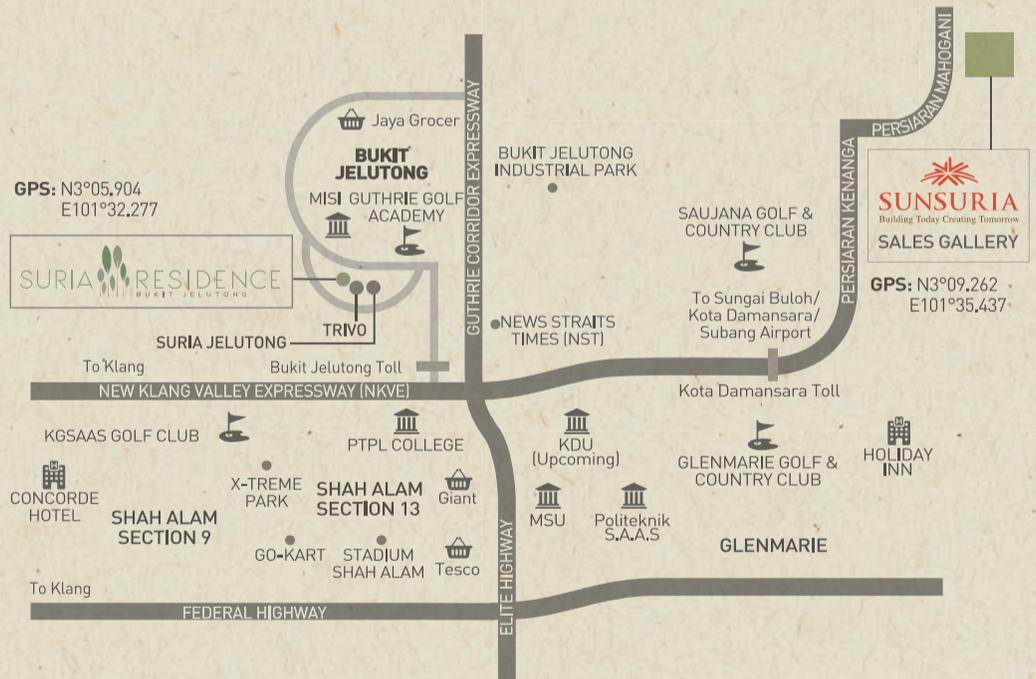


LANDSCAPES TO LUXURIATE YOUR SENSES

Suria Residence – a series of freehold serviced apartment located within the 2,200 acres township of Bukit Jelutong. Welcome home to a lush green retreat housing contemporary homes amid breathtaking landscape and themed gardens.

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THERAPEUTIC GARDEN

An oasis of peace and serenity, wash your woes away at the Therapeutic Garden. Be uplifted, renewed and be whole again.



Developer: Pinaremas Sdn Bhd (101569-M) Suite 1-3A, Main Tower, Sunsuria Avenue Persiaran Mahogani, Kota Damansara, PJU5 47810 Petaling Jaya, Selangor Darul Ehsan, Malaysia • Suria Residence • Developers License No: 13645-1/08-2016/0808(L) • Validity: 14/08/2014 - 13/08/2016 • Advertising & Sales Permit No: 13645-1/08-2016/0808(P) • Validity: 14/08/2014 - 13/08/2016 • Building Plan Approval No: MBSA/BGN/BB/600-1(P)/SEK.U8/0033-2014 • Approving Authority: Majlis Bandaraya Shah Alam • Tenure: Freehold • Expected Date of Completion: 42 months from SPA (February 2018) • Land Encumbrances: Nil • Property Type: Serviced Apartments • Total Units: 545 units • Selling Price: RM428,000 (Min.) - RM966,000 (Max.) • Bumiputera Discount: 7%. The information contained herein is subject to change without notification as may be required by relevant authorities or the developer's consultants and cannot form part of an offer or contract. Actual built up of units may vary slightly from measurements given. Whilst every care is taken in providing this information, the owner, developer and managers cannot be held liable for variations. All illustrations and pictures are artist impressions only. The items are subject to variations, modifications and substitutions as may be recommended by the Company's consultants and / or relevant Approving Authorities.

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Eco World to launch Eco Botanic Phase 2 next month

Phase 1 of the project fully sold

BY CHAI YEE HOONG

PETALING JAYA: Eco World Development Group Bhd will launch Phase 2 of its Johor development, Eco Botanic, in August. Phase 1 of the project, comprising 492 cluster homes and 124 semi-dees, was launched in September 2013 and is fully sold.

The project is situated on a 325.1-acre tract in Nusajaya, Iskandar Malaysia, next to EduCity.

Eco World president and CEO Datuk Chang Kim Wah said Eco Botanic has achieved over RM1.116 billion in sales as at May this year.

“We believe that demand for landed homes with attractive design concepts, security and good accessibility to major highways, will still do well,” he said.

Of the 20% of foreign buyers for Phase 1, a majority are from Singapore.

Phase 2 comprises 184 units of 2½-storey super-linked houses. They have a built-up area starting from 2,700 sq ft and come in two layouts of 26 ft x 75 ft, and 28 ft x 75 ft. Prices start at RM1.2 million.

Drawing inspiration from classic English country homes, the houses have ceilings up to 13 ft high, Chang said.

The houses sit on an elevated platform, with the driveway and a 14ft garage on the lower ground.

Chang explained that this configuration frees up the front of the house for landscaping.

“The front garden concept offers unobstructed views of nature from the living hall,



An artist's impression of the garage at lower ground of the super-linked house at Eco Botanic Phase 2. Photo by Eco World Development Group

while every master bedroom also has an uninterrupted view,” he said.

The houses come with a solar water heater and rain water harvesting system, and have a north-south orientation to ensure ample natural light and ventilation.

Facilities include a residents-only clubhouse with gym and pool, jogging trails, bicycle lanes, external parcourse fitness equipment, maze garden and butterfly-shaped lake.

Eco Botanic is a fully strata-titled, gated township. The development is scheduled for completion over nine phases by 2020. It has a total gross development value of RM3.794 billion and is accessible from major highways,

including the Iskandar Coastal Highway, Pasir Gudang Highway, Skudai Highway, North South Expressway and the Second Link Expressway.

Eco Botanic is five minutes from Marlborough College and Columbia Medical Centre, 10 minutes from Legoland Malaysia and Puteri Harbour, the state administrative centre, Mall of Medini and golf courses, and 20 minutes to the Senai International Airport.

“We are already previewing the super-linked houses in Phase 2 and the new concept and design have been very well received. We are confident that sales [for Phase 2] will be good,” Chang said.



Damai Circles Business Suites have an estimated gross development value of RM120 million. Photo by I&P Group

I&P's shop office launch hits 60% sales

BY LIM KIAN WEI

PETALING JAYA: I&P Group Sdn Bhd's 2-storey shop offices in Alam Damai, Cheras, has been 60% taken up. Damai Circles Business Suites was launched on July 8.

I&P group marketing manager Ruzaimi Mohamad tells *The Edge Property* that the project's main target market comprises businessmen from Cheras and its surrounding areas.

