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EP4 FEATURE

**Nail-biting finish to The Edge-Mah Sing Millionaire Contest**



EP9 FEATURE

**Creating something special for landed home buyers**



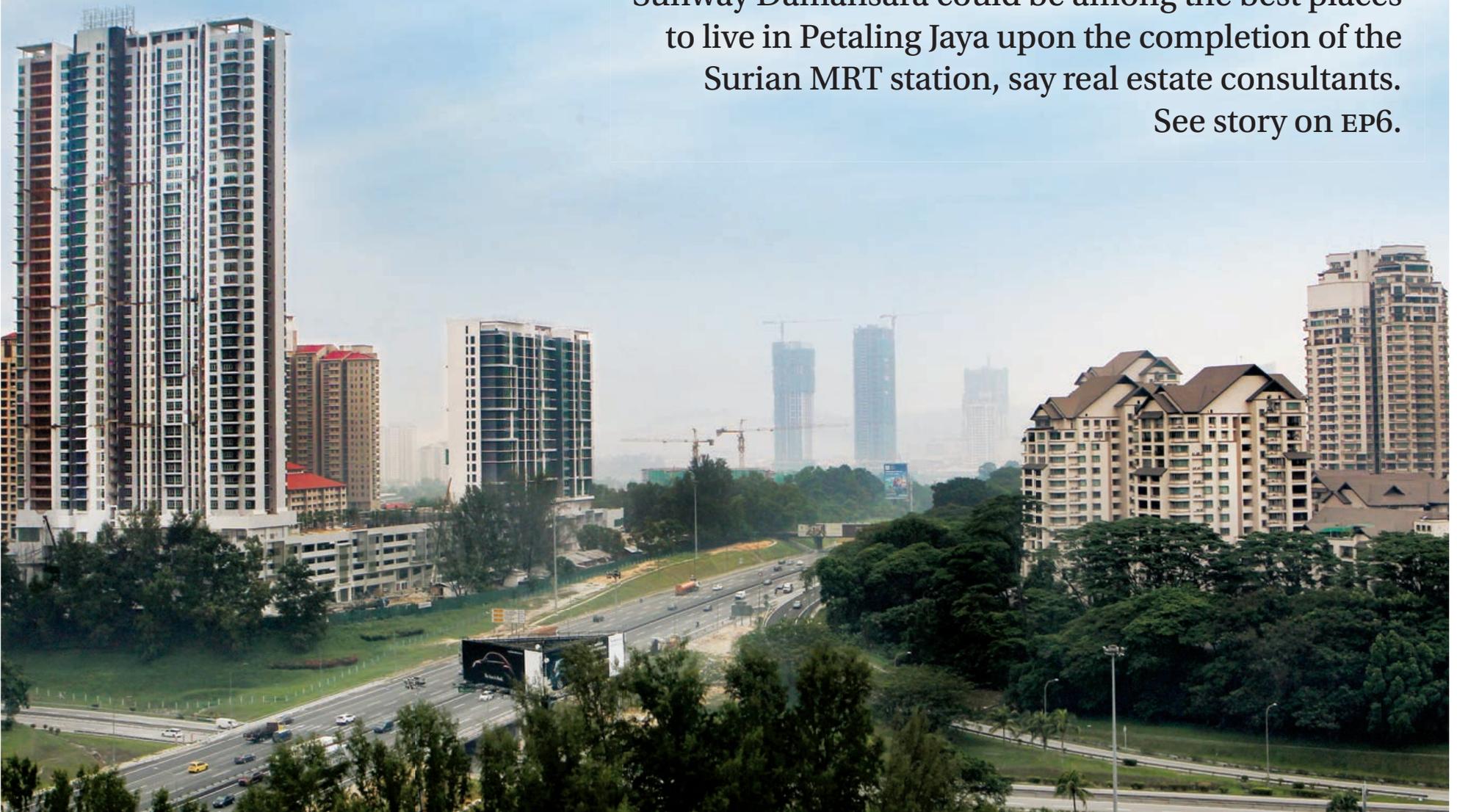
EP10 HOME IDEAS

**Island chic**

# TIME TO SHINE

The affluent enclaves of Tropicana and Sunway Damansara could be among the best places to live in Petaling Jaya upon the completion of the Surian MRT station, say real estate consultants.

See story on EP6.



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Penang secondary market housing prices to rise



Kota Damansara rises higher

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## NEWS ROUNDUP

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### Tropicana Metropark's third phase to be unveiled in October

Tropicana Corporation Bhd expects to unveil the first commercial component for its integrated development Tropicana Metropark in October, said Tropicana Corp head of marketing and sales Ung Lay Ting in a press statement on Aug 21.

The commercial lots will be the third phase of the RM7.2 billion, 88-acre freehold Tropicana Metropark in Subang Jaya, which is being developed over five phases.

To date, Metropark's first phase, Pandora Serviced Residences, is 98% sold while the second phase, Paloma Serviced Residences and Courtyard Villas, is 70% taken up.

Pandora Serviced Residences was launched in 2013 and has a gross development value (GDV) of RM365 million.

It comprises 627 units of studio, 2-bedroom and 3-bedroom apartments in a 25-storey tower. The units have a built-up area of between 599 sq ft and 1,288 sq ft. Pandora Serviced Residences will be completed in 2016.

Paloma Services Residences and Courtyard Villas has a GDV of RM465 million. It will comprise two serviced residential towers with a total of 587 units. The units have a built-up area of between 609 sq ft and 1,309 sq ft. Launch prices start at RM650,000. Courtyard Villas consists of 16 duplex units of between 2,400 sq ft and 2,674 sq ft.



### Seremban's Suriaman 3 phase one launch scheduled for mid-September

Matrix Concepts Holdings Bhd plans to launch Suriaman 3, a new phase in its Bandar Seri Sendayan township in Seremban, Negeri Sembilan, in mid-September.

According to a spokesperson of the developer, Suriaman 3 is a two-storey superlink project which comprises 385 units and has a GDV of RM300 million.

The superlink houses will have a built-up area of 2,766 sq ft, four bedrooms and four bathrooms. Selling prices start at RM563,000.

Among the project's facilities are an Olympic-size swimming pool, a fully equipped gymnasium and a 10-lane bowling alley in the clubhouse.



### Aman Central mall opens in Alor Setar on Oct 1

The Aman Central shopping mall

in Alor Setar, Kedah, is set to open its doors on Oct 1.

Belleview Group managing director Datuk Sonny Ho said the shopping mall was expected to attract customers from Kedah, Perlis and southern Thailand.

Ho said he was confident that the mall, located directly opposite the iconic Alor Setar Tower, would be the desired retail, dining and entertainment destination for northern Malaysians and southern Thais.

According to Ho, the company is holding many pre-opening promotions in southern Thailand to ensure Aman Central Mall and Alor Setar Tower become major tourist attractions in Kedah.

