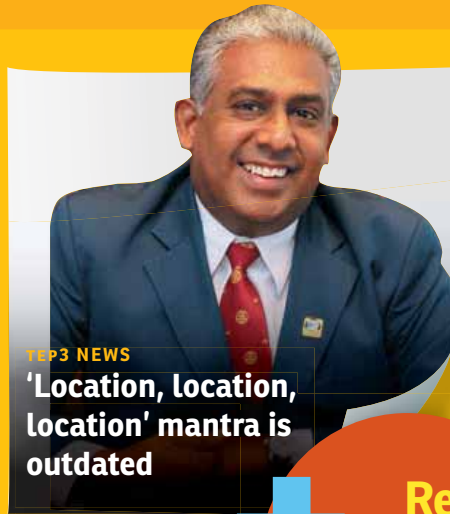


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ONLINE + OFFLINE



TEP3 NEWS
'Location, location, location' mantra is outdated



TEP3 NEWS
Gen-Y and Gen-X should work together to improve the industry

Read the full coverage at
TheEdgeProperty.com



TEP2 NEWS
First residential launch at Sunsuria City in 3Q2016



ENERGY EFFICIENT home features
TEP7 GREEN
6 reasons why you should choose energy-efficient homes

TECH VS AGENTS

Can the emergence of new media service applications replace the services of real estate agents? See story on **TEP 6 and 7.**

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First residential launch at Sunsuria City in 3Q2016

BY NATALIE KHOO

PETALING JAYA: Sunsuria Bhd is set to launch its first residential property at Sunsuria City before the end of the year.

The developer will be launching 663 apartment units and about 448 units of small office/home office (SoHos) at its 525-acre township in Putrajaya South, Salak Tinggi, in the third quarter (3Q2016), Sunsuria's director of sales and marketing Simon Kwan told TheEdgeProperty.com.

Sunsuria City has an estimated gross development value (GDV) of RM10 billion and comprises residential, mixed commercial, commercial and transit-oriented developments. There will be a proposed school, a recreational park, a university campus and an outlet mall.

"The three blocks of apartments have built-ups of 800 sq ft and are indicatively priced from RM380,000 while the SoHos will be priced from RM350,000," Kwan revealed. The developer is still deciding on the sizes of the SoHo units. Both projects are open for registration, said Kwan.

The apartments, with an estimated GDV of RM250.82 million,

40% of the 2 and 3-storey shop offices at its Jasper Square project have been taken-up since its launch in February



will be built on a 17.8-acre site.

The SoHos, with an estimated GDV of RM145 million, are part of a 7.4-acre mixed commercial development where the developer had launched 78 retail units last December. The retail units, with built-ups of 2,282 sq ft and above, and prices starting at RM1.9 million, have seen a take-up of 90%.

On its recent February launch of 86 units of 2 and 3-storey shop offices at its Jasper Square project, also in Sunsuria City, Kwan said about 40% have been taken up so far. The shop offices, which meas-

ure from 20ft by 65ft, are selling for RM1.5 million and above.

According to Kwan, Sunsuria City has excellent connectivity via several highways as well as public transport.

"The township is linked via an exit from the Putrajaya-Cyberjaya Expressway (FT29), which is connected to the North-South Central Link Expressway (ELITE). The Express Rail Link Salak Tinggi station is 28 minutes from the KL Sentral station and seven minutes from the

KLIA ERL station," he says.

"The township is 12km to KLIA, 38km to Taman Puchong Utama via the ELITE highway, 48km to KLCC via the MEX Highway, and 22km and 16km to Putrajaya and Cyberjaya via the Dengkil Bypass respectively," he added.

On the soft property market, Kwan believes it is due to factors such as difficulty in obtaining bank financing and a wait-and-see attitude by potential buyers. Nevertheless, he expects Sunsuria City to attract buyers with amenities such as the Xiamen University Malaysia campus in the heart of the township.

"The Xiamen campus will cater to more than 10,000 students in addition to about 40 universities and colleges within a 30km radius of the township," Kwan said.

Another attraction that is coming to the township is the Kuala Lumpur International Outlet (KLIO) mall, which is set to open by 2017.

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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**.