Damai Circles comprises 54 units of 3-storey shopoffices. Selling prices are between RM1.9 million and RM5.09 million. The units have built-up areas of between 4,207 sq ft and 11,671 sq ft.

The leasehold project has a gross devel-

opment value of about RM120 million and is expected to be completed by August, 2018.

Alam Damai is a 641-acre township in Cheras. The site of Damai Circles is about 15km from the city centre and is accessible via the East-West Link, KESAS Highway, Jalan Cheras-Kajang and the Middle Ring Road 2.

Ruzaimi says I&P will absorb the 6% Goods and Services Tax on each purchase.

I&P will be launching more projects from the third quarter of this year in Klang, Puchong, Shah Alam and Kajang. There will be a total of 891 landed and high-rise residential units on offer worth RM797.8 million, and 21 units of shop lots worth RM24 million.

Mercure hotel sale and leaseback scheme enjoys high take-up rate

BY TAN AI LENG

PETALING JAYA: The Mercure Hotel in Kota Kinabalu that offers a sale and leaseback scheme has received overwhelming response from local and foreign investors, with 120 suites already taken up.

According to a statement by global property consultant Knight Frank Malaysia, the hotel offers 130 units of fully furnished suites for interested investors. The sizes of the suites range from 642 sq ft to 1,370 sq ft, with layout selections of one, two and three-room suites. Only 10 units are left, selling from RM726,000 to RM1,494,000.

Mercure Hotel is located at Kota Kinabalu City Centre, 550m away from the Kota Kinabalu Ferry Terminal.

The 25-storey hotel will comprise 315 hotel rooms and suites, with room sizes ranging from 689 sq ft to 1,475 sq ft. Facilities include rooftop swimming pool, rooftop gym, spa, restaurant and bar. With its proximity to the South China Sea and Signal Hill Park, Mercure Hotel will enjoy both sea and forest views.

The construction of the hotel started in 2012 and will be completed by year end. It should open its doors in January 2016.

The four-star hotel will be managed and operated by French company, Accor Group — this is its first Mercure brand hotel in Malaysia. Mercure Hotel is one of Accor Group's 11 hotel brands. Currently, the group has nine hotels under four brands in Malaysia, namely Pullman, Novotel, Ibis and Avangio.



An artist's impression of Mercure Hotel in Kota Kinabalu. Photo by Accor Group



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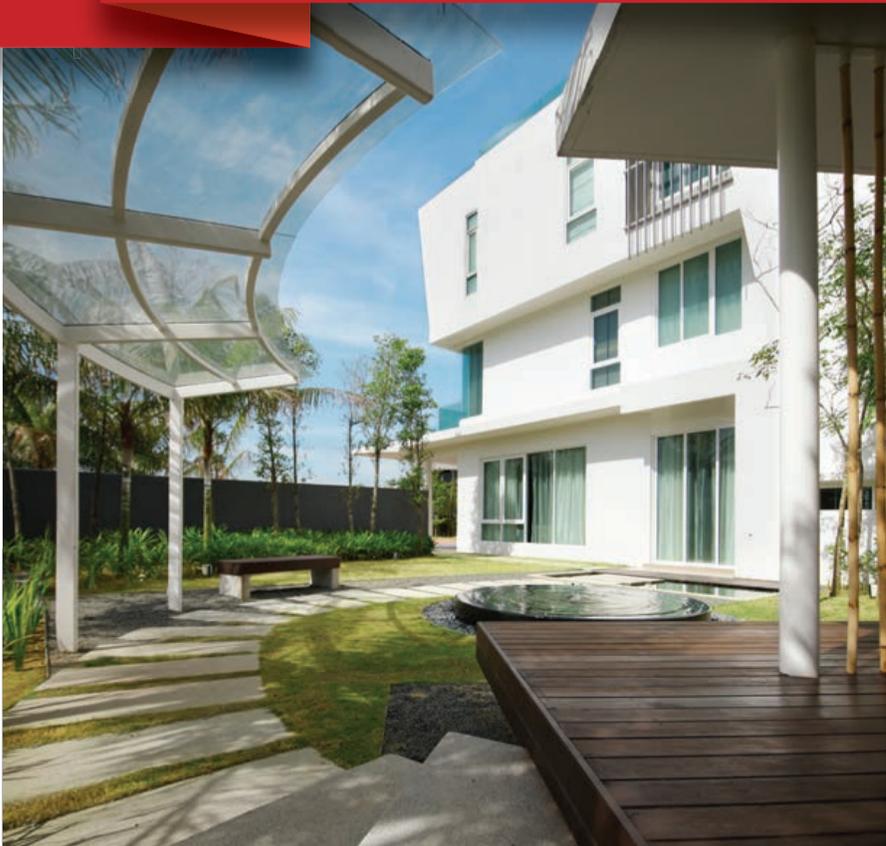
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New lifestyle developments may spark a transformation of Cheras.



The keys to Cheras' growth

New MRT stations and lifestyle developments by Sunway and Boustead are expected to breathe new life into Cheras, Kuala Lumpur

BY ELENA TUNKU SHERIE

Southeast of Kuala Lumpur and just 10 minutes from the city centre, Cheras is renowned for its traffic congestion especially during peak hours.

One of the city's largest suburbs, Cheras is home to more than 100 landed housing estates, some established in the 1960s. Among the larger ones are Bandar Tun Razak, Taman Connaught, Taman Maluri and Taman Midah. Properties in Cheras have remained largely affordable for the general population. However, the developments of Sunway Bhd's Sunway Velocity and MyTOWN by Boustead Holdings Bhd and Ikano Pte Ltd in the Cochrane/Cheras area are spurring real estate values in this part of Cheras and the surrounding areas.

Sunway Velocity is a 23-acre integrated development with residences, shopping mall, hotel, medical centre, offices and shops and a two-acre park while MyTOWN is an 18-acre family and lifestyle shopping centre anchored by the largest IKEA in Malaysia. The entire mall is scheduled to be completed by end-2016 while the IKEA store is scheduled to open at the end of this year.

A subsidiary of Boustead Holdings, Mutiara Rini Sdn Bhd, the master builder of the Mutiara Damansara township in Petaling Jaya, will be developing another project, Mutiara 482 Cochrane, comprising 800 condominium units.

KGV Lambert Smith Hampton (M) Sdn Bhd director Anthony Chua says these new developments and IKEA will infuse new life into an otherwise jaded locality of mainly aged properties.

"There will be an upgrade of businesses and offices with Sunway Velocity while IKEA will tap into the market on the eastern side of the city centre," says Chua. He adds that the areas in Cheras closest to KL city centre will benefit from the convenience and facilities offered.

Property Exchange senior team leader Derrick Hum concurs with Chua. "The two developments will spark a transformation

Chua: There will be an upgrade of businesses and offices with Sunway Velocity. **The Edge file photo**



The upcoming MRT Line is expected to improve accessibility further.

of the surrounding areas which in turn will draw investors.

"Now, residents in this part of Cheras can enjoy the lifestyle concept of live, work and play in one place, which has been popular in big cities such as Beijing, Jakarta and Taipei," says Hum.