With a GDV of RM500 million, Aman Central will house many firsts in Kedah, with brands such as H&M, Uniqlo, Guess, Padini, Starbucks, Pandora and Baskin Robbins.

Ho said the mall would also have a special zone called "the mini shop" for 60 local traders.

### Mah Sing revises sales target to RM2.3b for 2015

Mah Sing Group Bhd has revised its sales target for the year to RM2.3 billion from RM3.4 billion amid a softer market, according to a company statement on Aug 26.

Due to weak economic conditions and housebuyers taking a wait-and-see approach, the company expects the weak sentiment to last longer than the originally expected six to nine months.

For these reasons, Mah Sing has also scaled back the value of its launches to RM2 billion from RM3.4 billion.

The group notes that it has a "strong portfolio of projects" for its landbank, with a GDV of RM26.4 billion, most of which are at the planning and introductory stage.

Mah Sing has unbilled sales of RM4.8 billion, which means it has a total remaining GDV and unbilled sales of RM31.2 billion, providing growth and earnings

visibility for at least the next six to eight years, it said.

The group also announced that it had rescinded the purchase of an 88.7-acre parcel in Puchong for RM656.9 million.

### Kwasa Land awards Project R2-1 to Naza TTDI

Kwasa Land Sdn Bhd, the master developer of Kwasa Damansara, has awarded the residential 12.7-acre Project R2-1 in the 2,330-acre township to Naza TTDI Sdn Bhd, Kwasa Land said in a statement on Aug 26.

Kwasa Land, a unit of the Employee Provident Fund, describes the land parcel as "extremely strategic" given that it is just 200m away from the area's commercial district, where two MRT stations will be located.

"The independent evaluation panel has opined that the bid offered a good net present value return to Kwasa Land at approximately RM88 million, or equivalent to RM160 psf," said Kwasa Land managing director Datuk Mohd Lotfy Mohd Noh.

"The bid by Naza TTDI delivered on the desired criteria set by Kwasa Land. The independent evaluation panel is confident that the proposed contemporary living concept and the pricing strategy, best meet market expectations," he added.

The highlights of Naza TTDI's winning bid are a thematic park, contemporary designs, private green courtyards and recreational club facilities.

The developer had proposed a gated community with residences in clusters of four homes, with each unit enjoying an open corner that enables generous daylight penetration and views, a feature Kwasa Land thought would be much sought-after by buyers.

Naza TTDI had also proposed to allocate over 1.8 acres for a central park, a vehicle-free zone that will be linked to the 42-acre Urban Park — Kwasa Damansara's largest park.

## LAUNCHES & EVENTS

If you have any real estate-related events, email us at [propertyeditor@bizedge.com](mailto:propertyeditor@bizedge.com). Events listed here will also appear on [theedgeproperty.com](http://theedgeproperty.com).



### Launch of Final Tower of Savanna Executive Suites@Southville City

Date: Tomorrow (Aug 29)  
Venue: Southville City, Bangi Sales Gallery, Selangor

Time: 10am to 7pm

Contact: (017) 273 8888  
Mah Sing Group Bhd launches the final tower of Savanna Executive Suites@Southville City. Tower D2 will be open for sale this weekend. The 467 units have a built-up area of between 956 sq

ft and 1,017 sq ft, with selling prices starting at RM559,000, or RM590 psf. The development has a recreational podium and a host of modern lifestyle facilities. All apartments are equipped with four air-conditioning units and two water heaters.

### Merdekaraya Celebration at Taman Seri Impian

Date: Tomorrow (Aug 29)

Venue: Impiana Bayu 2 show house, Taman Seri Impian, Kluang, Johor

Time: 6pm

Contact: (016) 661 2286  
Matrix Concepts Holdings Bhd invites everyone to celebrate the 58th national day this weekend at its Impiana Bayu 2 show house in Taman Seri Impian, Kluang. Besides buffet dinner, there will be a fireworks show, lucky draw

and cultural dances. Taman Seri Impian is easily reached via Jalan Kluang-Bandar Tenggara and is well connected to the proposed Kluang-Pasir Gudang Expressway.



### Launch of Camwood@Taman Pelangi Indah, Johor

Date: Sept 5

Venue: Pelangi Indah Sales Gallery, Taman Pelangi Indah, Johor Bahru

Time: 10am to 5pm

Contact: (07) 861 0555 Developed by Yukong Development Pte Ltd, a subsidiary of I&P Group, Camwood has 174 units of 2-storey terraced houses with a built-up area of between 1,710 sq ft and 2,006 sq ft. The freehold gated development is located in Ulu Tiram, Johor, 19km from Johor Bahru.

### HOMELove: Home and Living Exhibition 2015

Date: Sept 4 to 6

Venue: Spice (Pisa) Arena, Penang

Time: 11am to 9pm

Contact: (03) 8737 3323

This free-admission event is the place to source for everything that makes a house a home. Besides furniture and home decor items, there is also a 'Super Deals Guaranteed' programme. Be sure to keep an eye out for the Super Deals Guaranteed Tag.

# Industry should push for IBS, says KRI

Industrialised building systems will help developers stay competitive

BY RACHEAL LEE

KUALA LUMPUR: The local property development and construction industry should push for industrialised building systems (IBS) to stay competitive amid an influx of international firms.

Speaking to reporters after the launch of the “Making Housing Affordable” report recently, Khazanah Research Institute’s (KRI) director of research for cities programme Dr Suraya Ismail urged developers to demand for IBS as the current construction method “won’t bring in profit for long”.

She added that the industry has been talking about IBS for a long time, but not many projects of this type have been implemented because the indus-

try is concerned about faulty designs and buildings from IBS.

“When foreign contractors come here, they will surely bring in the system,” she added.

“[To push for IBS], we should do a pilot project to show the people that this system works here. And then we train the people with the skills needed.”

KRI cities programme director of research Dr. Suraya Ismail at the press conference after the launch of the *Making Housing Affordable* report. Photo by Suhaimi Yusuf



According to the Construction Industry Development Board (CIDB), IBS refers to a technique of construction whereby components are manufactured in a controlled environment, either onsite or offsite, then placed and assembled into construction works. It is also known as pre-fabricated construction, Modern Method of Construction (MMC) or offsite construction.

The “Making Housing Affordable” report takes an in-depth look into housing affordability in Malaysia in the context of housing as an economic sector, and calls for shifting the focus of housing policy from demand-led initiatives to reducing inefficiencies in housing supply.

The report stated that property prices in Malaysia’s housing market is deemed “seriously unaffordable”, where the median house price is 4.4 times the median annual household income of RM55,020.

According to the report, the signal of a well-functioning market is when the median

price of the whole housing market is three times the median gross annual household income.