Property Investment Talk

Date: March 20 (Sun)
Time: 1pm to 3pm
Venue: Kinara Residence Clubhouse, Puchong (Multipurpose Hall) Jalan Du 1/5, Taman Damai Utama, Puchong, Selangor
Contact: (012) 400 2125 (Bryan)
RSVP by today to attend a talk by Dr Chong Kwai Fatt (Tax and GST consultant, advocate and solicitor) on how to maximise tax income savings from property investment. In conjunction with the talk, organiser Mah Sing Group Bhd will be showcasing its projects, including Garden Residence, Cyberjaya; Kinara Residence, Puchong; and M Residence 2, Rawang.

DIVO @ The Zizz Exclusive Showcase

Date: March 18-20 (Fri-Sun)
Time: 10am to 10pm (Fri-Sat), 10am to 7 pm (Sun)
Venue: The Zizz Sales Gallery, Jalan PJU 10/1A, Damansara Damai, Petaling Jaya
Jaya Megah Sdn Bhd is having a showcase to preview DIVO @



The Zizz; a serviced apartment with units from 695 sq ft and prices from RM332,000 including two parking bays for each unit.

Brisbane Prime Residential Projects Opening

Date: March 19 and 20 (Sat and Sun)
Time: 11am to 6pm
Venue: Royale Bintang The Curve, 6 Jalan PJU 7/3, Mutiara Damansara, PJ
Contact: (03) 6205 3115
Vanisha Real Estate Company unveils four major residential projects in Brisbane, Australia. The Park, Waterfront Apartment, Riveredge and Curwen on the Park offer luxury amenities, parkland and city skyline views. The projects are about 4km and 6km away from

the CBD and Queensland University of Technology respectively.

Seri Pajam Nusa 15 Official Launch



Date: March 27
Time: 10am to 6pm
Venue: Nusa Intan Show Unit, 233 Jalan Lavender Heights 2, Lavender Height Business Square, Seremban
Contact: (06) 678 2988
Stand a chance to receive a launch package of up to RM35,000 at the official launch of Nusa 15 in Seremban. The premium single storey terraced houses with 4 bedrooms and 3 bathrooms are priced from RM338,000.

Reapfield Property's Vila Elemen Open House

Date: March 26 and 27

Time: 10am to 5pm
Venue: Vila Elemen Sales Gallery and Show house, 21 Jalan Elemen 2, Vila Elemen, Kelab Golf Sultan Abdul Aziz Shah, Section 13, Shah Alam
Contact: (019) 210 9173 (Zura)
Reapfield Property Shah Alam is having a two-day open house to showcase Tekat Maju Sdn Bhd's Vila Elemen bungalow and semi-detached houses, which will be completed in 2017. Discounts will be given during the open house. Unit prices are from RM2.89 million to RM5.9 million. RSVP for attendance.

IOI Conezion units open for sale

Date: March 26 and 27
Time: 10am to 5pm
Venue: IOI Galleria @ IOI Resort City, Putrajaya
Contact: (03) 8947 8888
IOI Properties Bhd officially opens IOI Conezion at Two IOI Square, IOI Resort City, about 700m to IOI City Mall. It is offering retail, office and residential units for sale. A "buy now, pay later scheme" is available until end-March.



Malaysia's ultra rich favours property investments

BY RACHEL CHEW

KUALA LUMPUR: Knight Frank's The Wealth Report 2016 revealed that real estate remains the favourite investment asset for Asian ultra high net worth individuals (UHNWIs), especially Malaysians.

According to the recently released report, 65% of Malaysian UHNWIs have increased their property investment allocation in the past 10 years and a similar percentage are ready to increase their allocation for properties in the next 10 years. This is the highest rate among the 14 countries covered in the survey.

Malaysian UHNWIs ranked the most loyal property investor with 39% of them planning to buy properties locally and overseas this year. This exceeds the 29% global average. The top three overseas property investment destinations for Malaysian UHNWIs are Melbourne, Australia; London, UK; and Singapore.