Raising the bar

Cheras generally comprises decades-old housing estates interspersed with small commercial centres and a few malls. Housing developments in the area consist of mostly terraced houses serving a middle-income population. There are a smattering of high-rises which are mainly old flats and medium-cost apartments while a few high-end condos have recently been built.

According to analysis by theedgeproperty.com, the average price per square foot (psf) as at 3Q2014 for non-landed properties stood at an affordable RM334, up a mere 1.5% year-on-year (y-o-y). But this

comes on the heels of a whopping 22.3% jump a year earlier (see Chart 1). A majority of transactions (31.9%) in the 12 months to 3Q2014 were units in the RM300,001 to RM400,000 price range, followed by 22.8% of units in the RM200,001 to RM300,000 range. Properties in the RM700,001 to RM800,000 price range accounted for only 0.2% of transactions, with the most expensive development being Prima Midah Heights by UOA Group Sdn Bhd at an average transacted price of RM643,909. Units are about 1,400 sq ft. Prima Midah Heights also recorded an impressive

Wong says nearby residential areas such as Taman Maluri will see an upside in property values. **The Edge file photo**



Source: theedgeproperty.com

Chart 1: Cheras non-landed residential average price

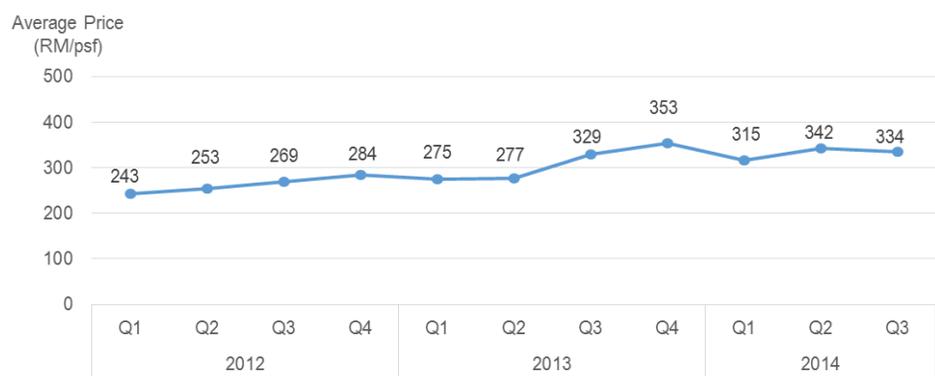


Table 1: Price appreciation in Cheras

YEAR	SHOPS IN TAMAN MALURI	PLAZA 393 CITY APARTMENT
2010	RM1.50M	RM210PSF
2011	RM1.85M	RM235PSF
2012	RM2.00M	RM350PSF
2013	RM2.60M	RM400PSF
2014	RM3.20M	RM455PSF

Source: KGV Lambert Smith Hampton

20.6% price growth in 3Q2014 from a year ago, indicating a demand for higher-end products by the growing upper-middle income group in Cheras.

Hum says property prices in Cheras have risen substantially in general over the past five years. For example, the Amaya Maluri serviced apartment was priced at RM500 psf when it was launched in 2010. Today, it is transacting at RM730 psf, more than a 45% increase.

The asking price for a freehold single-storey terraced house in Taman Taynton View, measuring 22 ft by 75 ft, was recorded as a transaction of RM580,000 early this year. The same property was priced at about RM350,000 in 2010, Hum says.

According to Chua, properties near the Sunway Velocity development appear to have appreciated significantly since 2010, including shop units in Taman Maluri and the apartments in Plaza 393 on Jalan Peel, facing Sunway Velocity. (See Table 1)

Real estate in the Jalan Cochrane vicinity such as Jalan Peel, Jalan Shelly and Jalan Jejaka may also see an appreciation in land value as these areas are ripe for redevelopment, especially given some of the rundown properties there.

“These properties have latent opportunity for redevelopment. Investors who want a piece of the action in this area should scout for such properties,” Chua says.

He points out there have been no recent sales in the area. The IKEA lot was purchased at RM393 psf in 2012.

DTZ Malaysia executive director Eddy Wong says nearby residential areas such as Taman Maluri will see an upside in property values, especially with the additional amenities and improved accessibility from the redevelopment of the Cochrane/Cheras area.

According to Wong, residences at Sunway Velocity Phase 1 were launched in 2011 for about RM800 psf while Phase 2 was launched in mid-2014 for about RM1,200 psf, a price appreciation of approximately 14.5% per annum.

Rental yields in Cheras for commercial and office spaces are in the range of 5% to 6% per annum. New office space rents at Sunway Velocity are at RM3.50 psf.

Wong also expects to see spillover demand for residences in the Cochrane/Cheras area from the capital’s new financial and business district, the Tun Razak Exchange (TRX) project, as these areas will offer a wider choice of accommodation for those working at or close to TRX or the city centre.

Property Exchange’s Hum says rents for condominiums in Cheras are currently between RM2 psf and RM3 psf for a fully fur-

nished unit. Older condos such as Warisan City View are going for about RM2 psf, while newer and higher-end developments such as Amaya Maluri are going for RM2.60 psf to RM2.80 psf.

“A fully furnished condo unit within an integrated development stands to fetch a higher rental of RM3 psf onwards. Overall, rental demand in Cheras is strong in view of its close proximity to KL city centre and relatively low rental rates.”

The edgeproperty.com analytics show that rental yields in Cheras are good, with many developments reaping a yield of 5% and above due to reasonable capital values.

Traffic and infrastructure

Cheras is well served by public transport including the light rail transit, and this should improve further with the upcoming MRT Line 1 (MRT Sungai Buloh-Kajang Line) that is scheduled for completion in the second half of 2017. The planned Cochrane and Maluri stations will be located close to each other, to serve the Sunway Velocity area as well as Taman Maluri. The latter is close to an LRT station, and this will boost connectivity in this part of Cheras even further, says Chua.

Other proposed MRT stations serving Cheras include Taman Pertama, Taman Midah, Taman Mutiara and Taman Connaught.