The report shows that in 2014, Terengganu, Kuala Lumpur, Penang and Sabah fell into the “severely unaffordable” category, with median all-house prices of RM250,000 (5.5 times the Terengganu median annual household income of RM45,324); RM490,000 (5.4 times the KL median annual household income of RM91,440); RM295,000 (5.2 times the Penang median annual household income of RM56,424) and RM230,000 (5.1 times the Sabah median annual household income of RM44,940) respectively.

Meanwhile, Johor fell into the “seriously unaffordable” category with a median all-house price of RM260,000, or 4.2 times the state’s median annual income of RM62,364. Selangor is deemed as “moderately unaffordable” with a median all-house price of RM300,000, or 4.0 times the Selangor annual median income of RM74,568.

## UEM Sunrise launches rewards campaign

BY ZATIL HUSNA WAN FAUZI

KUALA LUMPUR: UEM Sunrise Bhd has launched a customer rewards campaign called Signature Selection that will run from Sep 1 to Oct 31.

The campaign will offer discounts and rebates on purchases of selected UEM Sunrise products during the period, and lucky buyers stand a chance to win cars and holiday vouchers.

“We understand that it’s a tough market now but we believe this gives us the opportunity to entice potential buyers,” said UEM Sunrise CEO and managing director, Anwar Syahrin Abdul Ajib at a press conference to launch the campaign yesterday.

Signature Selection comprises its central and southern products.

The group’s central products include 11 Mont’Kiara and Residensi 22 Mont’Kiara, as well as Symphony Hill’s Schubert 2 and 4 (2-storey terraced houses), Schumann 2 (2-storey terraced houses) and Beethoven (3-storey semi-detached houses) in Cyber-

jaya and Verdi eco-dominiums.

Its southern products are East Ledang Lakeside Twin Villa (2-storey semi-dees), Regent’s Park (bungalows), Residensi Ledang (townhouses), Noble Park (2-storey bungalows), Impiana (condominiums), Nusa Idaman (2-storey semi-dees and 2-storey terraced houses), Nusa Bayu (apartments and 2-storey terraced houses), as well as Estuari Gardens (2-storey terraced houses) and Teega (condominiums), which are located in Puteri Harbour.

There are 60 cars to be given away, such as a Jaguar XF, Range Rover Evoque, Mercedes C200, Mercedes A250, and Honda Jazz.

The campaign’s other prizes include holiday vouchers worth between RM25,000 and RM50,000.

“This is an opportunity for us to reward and thank our loyal customers, who we refer to as Tresorians, for their support throughout the year. It’s also a chance for us to recruit new members to experience the Tresor Card,” said UEM Sunrise acting chief marketing officer Zaidil Hanief Mohamad Zaidi.



Sky Villas is part of 16 Quartz residential development. Photo by Mitraland Group

## Mitraland to unveil Sky Villas@16 Quartz in mid-Sept

BY TAN AI LENG

PETALING JAYA: Mitraland Group Sdn Bhd plans to launch its Sky Villas @ 16 Quartz at Taman Melawati, Gombak, on September 4.

Mitraland’s sales and marketing general manager Eddie Wong told *Property+* this low-density, high-rise project comprises 36 residential units with a built-up area of between 1,430 sq ft and 1,560 sq ft.

The average selling price is RM600 to RM700 psf, translating into a gross development value of RM38 million.

There will be one 11-storey block which consists of two storeys of parking podium and nine storeys of residences.

“The project started two years ago and

was completed this month. During the preview event, we received overwhelming response from homebuyers, and some of them are ready to purchase a unit once the project is launched,” he says.

This build-then-sell project is the final phase of the 16 Quartz residential development — an 8.63-acre landed villas project with a GDV of RM200 million — which consists of 81 units of three-storey courtyard homes and four-storey zero-lot villas.

This entire gated project has been completed by the middle of August.

The facilities in 16 Quartz include a 25m infinity pool, wading pool, playground, pool terrace, viewing deck, BBQ deck, gymnasium, games room, pantry and function room.



From left: UEM Sunrise chief finance officer Azhar Othman, Anwar and Zaidil. Photo by Haris Hassan

PHOTOS BY MOHD IZWAN MOHD NAZAM, KENNY YAP, CHU JUCK SENG &amp; PATRICK GOH



Lim with Au Foong Yee, The Edge Communications Sdn Bhd and The Edge Property managing director (left) and Ng Chai Yong, Mah Sing Group chief executive officer at the prize-giving ceremony.

# Nail-biting finish to The Edge-Mah Sing Millionaire Contest

The grand finale on Aug 22 saw Brian Lim emerge as the newest millionaire in town

BY TAN AI LENG

The clouds drifted across a clear blue sky as 21 chosen finalists battled it out to become the winner of The Edge-Mah Sing Millionaire Contest. Organised by The Edge Media Group and Mah Sing Group Bhd, the finale took place at the Southville City @ KL South sales gallery in Bangi, Selangor, on Aug 22.

The finalists were Megat Syahir Megat Ahmad Azizuddin, Edmund Tan Chee Keong, Alex Hoe Kian Siong, Mohd Syahrul Azlan Rezhuan, Guan Shen Shen, Irwan Jemakun, Mohd Isa Khadis, Naveendran Shahol Hamid, Alvin Dickson anak Paul Joko, Heng Hiang Gek, Woon Yann Woan, Hong Lih Chun, Tham Wei Wei, Caroline Chan Mei Lin, Lau Joo Poh, Brian Lim Choon Wah, Wong Kah Yee, Soh Siew Hoon, Vanessa Mering, Abdul Rasyid Abdul Rahim and Liew Hui Wen.

Registration started at 8am and the finalists, along with their families, were excited and nervous about what awaited them. There were four rounds, the first three of which saw the number of finalists reduced from 21 to

15, then to 10 and finally, five, who went on to compete in the final round to determine who would take home the grand prize of a RM1 million prize voucher.

In the first round, there were three games — Ping Pong Popcorn, Nutcracker and Bottle Shaker. Most of the finalists faced difficulties in the Nutcracker challenge where they had to stack up eight lug nuts, using only a stick in one hand.

Retired medical technologist Soh Siew Hoon, 60, who was the oldest finalist, said the game was too tough for her as her hand kept shaking.

"This is my first time participating in outdoor games such as this. It is a special experience and I really enjoyed it," she said.

The second round comprised two games — Ring Toss and All in One. The latter required swift movements as the finalists had to remove cardboard sheets that had been placed between stacked cups without any cups falling. Only 10 finalists managed to complete the challenges.

There were also two games in the third round, Go Distant and Rice Puzzle, with the latter taking a long time. As the minutes



The Southville City @ KL South sales gallery, the venue of the finale



Watch a short video on  
**The Edge-Mah Sing Millionaire  
Challenge this Saturday!** at  
[www.theedgeproperty.com](http://www.theedgeproperty.com).

ticked away, it was anyone's game.