At a media briefing on the report on Tuesday, Knight Frank

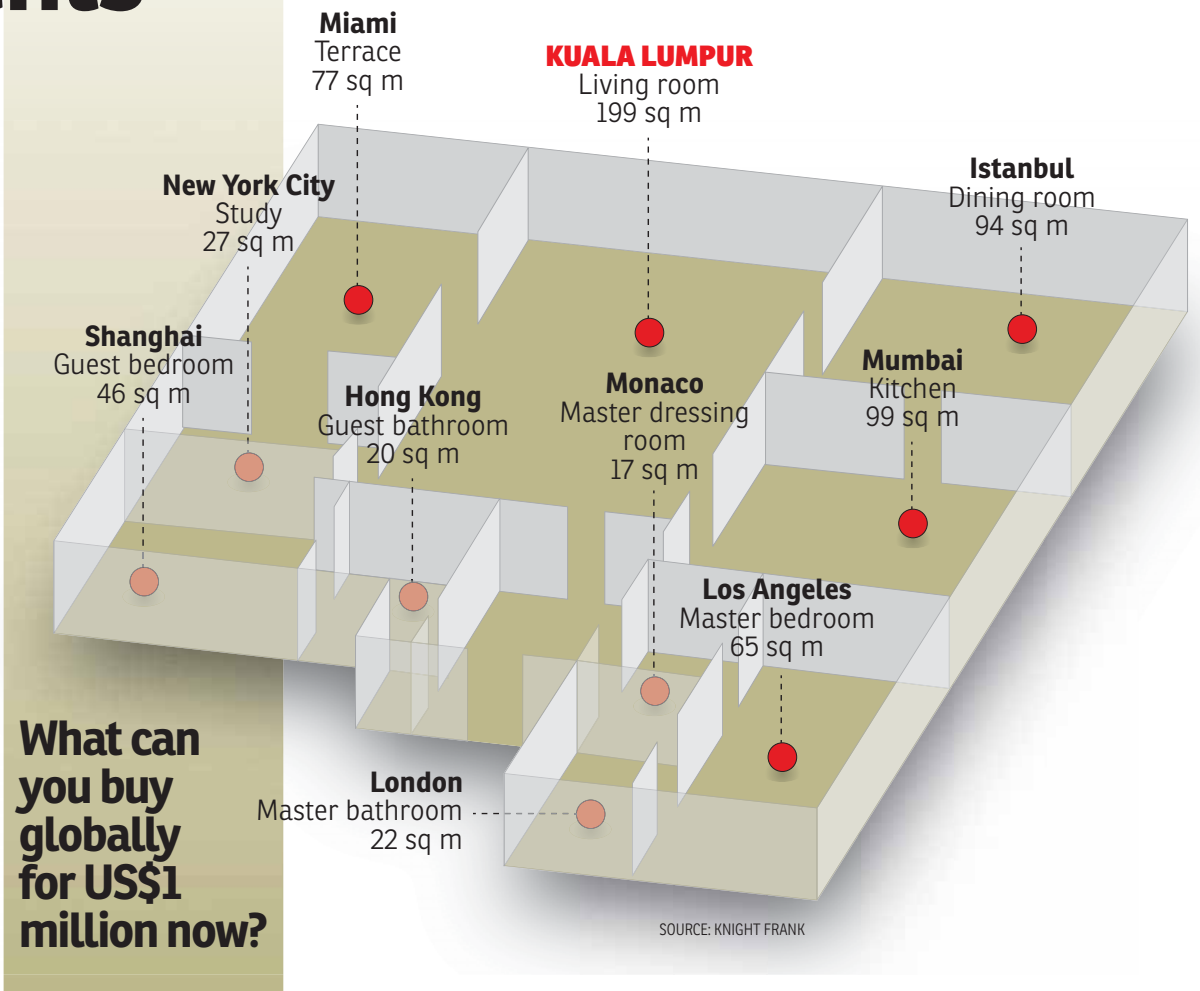
Malaysia managing director Sarkunan Subramaniam said Malaysians continue to put their faith in property as it has always given them good returns.

"Property investments will continue to provide good returns in the next 10 years. Property has consistently outperformed other asset classes in Malaysia," Sarkunan noted.

The report also revealed that Kuala Lumpur's prime international residential price index declined 0.9%, the lowest decline among eight cities surveyed including Singapore.

Knight Frank concluded that despite the sharp decrease of 15% in the number of Malaysian UHNWIs to 993 UHNWIs due to the devaluation of the ringgit, property remains a hugely important element in their portfolio, with overseas interest especially in Australia and the UK remaining strong.

UHNWIs are defined as having a net worth of at least US\$30 million (RM124 million) excluding their personal residences.



Read the full coverage at

TheEdgeProperty.com



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ELEVATE TO DIFFERENTIATE

'Location, location, location' mantra is outdated

BY NATALIE KHOO

KUALA LUMPUR: Real estate negotiators must be prepared to tell their clients to buy properties further away from the city centre, said Axis REIT Managers Bhd head of investment Siva Shanker (pictured).