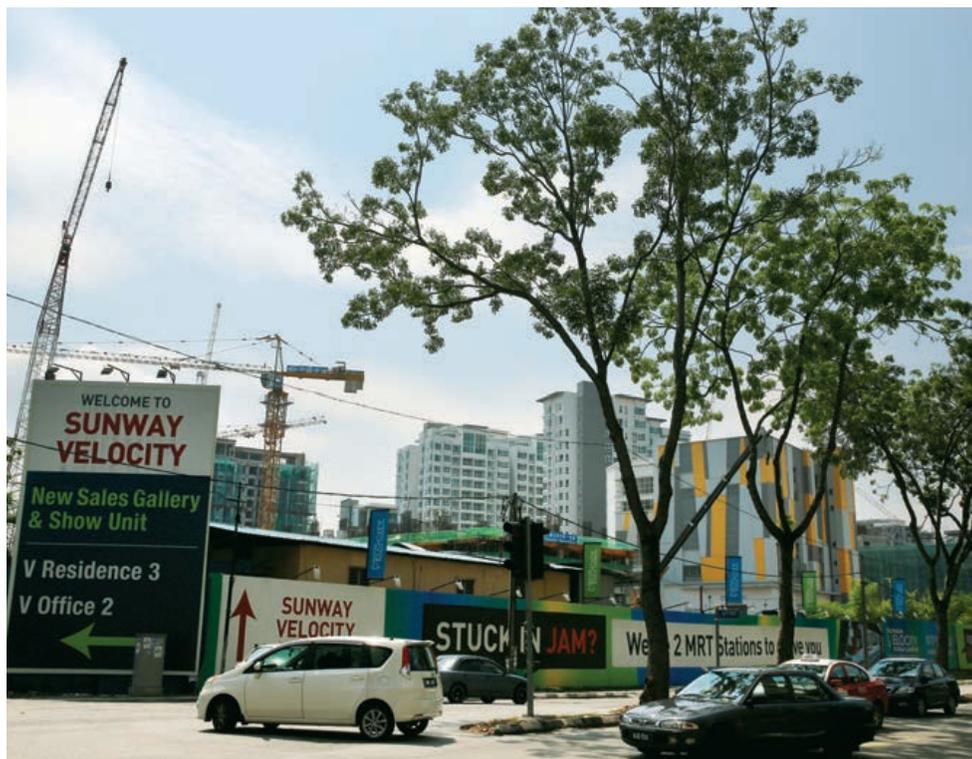
Hum concurs with Chua. He says that each train serving the line will have four coaches with a total capacity of 1,200 passengers. Daily ridership is expected to be about 400,000 passengers. At the planned running interval of 3.5 minutes between trains, Hum believes “overall traffic congestion in Cheras will be improved significantly if not entirely”.

See property listings for this area on **Market Watch EP10**

To ease traffic flow further, several roads in Cheras have also been upgraded. The opening of the Besraya Eastern Extension Expressway (BEE) has effectively linked areas such as Serdang with Cheras and Pandan.

Chua says that high-rise projects being developed near MRT stations in Cheras are expected to do well. He cites EkoCheras by Ekovest Bhd, located on freehold land on Jalan Cheras, which is 9km away from KLCC and will have the proposed Taman Mutiara MRT station close by. Comprising serviced apartments, office units and hotel suites, the development is set to make a mark in the area. Launched in 2013 at RM700 psf, the units have a built-up area of between 831 sq ft and 1,300 sq ft. Semi-furnished, they come in configurations of 1, 2 and 3-bedrooms. The offices and hotel were launched in March this year and the project is scheduled to be completed at the end of 2017.

He adds that other parts of Cheras will be boosted by the “MRT effect”. As an established area with ample amenities, and new lifestyle developments and MRT stations, Cheras is expected to attract more investor attention. One thing’s for sure: Cheras’ makeover starts now.



Sunway Velocity is a 23-acre integrated development.



Real estate in the vicinity of Sunway Velocity may see value appreciation.

Generation gain

Derrick Hum has been staying in Cheras for the last 30 years. He says a strong neighbourhood culture can be found in the area as a majority of residents are second and third-generation locals.

“I’ve lived here since I was born and have personally witnessed the transformation of Cheras from an estate area into an urban city...I can safely say that the progress has been gradual.”

There’s a laidback vibe in Cheras, with the older generation preferring to sit in coffee shops with friends while their spawn hang out at malls such as Leisure Mall, Cheras Sentral, Ikon and C180 (Cheras South).

“Houses in Cheras were first built in the 1960s (Taman Taynton, Midah) and 1970s (Taman Cheras, Connaught). Back then, the road leading to Kajang was only a two-way single carriageway, but now, it’s a four-lane wide highway! Prices in Cheras have appreciated substantially,” says Hum.

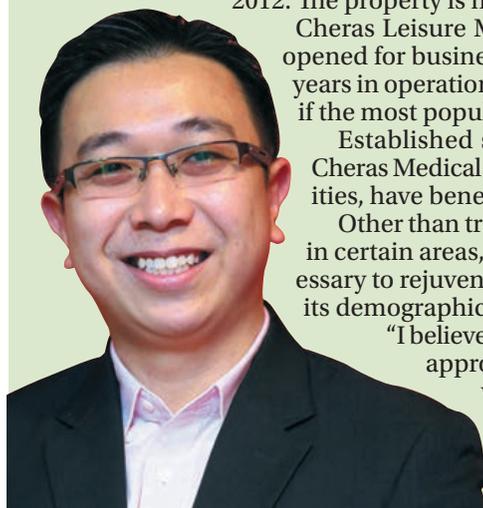
Hum, who inherited a 1-storey terraced house from his grandparents, says that it was initially priced at RM15,000 in the 1960s. A similar unit was recently transacted at RM600,000. He also owns a duplex townhouse which he bought for RM620,000 in 2012. The property is now valued for at least RM1 million.

Cheras Leisure Mall, the first full-fledged mall in the area, opened for business in 1996 in Taman Segar. “After nearly 20 years in operation, it’s still considered a landmark and is one of the most popular malls in Cheras.”

Established schools, medical facilities such as Pantai Cheras Medical Centre and Hospital UKM, and other amenities, have benefitted the people.

Other than traffic congestion and flash floods that occur in certain areas, Hum believes new developments are necessary to rejuvenate old areas such as Cheras and to refresh its demographic profile.

“I believe the government did its due diligence before approving certain projects. We just need to bear with the temporary inconveniences in order to enjoy the long-term benefits,” he says.



FOR SALE [in Cheras, Kuala Lumpur]**Prima Midah Heights**

Type: Condominium / serviced residence
Tenure: Freehold
Asking price: RM670,000
Built-up area: 1,461 sq ft
Bedroom(s): 4
Bathroom(s): 2
Description: Taman Midah is a self-contained community with banks, a Tesco Hypermarket, clinics, restaurants, colleges and Taman Tasik Permaisuri and Pudu Ulu Park. It is walking distance to Hospital Universiti Kebangsaan Malaysia (HUKM) and Tesco Extra. This well-kept unit is fully renovated with built-in kitchen cabinets, dry and wet kitchens and plaster ceiling. All bedrooms have built-in wardrobes. Equipped with air conditioners, water heater and furniture.
Agent / negotiator: Irene Chua of Leaders Real Estate
Tel: (012) 222 5187
Email: irenechua888828@gmail.com

**Amaya Maluri**

Type: Condominium / serviced residence
Tenure: Leasehold
Asking price: RM710,000
Built-up area: 920 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Mid-floor unit with air conditioning and a pool view.
Agent / negotiator: Alex Yip of ECG Affirm Holdings Sdn Bhd
Tel: (016) 517 8626
Email: alexyipprop@gmail.com

**Amaya Maluri**

Type: Condominium / serviced residence
Tenure: Leasehold
Asking price: RM680,000
Built-up area: 920 sq ft
Bedroom(s): 2 + 1
Bathroom(s): 2
Description: High-floor corner unit with pool view and two parking bays. Amenities nearby include Aeon mall, Cheras Badminton Stadium, Pudu Ulu Park, SRK Yaacob Latiff, SMK Cochrane, SMK Convent Jalan Peel.