In the end, Brian Lim Choon Wah, Hong Lih Chun, Guan Shen Shen, Tham Wei Wei and Caroline Chan Mei Lin completed the third round and went on to the final round.

By then, only three games — Spoon Frog, Five Forward and Sand Bag Throw — stood between them and the grand prize. Hong immediately leapt to the lead and made it to the last game but was defeated by Lim, who successfully toppled a pyramid of cardboard boxes using the sandbags given.

Lim told us a few days after the event that, after discussing it with his family, he had

decided to use his RM1 million gift voucher to purchase a one-bedroom unit at Icon Residence in Mont'Kiara, Kuala Lumpur.

"I am so excited about owning a home. I never expected this day to come so fast. I will keep the unit for my own stay," he said.

He added that the potential for capital appreciation and strategic location were the main reasons he chose Icon Residence. The unit he chose costs slightly above RM1 million but he does not mind paying a few thousand ringgit himself to own it.

Congratulations to Malaysia's newest millionaire!



01. The finalists before the first round with Mah Sing Group CEO Ng Chai Yong (in red) and The Edge Communications Sdn Bhd and The Edge Property managing director Au Foong Yee (in dark top).
02. Lim knocks off all the blue boxes in the final game of Round 4.
03. Finalist Megat Syahir Megat Ahmad Azizuddin with his family.
04. A finalist facing difficulty in the Rice Puzzle game.
05. The Nutcracker game in Round 1.
06. The Lim family celebrating the win together.
07. The All in One event in Round 2.
08. The Ring Toss game in Round 2.

01



02



03



04



05



06



07



08

An overview of Tropicana and Sunway Damansara. Photos by Patrick Goh/The Edge Property



# Affluent appeal

Property values in Tropicana and South Sunway Damansara in Petaling Jaya, Selangor are likely to pick up upon the completion of the MRT line. The affluent address will continue to draw homebuyers

BY RACHEL CHEW

Ever since the Tropicana Golf & Country Resort opened in 1996, Petaling Jaya's PJU 3, PJU 4 and PJU 5 areas (see map) adjacent to the golf resort residential enclave have been considered as part of what is now popularly known as the Tropicana enclave.

Tropicana and the adjacent Sunway Damansara are straddled by Kota Damansara, Bandar Utama and Kelana Jaya. Developed mostly by Tropicana Corp Bhd (Tropicana) and Sunway Bhd (Sunway Damansara), the area is dominated by the exclusive Tropicana Golf & Country Resort and Tropicana Indah Resort Homes, offering two golf courses and good access to the amenities in neighbouring Kota Damansara, and the New Klang Valley Expressway (NKVE).

Tropicana Golf & Country Resort is a 625-acre gated and guarded community which is now home to multinational residents attracted to resort-style living set amidst rolling green, and anchored by the 380,000-sq ft Tropicana Clubhouse with the 27-hole East and West championship golf courses adjacent to it. Meanwhile, Tropicana Indah Resort Homes is located on 409 acres of prime land with abundant natural greenery, right next to the Tropicana Golf & Country Resort. The resort development comprises over 1,700 residential units, business parks and smart schools.

The Tropicana area is now a trendy address that consists a mix of high-end residences such as bungalows, luxury high-rises with several older low to medium-cost apartments as well as terraced houses.

Property prices in Tropicana and Sunway



Tropicana Golf & Country Resort is the main landmark.

Damansara have increased tremendously over the past decade as more people become attracted by the amenities offered in the vicinity, including higher education institutions, hospitals, commercial areas, malls and the soon-to-be completed mass rapid transit (MRT) station.

According to theedgeproperty.com's analysis of transactions from 2012 to 3Q2014, prices of properties in both Tropicana and Sunway Damansara have moved up significantly.

The data shows that home values have been buoyed by the growing number of amenities in the area as well as in nearby Kota Damansara. One strong catalyst is the construction of the MRT line in this part of the Klang Valley.

As of 3Q2014, the average transacted price for non-landed residential property in Tropicana and Sunway Damansara reached RM539 psf, up 10.5% from RM488 psf in 3Q2013. This followed even stronger growth of 23.1% in the preceding year.

Director of LaurelCap Sdn Bhd Stanley Toh says Tropicana has been a hot pick for prop-

erty buyers in Petaling Jaya due to its location.

"Generally, Tropicana and Sunway Damansara are sought-after locations in Petaling Jaya, because they are surrounded by many established and vibrant residential and commercial developments such as Bandar Utama, Damansara Utama, Damansara Jaya and Kota Damansara," says Toh, adding that the current average transaction price psf of high-rise homes has hit RM550 to RM650 psf.

## 'Yet to shine'

Although Tropicana and Sunway Damansara are mature townships with a full range of amenities, real estate agent Vincent Lim of Rina Properties Sdn Bhd does not recommend investing in the area unless buyers have strong holding power.

"I will not deny that property investors are constantly attracted to Tropicana and Sunway Damansara, but most of them are only surveying [the area]. The current property market situation in the said areas is one

where supply is more than demand," says Lim, who specialises in the area.

"There has been a real slowdown here since the implementation of the Goods and Services Tax, as buyers turn cautious and tend to wait and watch the market. I don't think the average transacted price psf has increased very significantly since last year. This may be good news to homebuyers, but not to investors," Lim adds.

One reason there is more supply than demand in the area is because of low rental yields, which Lim says is less than 5% on average. The area deters tenants due to the current bad road conditions as well as dusty and noisy environment as a result of the MRT line construction. The traffic congestion doesn't help as well.

"Some of my clients are letting go of their units because they've failed to find tenants. One unit has been empty for the past six months. He's selling slightly under market value now, but that is because he's the first owner of the unit in a new development," Lim notes.

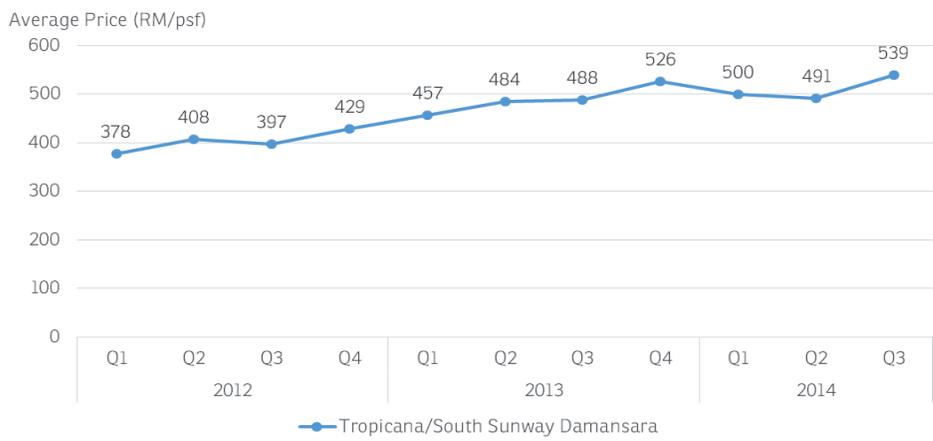
"I will not recommend investors, espe-



The soon-to-be completed Surian MRT station.