Accessible via LRT, Kesas Highway, MRR2 and Cheras Highway, NKVE, KL-Putrajaya Highway, SMART Tunnel.
Agent / negotiator: Ray Chua of Reapfield Properties (Puchong)
Tel: (016) 311 0142
Email: raychua@reapfield.com

**Ketumbar Hill**

Type: Condominium / serviced residence
Tenure: Freehold
Asking price: RM485,000
Built-up area: 755 sq ft
Bedroom(s): 2
Bathroom(s): 2
Description: Fully furnished unit with pool view being sold lock, stock and barrel! Comes with two air conditioners, 42in Samsung LED TV, Sony DVD player, water heater, kitchen cabinets with hood and hob, washing machine and refrigerator. Excellent move-in condition. One parking bay.
Agent / negotiator: Vincent Chiew Kok Hoong of Reapfield Properties
Tel: (016) 223 2608
Email: vincentchiew@reapfield.com

**Prisma Perdana**

Type: Condominium / serviced residence
Tenure: Freehold
Asking price: RM350,000
Built-up area: 817 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Located in Taman Midah. One parking bay. Strata title issued. Renovated and in move-in condition.
Agent / negotiator: Irene Chua of Leaders Real Estate
Tel: (012) 222 5187
Email: irenechua888828@gmail.com

**Prisma Perdana**

Type: Condominium / serviced residence

Tenure: Freehold
Asking price: RM385,000
Built-up area: 835 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Block A unit with built-in kitchen cabinet and water heater. Well-kept and in move-in condition. Facilities include swimming pool, 24-hour security, mini market, playground, tennis court and covered car park. Banks, schools, clinics nearby. Walking distance to HUKM. Tesco is a 15-minute drive away. Easily accessible via MRR2, Salak Expressway and Cheras-Kajang Highway.
Agent / negotiator: Krystal Tiew of Twincrest Properties
Tel: (012) 311 1712
Email: krystc@gmail.com

Ketumbar Hill

Type: Condominium / serviced residence
Tenure: Freehold
Asking price: RM388,000
Built-up area: 750 sq ft
Bedroom(s): 2
Bathroom(s): 2
Description: Partly furnished, second-floor unit in Block G. Currently tenanted.
Agent / negotiator: Wesley Wong Tat Sin of Reapfield Properties (KL) Sdn Bhd
Tel: (012) 391 1269
Email: wesleywong@reapfield.com

Amaya Maluri

Type: Condominium / serviced residence
Tenure: Leasehold
Asking price: RM720,000
Built-up area: 920 sq ft
Bedroom(s): 2
Bathroom(s): 2
Description: The unit has a balcony, air-conditioning and city view.
Agent / negotiator: Alex Yip of ECG Affirm Holdings Sdn Bhd
Tel: (016) 517 8626
Email: alexyipprop@gmail.com

**V Residence Sunway Velocity**

Type: Condominium / serviced residence
Tenure: Freehold
Asking price: RM1,100,000
Built-up area: 915 sq ft
Bedroom(s): 2
Bathroom(s): 2
Description: Brand new serviced residence near LRT and future MRT.
Agent / negotiator: Denyse Low of Ace Realty
Tel: (013) 331 4113
Email: denyse_low@yahoo.com

FOR RENT [in Cheras, Kuala Lumpur]**Amaya Maluri**

Type: Condominium / serviced residence
Tenure: Leasehold
Asking rent: RM2,500
Built-up area: 719 sq ft
Bedroom(s): 1+1
Bathroom(s): 2
Description: Amaya Maluri is located one minute from Aeon mall, five minutes to banks and cafes, 10 minutes to Times Square and Pavilion Bukit Bintang and 15 minutes to KLCC. Fully furnished unit.
Agent / negotiator: Mabel Soh of GS Realty Sdn Bhd
Tel: (010) 234 2468
Email: e3ling88@gmail.com

Amaya Maluri

Type: Condominium / serviced residence
Tenure: Leasehold
Asking rent: RM2,200
Built-up area: 719 sq ft
Bedroom(s): 1
Bathroom(s): 1
Description: Fully furnished unit. Project is in a good location five minutes to the LRT station and one minute to Aeon. View to appreciate.
Agent / negotiator: Paris Lum of Reapfield Properties (KL) Sdn Bhd
Tel: (016) 676 8959
Email: parislum@yahoo.com

Amaya Maluri

Type: Condominium / serviced residence
Asking rent: RM2,700
Built-up area: 920 sq ft
Bedroom(s): 2
Bathroom(s): 2
Description: Fully furnished with brand new furnishings, fridge, washing machine, LCD TV, etc. Suitable for singles or couples. Within walking distance of Aeon Maluri (Jusco) and Maluri LRT. Surrounded by shops, banks, restaurants; 10-minute drive to Bukit Bintang and KLCC.
Agent / negotiator: Laura Ho of Reapfield Properties (KL) Sdn Bhd
Tel: (016) 916 6068
Email: laura@reapfield.com

Pertama Residency

Type: Condominium / serviced residence
Tenure: Freehold
Asking rent: RM1,800
Built-up area: 650 sq ft
Bathroom(s): 1
Description: High-floor, luxury studio unit, tastefully renovated and interior designed with brand new furnishing. Move-in condition. Fully furnished, including built-in TV cabinet, 32in LCD TV, two air conditioners, washing machine with dryer, fridge, kitchen hood, jacuzzi and water heater. KLCC view. CCTV surveillance, 24-hour security and full facilities. Within walking distance of Maluri LRT station and Jusco Taman Maluri.
Agent / negotiator: Michael Chai of Platinum Properties World Sdn Bhd
Tel: (016) 233 6932

Email: michaelchai@gmail.com
Pertama Residency

Type: Condominium / serviced residence
Tenure: Leasehold
Asking rent: RM1,800
Built-up size: 610 sq ft
Bathroom(s): 1
Description: High-floor studio unit, fully furnished.
Agent / negotiator: Paris Lum of Reapfield Properties (KL) Sdn Bhd
Tel: (016) 676 8959
Email: parislum@yahoo.com

V Residence Sunway Velocity

Type: Condominium / serviced residence
Tenure: Freehold
Asking rent: RM3,300
Built-up area: 915 sq ft
Bedroom(s): 2
Bathroom(s): 2
Description: Brand-new serviced residence near LRT and future MRT; partly or fully furnished.
Agent / negotiator: Denyse Low of Ace Realty
Tel: (013) 331 4113
Email: denyse_low@yahoo.com

Connaught Avenue

Type: Condominium / serviced residence
Tenure: Leasehold
Asking rent: RM1,800
Built-up area: 920 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Fully furnished mid-floor unit with balcony and KL city view. Equipped with air conditioners, cooker hood, hob and water heater.
Agent / negotiator: Debbie Wong of Property Exchange
Tel: (012) 390 5010
Email: debbiwongsm@gmail.com

Sky Vista Residensi

Type: Condominium / serviced residence
Tenure: Freehold
Asking rent: RM2,500
Built-up area: 1,450 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Freehold condominium on elevated land boasting KLCC and city centre views. Plenty of amenities nearby, including SMK Sri Bintang Utara and SMK Cheras. Facilities include sauna, children's playground, function hall, infinity pool, BBQ area, nursery and 24-hour security.
Agent / negotiator: Diana Ng of Metro Homes Sdn Bhd (Cheras Selatan)
Tel: (016) 216 9919
Email: diana.ng11@yahoo.com

Win a RM1m prize voucher to buy a Mah Sing dream home

Contest sounds too good, but it's true. Join now while there's still time.

BY TAN AI LENG

It may sound too good to be true but with just a few clicks, you could be on your way to winning a RM1 million prize voucher to purchase your Mah Sing dream home.

A collaboration between The Edge Media Group and Mah Sing Group, the online contest will close on July 31. Thousands of participants from Malaysia and Singapore have taken part since the contest started on June 20.

After the closing date, 21 selected finalists will battle it out in the grand finale, dubbed "Survivor Challenge" — a mix of simple knowledge and physical games — at Mah Sing's Southville City@KL South in Bangi, Selangor, on Aug 22.

The Edge-Mah Sing Millionaire Contest web page features a list of interesting online activities, which participants can take part in to gain tokens. The higher the number of tokens they have, the higher their chances of being selected as one of the finalists. The finalists will be revealed on Aug 14.

Mah Sing chief executive officer (CEO) Ng Chai Yong says, "This contest is about making someone's dream of owning a premier lifestyle property come true. And that is exactly what it is — there are no strings attached ...



PHOTO BY KENNY YAP

From left: Mah Sing commercial COO Andy Chua, The Edge Communications managing director Au Foong Yee, Mah Sing marketing and special projects deputy general manager Rachel Leong, Ng, Ho, Mah Sing corporate communications general manager Lyanna Tew and The Edge Media Group senior managing editor Azam Aris during the official launch of The Edge-Mah Sing Millionaire Contest.

one does not need to be a customer of Mah Sing or The Edge to participate."

He emphasises that participation in the contest is free of charge. Basically, anyone can be a millionaire.

"We are also hopeful that through this contest, we will be able to make a positive change and difference in someone's life. I think the highlight for us will be seeing the smile on the winner's face," he says.

The Edge Media Group publisher and group CEO Ho Kay Tat concurs. "We are very excited about the over-

whelming response we have been getting for this contest. The grand prize voucher for a Mah Sing dream home has definitely attracted a sizeable number of participants, making it THE contest of the year.

"We have also seen that through this contest, more and more people are learning about the vast array of proprietary news, research, data, analytics and tools available on theedgeproperty.com."

The contest is open to all Malaysians and permanent residents in

Malaysia as well as Singaporeans and permanent residents in Singapore aged 21 years and above.

Participants must register at theedgeproperty.com and use the Fair Value tool before moving on to the dedicated contest page on Mah Sing's website, where they will have to take part in several online games and activities to collect tokens.

While most participants are awed by the main prize, some are sceptical about their chances of winning and they think that the prizes would be

won only by those who have close relations with Mah Sing employees.

However, the terms and conditions of the contest clearly state: Employees of The Edge and Mah Sing Group and their immediate family members as well as representatives and service providers of both companies are not eligible to participate.

The contest marks the 21-year business relationship between the two companies. It is also creating greater awareness of what Mah Sing has to offer.

With an established presence of more than 20 years in the property development industry, Mah Sing has a wide range of residential projects in the Klang Valley, Johor Baru, Penang and Sabah for the winner to choose from.

The contest will also provide participants with the opportunity to try out theedgeproperty.com Fair Value tool — to find out the fair value of any property based on actual transacted prices.

This comprehensive online property platform offers a full range of analytical tools, including indicative valuations, past transactions, rental rates, trends and hot spots and new project launches.

This article first appeared in City & Country, the property pullout of The Edge Malaysia.

Showcase of Mah Sing's million-ringgit dream homes

Icon Residence, Mont'Kiara, Kuala Lumpur

Icon Residence is strategically located in one of the Klang Valley's most sought-after locations and a symbol of an unparalleled urban lifestyle. Offering excellent accessibility, the development comprises three towers and 1 to 4+1-bedroom units with different layouts to suit different lifestyles.



Aspen@Garden Residence, Cyberjaya

Aspen@Garden Residence is the fourth precinct of the Garden Residence. The 69 limited-edition 3½-storey bungalows are designed as dream homes for multi-generational families and come with 9+1 bedrooms and 9 bathrooms. With a built-up of 7,796 sq ft, each home has open plan interiors. Residents are also provided with a luxurious dedicated entertainment floor with a rooftop garden and an outdoor Jacuzzi.



Ambrosia@Kinrara Residence, Puchong

Ambrosia@Kinrara Residence offers exclusive 66 three-storey superior semi-detached bungalows with a built-up of



4,468 sq ft each and 79 three-storey executive bungalows with built-ups of 5,688 sq ft onwards. Kinrara Residence is a mixed-use development located in the fast-growing Puchong township. It is also situated next to the pristine Ayer Hitam Forest Reserve.

Icon City, Petaling Jaya

Icon Residenz is one of the components of Icon City — an integrated development comprising a retail mall, shopoffices, office towers and a hotel. Located at the intersection of Federal Highway and Lebuhraya Damansara-Puchong, Icon Residenz offers residents the opportunity to live in the tallest residential tower in Petaling Jaya.

The Loft@Southbay City, Penang

Strategically located in Bayan Lepas, Penang, The Loft@Southbay City has 156 serviced suites in two towers. The freehold luxury suites offer six layout types of 3 and

3+1-bedrooms, with built-ups of 1,378 to 1,680 sq ft.

The Meridin@Medini, Johor

Meridin Suites Residences is part of The Meridin@Medini development, located in the heart of Medini in Iskandar Malaysia. The project is a stone's throw from Legoland and the upcoming financial hub, Medini Business. It offers flexible spaces with choices from 1 to 4+1-bedroom layouts, with built-ups of 521 to 2,134 sq ft.



The Residences@Sutera Avenue, Sabah

The Residences comprises contemporary serviced apartments atop the 2-storey Festive Retail Mall. It offers three types of layouts — 1+1, 2 and 2+1 bedrooms with built-ups of 726 to 1,220 sq ft. Sutera Avenue sits on 4.26 acres (1.7239ha) of prime land in Kota Kinabalu, fronting Kota Kinabalu's Coastal Highway and just 3.9km from the Kota Kinabalu International Airport.



Make yourself at home

Realtors share tricks of the trade when showing off a home to potential buyers

BY LIM KIAN WEI

Selling a home can be challenging as potential buyers are not easy to please. If you are looking to sell and open up your house for scrutiny by eagle-eyed customers, it pays to be prepared.

Property agents have shared some tricks of the trade with *The Edge Property* on how to make the buyer's visit more comfortable and raise your chances of closing the deal.

One easy thing to do, property agents say, is to open all the doors and windows to allow more ventilation and sunlight into the home, which helps the home look brighter and homely.