Source: theedgeproperty.com

**Chart 1: Tropicana/South Sunway Damansara non-landed residential average price**



**Map of Tropicana/South Sunway Damansara**



SHAHNIN YAHYA/THE EDGE PROPERTY



Toh: The average price psf will hit near the RM1,000 psf mark.



Chan: This is an opportunity to look into sub-sale properties.



Lim: Tropicana and Sunway Damansara are yet to shine.

cially those looking for instant returns, to get a unit here even though now is possibly the right time and right price to get one, if one has strong holding power. For those looking to own their own home, now could also be the best time to get a unit," Lim advises.

After all, Lim describes Tropicana and Sunway Damansara as "one of the best places to live" in Petaling Jaya given the ample amenities in and around them, as well as their connectivity to several highways, such as the NKVE, Puchala Link and Lebuhraya Damansara-Puchong.

"Indeed, Tropicana and Sunway Damansara are nice places to live, work and play. The RM580 to RM620 average price psf is very reasonable for what they can offer. I believe anyone can tell the average price psf will definitely surge up once the MRT is completed, which will not only ease traffic flow and improve the current environment but also bring more people into the area.

"If you think Tropicana and Sunway Damansara's property market is shining, I would say it has yet to shine, but very soon," says Lim.

Meanwhile CBD Properties (KD) Sdn Bhd executive director Daphne Chan concurs that the current housing rental market in Tropicana

and Sunway Damansara is slow, with the average rental yield at 3% to 4%.

"Generally, rental yield is low in the eyes of investors in view of the elevated property values in the area. On the other hand, investors have benefitted from capital appreciation of their properties, especially with the development of Tropicana Gardens and the MRT station," Chan says.

She added that a few non-landed homes recorded price drops of between 4% and 13% in July last year. According to theedgeproperty.com data, as at 3Q2014, Casa Indah 1 and 2 were transacted at an average RM627 psf and RM555 psf, respectively. However, Chan observes that as of July 2015, the average transacted prices for Casa Indah 1 and 2 have dropped to RM593 psf and RM546 psf, respectively.

Both Casa Indah 1 and 2 were developed by Tropicana Corp and completed in 2006 and 2008. The two high-density condos sit side-by-side on Persiaran Surian where the MRT station is under construction, hence their current unpopularity.

However, Chan notices that overall sub-sale prices of non-landed homes in Tropicana and Sunway Damansara are slowly



Casa Indah 1 and 2 are on Persiaran Surian, where the MRT station is under construction.



Tropicana Gardens will set a new price benchmark for the Tropicana area.



Permai Apartment is one of the least expensive projects in the area.

catching up with new project launch prices, such as Tropicana Gardens, where units are selling at over RM1,000 psf.

"There is an opportunity for buyers [in] sub-sale properties, as values are keeping pace with new project prices," Chan says.

Tropicana Gardens is an integrated mixed-use development project by Tropicana Corp strategically located on Persiaran Surian. The project consists of shopping mall, hotel, offices and serviced residences. It is linked to the MRT station.

LaurelCap's Toh agrees that the average price psf of non-landed homes in Tropicana and Sunway Damansara will increase. "The average price psf will hit near the RM1,000 psf mark in the near future as seen in the sale of the third tower of Tropicana Gardens, the Cyperus," Toh says.

The Cyperus was launched in November last year. It has a total of 406 units with an average selling price of RM1,257 psf. According to Tropicana Corp, it has been 80% sold so far.

However, Toh does not deny the current low rental yields. Besides traffic congestion, more supply of high-rise homes is coming on stream.

"Apart from Cyperus@Tropicana Gardens, other upcoming projects in the surrounding vicinity are Maisson@Ara Damansara and Lumi Tropicana," Toh reveals.

The mid-cost, high-rise residential Maisson developed by Newfields Property Management Sdn Bhd is scheduled for completion in March 2017. It has a total 1,247 units of between 500 sq ft and 1,549 sq ft. Selling prices start at RM360,000. Lumi Tropicana has 744 units of serviced residences, 68 soho units and 30,000 sq ft of retail space. The developer, Thriven Global Bhd, is planning an official launch for the last quarter of this year.

**Old is gold**

Toh believes the affluence of the general area will be very appealing to potential buyers in the longer term. The short supply of landed

properties in the vicinity will also help raise demand for non-landed ones in the area.

"The landed properties in the area run into millions of ringgit and are out of reach for many, hence the apartments and condominiums are the next best things," says Toh.

"I do not think the price [of non-landed homes] in the area will drop, but it will not increase as dramatically compared with three to four years ago. The MRT station will help boost rental yield slightly, in a gradual manner," Toh notes, adding that the main investment return will still fall to capital appreciation.

CBD Properties' Chan sees the older developments offering greater growth prospects.

"There are some popular non-landed homes, such as Pelangi Apartment, Opal Damansara and Casa Tropicana offering positive price growth ranging from 1% to 10% in the month of July 2015 due to their lower price points," Chan notes. Also popular are Permai Apartment and Bayu Puteri Apartment, which are currently selling at RM256 psf and RM574 psf respectively, compared with RM202 psf and RM470 psf in

3Q2014, as recorded by theedgeproperty.com. Both properties are low-density, and located near highways, malls, schools and colleges.

Higher-end high-rises that are showing strong appreciation include Opal Damansara (RM600 psf) and Casa Tropicana (RM600 psf), says Chan.

Opal Damansara is a semidee-concept high-rise developed by Sunway City Sdn Bhd. It consists of 248 units of standard apartments, duplexes and penthouses. It was completed at the end of 2007. The launch price for this development was RM270 psf.

Casa Tropicana is a neo classical-inspired condominium jointly developed by LBS Bina Group, Tropicana Corp and Tropicana Golf and Country Resort Bhd. It comprises five blocks, the first four of which were completed in March 2008, and the last in May 2013. The launch price for this development was RM200 psf.

See property listings for this area on **Market Watch EP8**

Go to [theedgeproperty.com](http://theedgeproperty.com) for more listings

## FOR SALE [in Tropicana and Sunway Damansara, Selangor]



### Tropicana Grande

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking price:** RM2,600,000  
**Built-up area:** 3,666 sq ft  
**Bedroom(s):** 5  
**Bathroom(s):** 6

**Description:** High-floor, partly furnished unit with three parking bays. Grand entrance with private lift lobby, golf club and pool view, and 24-hour security. Other facilities include par course, landscaped garden, pond, reflexology garden, playground, Infinity pool, Jacuzzi, gym, tennis court, half basketball court and nursery. Tropicana Grande is a luxury high-rise with a view of Tropicana Golf & Country Resort golf course. Short drive to 1Utama, Sunway Giza, Giant Kota Damansara, The Curve, Tesco Damansara and Tropicana City Mall; 2km from future MRT station near Sunway Giza.