However, on a hot and humid day, turn on all the air conditioners, fans and lights to show they are in good working condition.

Then put on some music. Cornerstone Realty senior team leader Wong Yau Long says that a home could be more attractive to buyers with some music because it sets them at ease — with the right kind of music, of course.

"If you want to make the house more homely and soothing, you can turn on some soft [piano] music," he tells *The Edge Property*.

There are some things that should be taken care of way before the house is open for viewing, for instance, when the property needs a new paint job. "When repainting, use a light neutral colour such as beige to make the home look brighter," says Wong.



Potential homebuyers tend to buy a house based on their emotions.

However, minor retouching works over small stains on walls can be done by using paint of a similar colour.

He emphasises that it is important for the seller to fix roof and pipe leakages, broken lights, plumbing and others. Otherwise, these will deter potential homebuyers.

"If they come in and see the house dirty, holes everywhere, leaking taps, light bulbs not working and untidy, then the chance that they would buy is very low.

"We want to make sure that when they come in the house feels very comfortable, like a home," he says.

It also helps to replace table cloths and curtains with fresh ones, or even place fresh flowers and nice paintings on the wall for decoration on viewing day.

Universal Properties team leader A Ganesan tells *The Edge Property* that cleanliness is important to potential buyers.

"[We must] ensure the house is clean

and presentable. Switch on the lights, air the house by opening doors and windows. Light up a fragrant scent and turn on some light music. If the house comes with a water feature, turn it on too," Ganesan says.

He adds that potential homebuyers tend to buy a house based on their emotions.

"Buyers usually pay attention to the good features and the condition of the house. Sometimes, they may express concern over a remodelling or renovation done on the house while some people will look at the feng shui or vastu aspects of the house. In conclusion, buyers are more receptive to the emotions evoked or the good feeling they get from the house and its surroundings."

Real Estate Finders (MY) Sdn Bhd business development director Patrick Low says cleaning or fixing less-seen items such as kitchen cabinets is necessary as well.

"We make sure that if we have kitchen cabinets, we [open] them all to let the own-

ers have a look. For most old houses, the kitchen cabinets are dirty. If possible, we would ask the owner to [clean and] repair them," he says, adding that customers won't mind paying a little more for property they feel comfortable in.

He notes that on a windy day, slamming doors could startle potential buyers. He suggests installing or placing rubber stoppers to prevent this from happening.

If you're an agent, Low says meeting the homeowner at the house may increase the chance of selling it. He says it will help the potential buyer feel at ease and understand why the owner has decided to sell the home.

"Everyone is looking for a good shelter; the feeling of being at home is important. Let the buyer sit back and view the home and don't hard sell the property. Just treat your client as [your] friend and as an intelligent prospect, [and they will] come back to you," says Low.

Open house tips

1. Open all doors and windows to allow more ventilation and sunlight
2. Turn on all air conditioners, fans and lights to show they are in working condition
3. Turn on soft music to set a comfortable mood
4. Turn on water features, if any
5. Replace old table cloths and curtains if necessary
6. Repaint walls with neutral colours
7. Touch-up stains with paint of the same colour
8. Place flowers and hang paintings as decoration
9. Fix roof and pipe leakages
10. Fix broken doors, cabinets and cracks
11. Clean and tidy the house, including cabinets and wardrobes
12. Use fragrant incense, perfume or air purifiers
13. Install rubber door stoppers where necessary
14. Meet the homeowner to understand why the owner wants to sell the home
15. Never, ever hard sell the property



Wong: We want to make sure that when they come in the house feels very comfortable, like a home. Photo by Cornerstone Realty



Ganesan: Buyers are more receptive to the emotions evoked or the good feeling they get from the house. Photo by Peshen Sharma



Low: Let the buyer sit back and view the home and don't hard sell the property. Photo by Real Estate Finders



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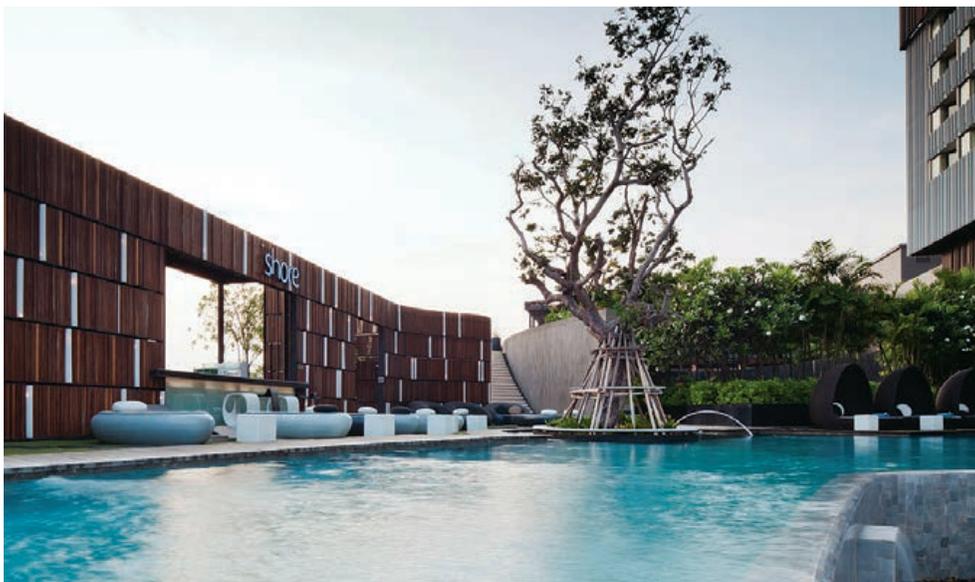
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01

Sustainable living through landscape architecture

Thai landscape designer Pok Kobkongsanti shares his views on landscaping and the environment



02



03

BY LIM KIAN WEI

Landscape architecture is no longer about beautifying a space with greenery, it is also about improving the environment and contributing to sustainable development, says Bangkok-based Terrains + Open Space (TROP) design director Pok Kobkongsanti.

"It's about [being] environment-friendly. You can help reduce heat and water consumption. Nowadays, landscaping is not for beauty anymore. It has evolved into a 'machine' that makes the environment better," Pok tells *The Edge Property* when he was in Kuala Lumpur on June 23.

The humble 39-year old founded TROP in 2007 as a landscape architectural design studio and has since undertaken projects that include hospitality, residential, commercial and installation design.

Due to growing concerns about the environment such as global warming and the Indonesian forest fires, Pok sees landscape architects playing a more significant role in creating cool and sustainable environments.

He notes that landscape architecture is not merely about planting green, but also a holistic approach to complement a building on various aspects — including architecture, interior design, engineering, marketing as well as the clients' needs.

"You have to understand the architecture, the interior design, and engineering, the clients' needs and marketing. So, it mixes everyone together. Landscape architecture is the one which is going to connect the architecture and the earth. If you don't understand that, then you will only do your own thing — which may not be a good idea. Although we want to make our garden look good, the garden needs to have a purpose," he says.

Pok was born in Thailand to Chinese parents. He has an immense passion for drawing, and pursued a degree course in landscape architecture at Chulalongkorn University in Thailand.

"At the time, I did not even know architecture, let alone landscape. I thought my drawing skills were good enough to help me survive the course. However, it was not. I learnt that designing is a totally different art from drawing. So, I studied hard and eventually, I got better in design, which led me to where I am today," says Pok.

He then furthered his studies at the Harvard University, Graduate School of Design and graduated with a Masters of Landscape Architecture in Urban Design in 2000.

His first project at TROP was the Hilton Hotel Pattaya in Chonburi, Thailand which bagged the Thailand Property Awards for Best Landscape Design. The project was completed in 2010 and marked his "first milestone".

His other significant landscaping projects include a 446-unit condominium called Quattro by Thai developer Sansiri,

01. A view of Hilton Pattaya in Chonburi, Thailand. **Photos by TROP**

02. Hilton Pattaya swimming pool area.

03. Quattro is a 446-unit condominium in Bangkok, Thailand which is developed by Thai developer Sansiri.



04

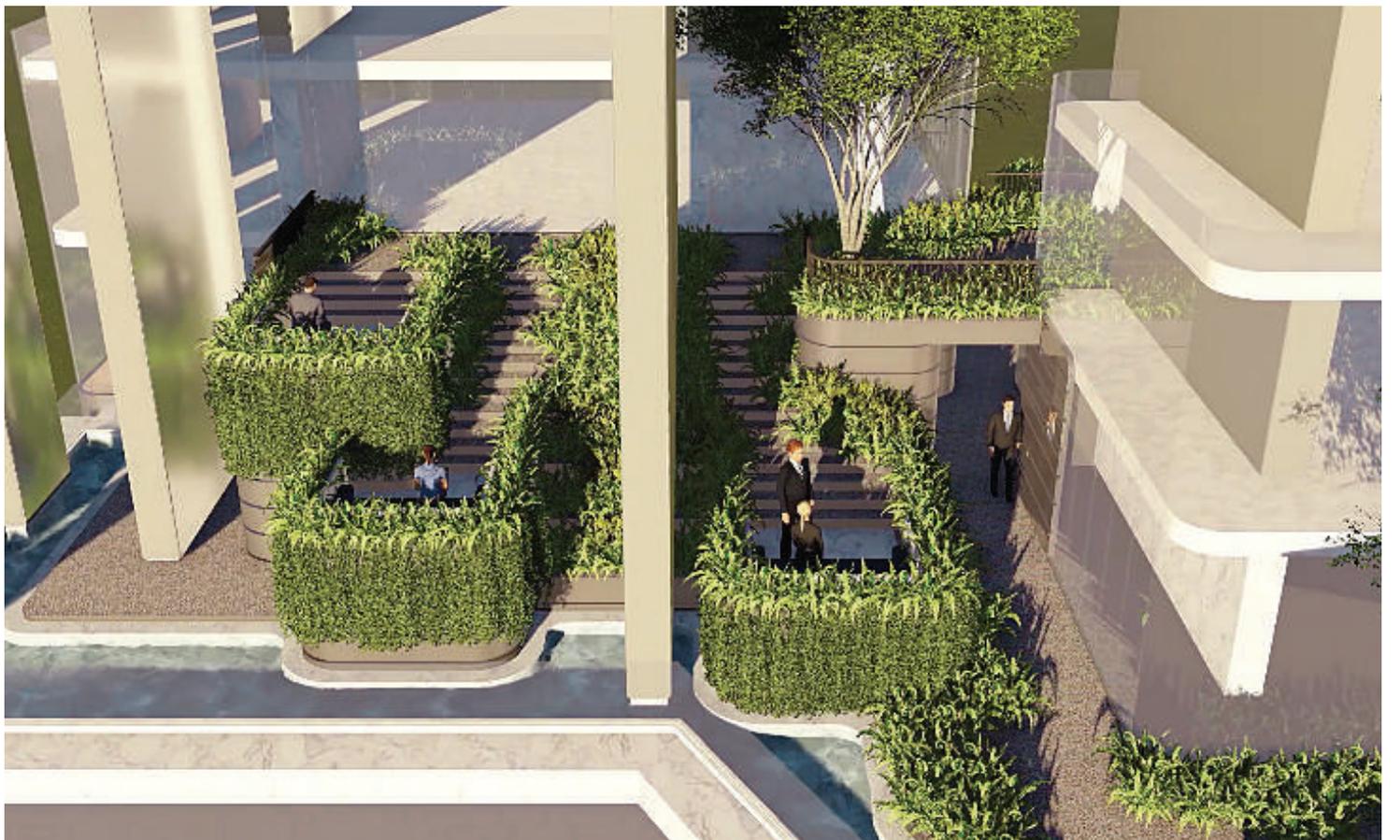
04. Quattro's party deck area.

05. Pok: Every project that achieves the concept that we imagined is our accomplishment. **Photo by Kenny Yap/The Edge Property**

06. 8 Conlay, Pok's first Malaysian project in Kuala Lumpur features a vertical park at level 44.



05



06

and Singapore's Changi Airport. Both projects won the American Society of Landscape Architects Award, which honours the best landscape architecture around the globe.

He says winning an award is a huge bonus but it isn't his priority.

"Every project that achieves the concept that we imagined is our accomplishment. It doesn't matter if this project gets an award or not. To me, if it got built exactly how we had in mind, then we think that is a success," he says.

8 Conlay

Pok recently made his debut in Kuala Lumpur as the landscape designer of luxury development 8 Conlay.

8 Conlay is a RM4 billion project by KSK Land Sdn Bhd. The 1.6ha freehold mixed-use project comprises two towers of serviced apartments, a hotel tower and a retail component located along Jalan Conlay, Kuala Lumpur.

He will be designing the 44th and 26th floors that connect both towers. Level 44 features a vertical park that resembles a rainforest while level 26 features a main swimming pool area with the design inspired by dew drops.

"This is not a typical building, but a twisting building. Engineering-wise, it's very hard to do," he says about 8 Conlay's architecture.

He describes the landscape design as "minimalist and simple with only the things

that you need. In some developments there are so many things going on in one small garden design. But here, we only keep the core of the design." He adds that the walls will have reflective elements, which maximise sunlight into the building.

No short cuts in life

Pok foresees the architecture arena becoming more competitive in future. "I think it's getting much more advanced than 10 years ago. People are looking for new ideas, new things so it's a pressure for designers. Every year, we have to come up with new moves that haven't been done before. On the whole, it's a good thing because we are not getting comfortable. You have to find a better way to work [and] to come up with

new and innovative designs."

Pok says younger architects need to be patient and work hard to deliver. "You have to work very hard, because you cannot get better in one or two years. Basically, you have to collect experience; there's no short cut. You have to work hard every single day. If you do that, you know you are going to be much better than last year. But you cannot be good overnight."

Moving forward, Pok has a number of projects on his plate. "We are working on a couple of high-end residential projects in Bangkok and China. These include Ashton Chula-Silom and Ashton Residence 41 (both developed by Ananda Development Pcl), which are getting a lot of attention in Thailand."

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