**Agent/negotiator:** Mohamed Zulhilmi of Reapfield Properties Sdn Bhd  
**Tel:** (019) 200 0121  
**Email:** hilmi@reapfield.com

### Casa Tropicana

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking price:** RM790,000  
**Built-up area:** 985 sq ft  
**Bedroom(s):** 2  
**Bathroom(s):** 2

**Description:** Casa Tropicana is located in the Tropicana enclave. Walking distance to Secret Recipe, MJ Cafe, 7-Eleven, grocery stores, etc. Located near 1Utama, The Curve and Tesco. Easily accessed from Kota Damansara and Bandar Utama; Jalan Tropicana Utara leads to Sprint Highway, to Damansara Heights, Bangsar, Mont'Kiara, Jalan Duta and KL. LDP leads to Sunway, Subang, Puchong and Kepong. NKVE leads to Klang, Ipoh, Rawang and Jalan Duta, and connects to Duke. Facilities: swimming pool, spa, gym, multi-purpose hall, badminton courts, launderette, function room, sauna, jogging track, par course, putting green, playground, tennis court, 24-hour security. Unit comes with air-conditioning, cooker hob/hood, jacuzzi, water heater, city/park/pool views.

**Agent/negotiator:** Lionel Khoo of Total Realty Sdn Bhd  
**Tel:** (018) 288 8821  
**Email:** lionel\_khoo@yahoo.com

### Casa Tropicana

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking price:** RM1,080,000  
**Built-up area:** 1,410 sq ft  
**Bedroom(s):** 4  
**Bathroom(s):** 3  
**Description:** Unit in Block E with golf course view. Facilities:

24-hour security, function room, playground, gym, badminton courts, tennis court, half basketball court and foot reflexology path. Located within Tropicana Golf & Country Resort, with views of manicured lawns. Well connected to major highways such as NKVE, SPRINT and LDP. Most units have splendid views of the golf course.

**Agent/negotiator:** Billy Tan of BT Properties  
**Tel:** (012) 379 9368  
**Email:** btproperties07@gmail.com

### Bayu Puteri Apartment

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking price:** RM500,000  
**Built-up area:** 850 sq ft  
**Bedroom(s):** 3  
**Bathroom(s):** 2



**Description:** Covered car parks, gym, mini market, playground, swimming pool, sauna, barbecue area, badminton court, tennis court, 24-hour security, and CCTV surveillance. Accessibility: Tropicana Golf Club, Damansara Uptown, SS2, Kelana Jaya LRT station, SunwayMas Commercial Centre, NKVE Highway, 10-minute drive to DUKE, LDP and Sprint Highway.

**Agent/negotiator:** Joanne Goh of Hartamas Real Estate (Malaysia) Sdn Bhd  
**Tel:** (016) 993 6565  
**Email:** sunee30jan@gmail.com

### Mutiara Oriental

**Type:** Condominium/ serviced residence  
**Tenure:** Freehold  
**Asking price:** RM1,388,000  
**Built-up area:** 2,970 sq ft  
**Bedroom(s):** 5  
**Bathroom(s):** 4  
**Description:** Spacious duplex condo in an established and convenient residential address with easy access to amenities and other parts of Klang Valley via LDP and NKVE. Comprehensive condo facilities. High-floor unit with nice pool/ Petaling Jaya view. Comes with three car parks. Recently refurbished.

**Agent/negotiator:** Lorna Lim of NTC Estate Agency Services  
**Tel:** (012) 204 8864  
**Email:** lornalimsf@gmail.com

### Casa Indah 1

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking price:** RM700,000  
**Built-up area:** 1,047 sq ft  
**Bedroom(s):** 2 + 1  
**Bathroom(s):** 2  
**Description:** High-floor, partly furnished, with two parking bays. Located opposite Sunway Giza, near amenities.

**Agent/negotiator:** Joanne Than of Hartamas Real Estate (Malaysia) Sdn Bhd  
**Tel:** (016) 626 8226  
**Email:** joannethan@hartamas.com

### Opal Damansara

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking price:** RM780,000  
**Built-up area:** 1,140 sq ft  
**Bedroom(s):** 3  
**Bathroom(s):** 2  
**Description:** Fully furnished and renovated mid-floor unit. Comes with built-in wardrobe, wet and dry kitchen cabinets, bed, study



desk and plaster ceiling. Good condition, two parking bays.

**Agent/negotiator:** Tang of MIP Properties  
**Email:** chtang@mip.com.my  
**Tel:** (012) 273 2077

### Cita Damansara, Sunway Damansara

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking price:** RM950,000  
**Built-up area:** 2,200 sq ft  
**Bedroom(s):** 3  
**Bathroom(s):** 3  
**Description:** Duplex unit, beautifully renovated with five parking bays. Bank valuation obtained: RM1.1 million. Air conditioning, fans, wet and dry kitchen, cabinets, built-in wardrobes in all bedrooms, TV racks, built-in shoe cabinet, plaster ceiling throughout. Cita Damansara is a leasehold, low-density condominium in Sunway Damansara behind Opal Damansara and beside Challis Damansara.

**Agent/negotiator:** Claire Low of Suite Trade Properties Sdn Bhd  
**Tel:** (012) 218 5182  
**Email:** fayeedee@gmail.com

### Riana Green

**Type:** Condominium/ serviced residence  
**Asking price:** RM538,000  
**Built-up area:** 753 sq ft  
**Bedroom(s):** 1  
**Bathroom(s):** 1  
**Description:** Resort-style condominium with 24-hour security. Rows of eateries just next to the entrance. Adjacent to NKVE Kayu Ara exit. Subang airport: 4km. Access to Ampang, Gombak and Ulu Kelang via Duke, Damansara Heights and Bangsar via Sprint, LDP and Penchala Link.

**Agent/negotiator:** Zyta of Putra Realty  
**Tel:** (012) 778 3121  
**Email:** jokcs@yahoo.com

## FOR RENT [in Tropicana and Sunway Damansara]

### Tropicana Grande

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking rent:** RM7,000  
**Built-up area:** 2,733 sq ft  
**Bedroom(s):** 3 + 1  
**Bathroom(s):** 4 + 1  
**Description:** Fully furnished corner unit with nice golf course view. Balcony, maid's room, air conditioning, bathtub, cooker hob/ hood, intercom and water heater.  
**Agent/negotiator:** K H Goh of DTZ Nawawi Tie Leung Sdn Bhd  
**Tel:** (012) 268 5454  
**Email:** gohworkmail@gmail.com

### Casa Tropicana

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking rent:** RM1,900  
**Built-up area:** 900 sq ft  
**Bedroom(s):** 2  
**Bathroom(s):** 2  
**Description:** Partly furnished unit.  
**Agent/negotiator:** Melissa Kee of Tech Realtors Properties Sdn Bhd  
**Tel:** (012) 631 7270  
**Email:** melissakee@gmail.com

### Mutiara Oriental

**Type:** Condominium/ serviced residence  
**Asking rent:** RM2,000  
**Built-up area:** 1,208 sq ft  
**Bedroom(s):** 3  
**Bathroom(s):** 2  
**Description:** Tight security, one parking bay.  
**Agent/negotiator:** Zyta of Putra Realty  
**Tel:** (012) 778 3121  
**Email:** jokcs@yahoo.com

### Casa Indah 1

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking rent:** RM2,300  
**Built-up area:** 1,150 sq ft  
**Bedroom(s):** 3  
**Bathroom(s):** 2  
**Description:** Mid-floor unit with golf course view, fully furnished, including 32" TV, L-shape sofa. Clean and well kept. Next to future MRT station and opposite Sunway Giza. Casa Indah 1 is a high-density condominium in Tropicana Indah. Facilities: barbecue area, swimming pool, wading pool, gymnasium, covered parking, cafeteria, mini market, multi-purpose hall, kindergarten, playground, convenience store, 24-hour surveillance, CCTV in lift lobby and car park. Amenities: Dataran Sunway (banks, restaurants offices, clinics), Seri Selangor Golf Club, Tropicana Golf & Country Resort, SEGi College, Kolej Bandar Utama. Accessibility: LDP, NKVE, Penchala Link.  
**Agent/negotiator:** Billy Tan of BT Properties  
**Tel:** (012) 379 9368  
**Email:** btproperties07@gmail.com

### Casa Indah 2

**Type:** Condominium/ serviced residence  
**Asking rent:** RM2,600  
**Built-up area:** 1,422 sq ft  
**Bedroom(s):** 2 + 1  
**Bathroom(s):** 2  
**Description:** Furnished, high-floor corner unit with golf course view. One parking bay. Casa Indah 2 is in Tropicana Indah.

Comprises two 20-storey towers. Amenities: Selangor Science Park, Jelutong Park, Seri Selangor Golf Club, The Curve, Tesco, IKEA, 1Utama, SEGi College, Sri KDU, Kolej Bandar Utama (KBU) and SMK Seksyen 4 located nearby.

**Agent/negotiator:** Khairil Anwar Sirajudin of Chester Properties Sdn Bhd  
**Tel:** (013) 339 3009  
**Email:** kas.realty88@gmail.com

### Opal Damansara

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking rent:** RM2,400  
**Built-up area:** 1,420 sq ft  
**Bedroom(s):** 3  
**Bathroom(s):** 3  
**Description:** Nicely renovated, fully furnished unit in move-in condition. Low-floor unit, two parking bays. Opal Damansara is a low-density development with units nestled amidst lush landscaping. Well connected by multiple highways: NKVE, Sprint Highway, LDP; Jalan SS 21/64 (Jalan Damansara) via Jalan PJU 3/22.  
**Agent/negotiator:** Joelton Ooi of Oriental Realty  
**Tel:** (012) 623 6695  
**Email:** joelton.ad@orientalrealty.com.my

### Sunway Sutera Condominium

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking rent:** RM1,800  
**Built-up area:** 1,060 sq ft  
**Bedroom(s):** 3  
**Bathroom(s):** 2  
**Description:** Partly furnished high-level unit with garden view. Comes with two parking bays (covered and uncovered); washing machine and fridge included.  
**Agent/negotiator:** Taq Latif of MIP Properties  
**Tel:** (012) 613 1220  
**Email:** taqlatif@mipproperties.com.my

### Riana Green

**Type:** Condominium/ serviced residence  
**Tenure:** Leasehold  
**Asking rent:** RM1,450  
**Built-up area:** 650 sq ft  
**Bedroom(s):** 1  
**Bathroom(s):** 1  
**Description:** Fully furnished unit. Riana Green is one of the most sought-after resort home developments. Very near Tropicana Golf & Country Resort and Seri Selangor Golf Course. Walking distance to a Chinese primary school. Multi-level 24-hour security system with CCTVs and a naturally ventilated car park, infinity pool, playground, gym, barbecue pit, cafeteria, multi-purpose hall, convenience shops within condominium. Accessibility: NKVE, LDP, Sprint Highway, Kota Damansara Interchange and Penchala Link. Minutes from Sri KDU School, Tesco Hypermarket, Ikea, The Curve, 1Utama.  
**Agent/negotiator:** Sim of Gold Realty  
**Tel:** (012) 206 1988  
**Email:** sim0122061988@gmail.com



Chang (left) and Eco Majestic general manager Evon Yap are confident that 'The Limited Editions' houses will attract homebuyers. Photo by Sam Fong



An artist's impression of The Chateau at Eco Botanic, Iskandar Malaysia, Johor.

# Creating something special for landed home buyers

Eco World introduces one-of-a-kind homes with the park at your doorstep

BY TAN AI LENG

**E**co World Development Group Bhd is gaining the attention of homebuyers with its Limited Editions series of homes introduced recently.

With a total gross development value (GDV) of RM29.727 billion, The Limited Editions is a range of specially designed double-storey terraced houses based on a park home concept.

Marketed with the tagline, "Designed by desire", the design of these park homes are partly inspired by houses built in the olden days, with emphasis given to natural lighting, good ventilation and a façade that comfortably blends in with a green environment.

Eco World CEO Datuk Chang Khim Wah told *property+* that there are in total 1,144 units of such park homes to be offered in five of its property developments – two in the Klang Valley, two in Iskandar Malaysia, and one in Penang.

Sales of The Limited Editions started off with the launch of Belleza and Hermosa terraced villas in Eco Sanctuary, Kota Kemuning, Selangor, in June. Their built-up sizes range from 2,537sq ft to 2,741 sq ft, with selling prices starting at RM1.088 million.

Chang said the villas have received over-

whelming response from homebuyers. "Currently, 60% of the 358 units have been taken up."

The remaining four projects in this series will be launched over the next two months. The other The Limited Editions homes in the Klang Valley will be Phase 1 of Mellowood park homes at Eco Majestic, Semenyih, scheduled to be launched at the end of September. It will have 111 units of terraced houses selling from RM880,000. On mainland Penang, the developer plans to launch Northampton Terraces at Eco Meadows in September as well. There will be 375 units of the Limited Editions units with a minimum selling price of RM700,000.

Over in Iskandar Malaysia, Johor, 167 units of The Chateau in Eco Botanic will be launched in mid-September with selling prices starting at RM1.28 million. The Alton homes at Eco Summer will be launched end-September, offering 133 units of terraced houses starting at RM845,000.

Chang said the company began planning for The Limited Editions series since the end of last year. These special homes either form the final phase or are the only phase of terraced houses with the park home concept in their respective townships.

"That's why we called them The Limited Editions, as the design will not be repeated," Chang stressed.

Although The Limited Editions comprises only terraced houses, their design is totally different from the conventional terraced house we see in Malaysia. For instance, Chang explained that in the conventional terraced house, the car porch is often the first thing residents see when they open the main door to exit the house. The second thing they see is the road.

But at The Limited Editions park homes, the car porch and the road have been "relocated" to the back of the house. By doing so, the developer could use the area in front of the house to create thematic green spaces or parks so residents can enjoy fresh air and greenery right on their doorstep. Each park features walkways, cycling tracks and community gathering places. Children can move around safely in this park; there will be no cars in it.

The relocation of the car porch area is also for the convenience of its residents. For instance, they could carry their grocery shopping from the car straight into the kitchen, instead of the usual longer walk from the front door to the back of the house where the kitchen is.

All the homes are guarded, landed, strata property. "This offers a very conducive precinct living which most people can afford. The houses will carry the signature of an Eco World township, such as the big arch with se-

curity booth at the entrance, strong fencing and access to linear gardens," offered Chang.

"The Limited Editions series is designed to your heart's desire, where luxury and nature meet and interact, changing the way we perceive the world around us. Design and architecture blend seamlessly, elevating the charm and allure of these timeless homes," he added.

The company has previewed the projects to existing customers, some of whom have showed great interest. "Most potential buyers are people who are staying or working nearby; many of them are young couples or up-graders," he said.

Commenting on the soft market, Chang said developers must offer products with unique selling points to attract buyers, regardless.

"Especially when the market shrinks, you have to be the one the market chooses. Besides a unique design, security has also become another main concern for homebuyers. We are putting more effort into enhancing the security features of our projects, such as building strong fences," he shared.

Despite the softening market, Chang is confident that the unveiling of The Limited Editions park homes will contribute to revenue growth, placing the company on track to achieve its RM3 billion sales target for its financial year ended Oct 31, 2015.



The unique black and white design of Mellowood park homes in Eco Majestic, Semenyih, Selangor.



An artist's impression of Northampton Terraces at Eco Meadows, Penang.



An artist's impression of Hermosa terraced villas in Eco Sanctuary, Kota Kemuning, Selangor.

PHOTOS BY RAYMOND LEE



A large collection of products designed exclusively by Cush Cush using materials indigenous to Indonesia.



Rare giant jungle vines discovered in Sumba make excellent sculptures for big public spaces and homes.



Jindee and Suriawati Chua — the power pair behind the Cush Cush brand.



Large cushions made from rattan skin weaving and cotton featuring tribal motifs of Kalimantan.



Beautiful amenities made from sea bamboo and teak wood for the Chedi Andermatt Spa.



Organic shaped coffee tables crafted out of the roots of teak wood trees and director's chairs made from teak wood and canvas.

# Island chic

## Celebrating new design directions in Bali (Part 1)

After having been totally captivated on my first visit to the “Island of the Gods” in the late 80s, I’ve made it a point to visit at least once a year. A heady mix of local culture, customs and artistry are infused into the everyday life of its friendly people, a combination that has made Bali irresistible to visitors from around the world.

Transfixed by the allure of a tropical lifestyle and the availability of fine craftsmanship, many expatriates with an interest in design and décor have made Bali their home and a centre for great design and creativity. You’ll find a large variety of homeware stores, stylish boutiques for chic ready-to-wear apparel and Michelin-star worthy restaurants dotted all over this island. Among them are the affable husband and wife team of Jindee and Suriawati Chua, the creative source behind the local interior décor brand Cush Cush.

Jindee or JD as he’s known by his friends, is Malaysian, and Suriawati is Indonesian. They met at RMIT in Melbourne, Australia, while studying architecture and interior design respectively, and forged a great design partnership soon after graduation in 1999. Having set up their Bali design outfit based in Denpasar since 2002, their studio currently employs a team of more than 10 designers and coordinators.

Cush Cush design their own items and collaborate with many international designers to provide an extensive range of furniture, furnishings and décor pieces for the hospitality industry. Their furniture and



BY RAYMOND LEE

accessories can be found in many high-end hotels, resorts and restaurants in Japan, Singapore, China, Europe, the US and in Kuala Lumpur, Malaysia (at the Mandarin Oriental and the soon-to-open St Regis KL). Unfortunately, Cush Cush items are not available to the retail customer.

All items are made in Indonesia (mainly Bali and Java) using local products and craftsmen. They work with many varieties of local timber, shell, mother of pearl, shagreen, and the ever versatile coconut tree, while incorporating elements of brass, copper and bronze metal detailing.

“We see great potential in the traditional artisan crafts and natural materials found in Bali, Indonesia, and believe that they should be nurtured and celebrated,” says JD.

“With our love for design and crafting, we want to be a positive creative entity that elevates and redefines these crafts and materials ... creating products suitable for the contemporary interiors of today,” adds Suriawati.

One of the main factors that makes their works stand out is the commitment of JD and Suriawati to always provide elegance and quality to their craft. Cultivating an open dialogue with fellow designers also helps expand their creative endeavours.

Among their high-profile pieces is the stunning, long emerald table in the lobby of the Mandarin Oriental KL (commissioned by Design Wilkes). Another fascinating piece is the Papri brass console table designed in collaboration with Richard Farnell of Burega Farnell & Associates. Cush Cush had also designed a lovely case for Armani Fiori and sourced two giant Lychee Root sculptures for the Cheval Blanc Randheli Resort in Maldives.

During my recent time in Bali, I was also privileged to witness another example of the timelessness of Balinese décor and design at the recently opened Bambu restaurant in Seminyak. It showcases fine Indonesian cuisine and a very elegant and gracious décor style. A series of water features greets you the moment you step behind the façade wall at the entrance, which continues to surround the main dining hall and bar area. The main dining area, reminiscent of a traditional joglo pavilion, is painted white to enhance the light, airy feeling of the space. Faded cement tiles featuring geometric patterns grace the floors.

Many other charming design features such as the terracotta wall near the washrooms and framed antique textiles make Bambu a must-visit if you want to be inspired by the excellent interior design elements and delectable food.

Look out for Part 2 of my Bali design inspirations in September!

Raymond Lee is an interior designer and founder of Xceptional Interiors. He can be contacted at Email: [raymond@xceptional-interiors.com](mailto:raymond@xceptional-interiors.com) or check out [www.xceptional-interiors.com](http://www.xceptional-interiors.com)