"The mantra 'location, location, location' is no longer the most important factor now, especially for those who cannot afford to buy a property in or near the city centre," he said in a presentation titled "Seeking the right investment in challenging times — opportunities in challenging times" at the Malaysian Annual Real Estate Convention 2016 (Marec'2016).

According to Siva, it was the rich who were living in the suburban areas while the poor lived in the city, in the past.

"It used to be the rich driving

30 to 40 miles back to their homes outside the city. Nowadays, the trend has changed and the rich are the ones living in the city centre," he said.

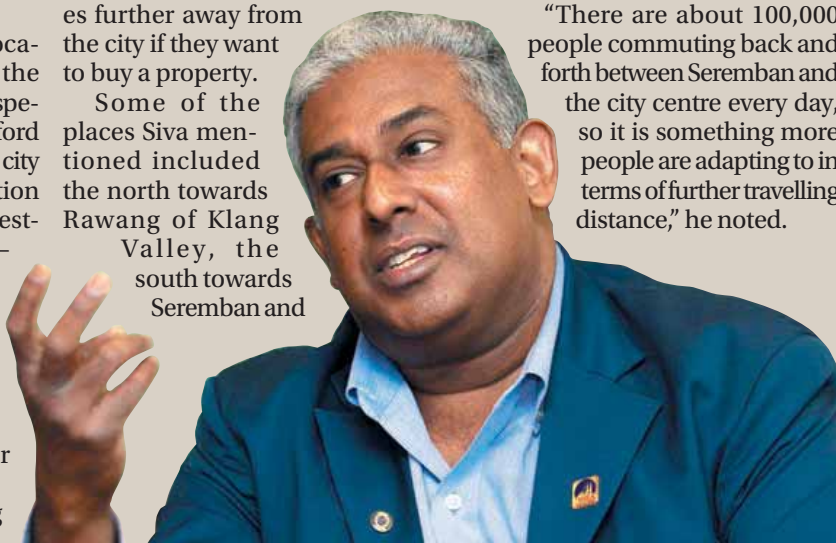
Siva noted that places like the city centre would eventually be saturated and homebuyers would need an open mind to consider places further away from the city if they want to buy a property.

Some of the places Siva mentioned included the north towards Rawang of Klang Valley, the south towards Seremban and

the west towards Port Klang.

"EcoWorld has developed its township project, EcoMajestic, in Semenyih where people may not have thought of buying their properties before. Looking at the good take-up rate for their Karisma project, times have changed," said Siva.

"There are about 100,000 people commuting back and forth between Seremban and the city centre every day, so it is something more people are adapting to in terms of further travelling distance," he noted.



(From Left): The moderator of the discussion Stephen Tew, Teh, Lee and Wong. Photo by Patrick Goh



Gen-Y and Gen-X should work together to improve the industry

BY RACHEL CHEW

KUALA LUMPUR: The tech-savvy Gen-Y agents and Gen-X agents with wide networks should team up to grow the industry, said young real estate leaders.

"I believe in teamwork. The Gen-Y are more tech-savvy but they lack the network [of contacts], while their senior colleagues have it. While the Gen-X are not familiar with new technologies, the Gen-Y are good at them. If these two generations work together, everything will be more efficient and easier," said Real Estate Finders Sdn Bhd co-founder Raphael Wong during the session entitled "Next Generation Leadership Forum" at the Malaysian Annual Real Estate Convention 2016.

Another panellist at the session, Three Acres Real Estate Sdn Bhd co-founder Ben Lee, said the Gen-Y

are more open-minded and willing to embrace change, while the Gen-X are more steady.

"I realise that the Gen-Y and Gen-X have their own way of getting deals. Sometimes it is good if you give them more freedom to build their careers, rather than control them," Lee noted.

He said this is also the key to getting the younger generation to join and stay in the real estate industry.

Knight Frank team leader Teh Young Khean added that to help the younger generation stay and grow the industry, their leaders should provide a vision of their future prospects, as well as include them as part of the business.

"To keep them (Gen-Y) going, a leader should make them feel this is not a job, but a career that they can be proud of," Teh remarked.

I-Bhd debuts in KL city centre with 8Kia Peng King of the Hill



Prime Minister Datuk Seri Najib Razak and Tan Sri Lim Kim Hong looking at the model of 8Kia Peng King of the Hill

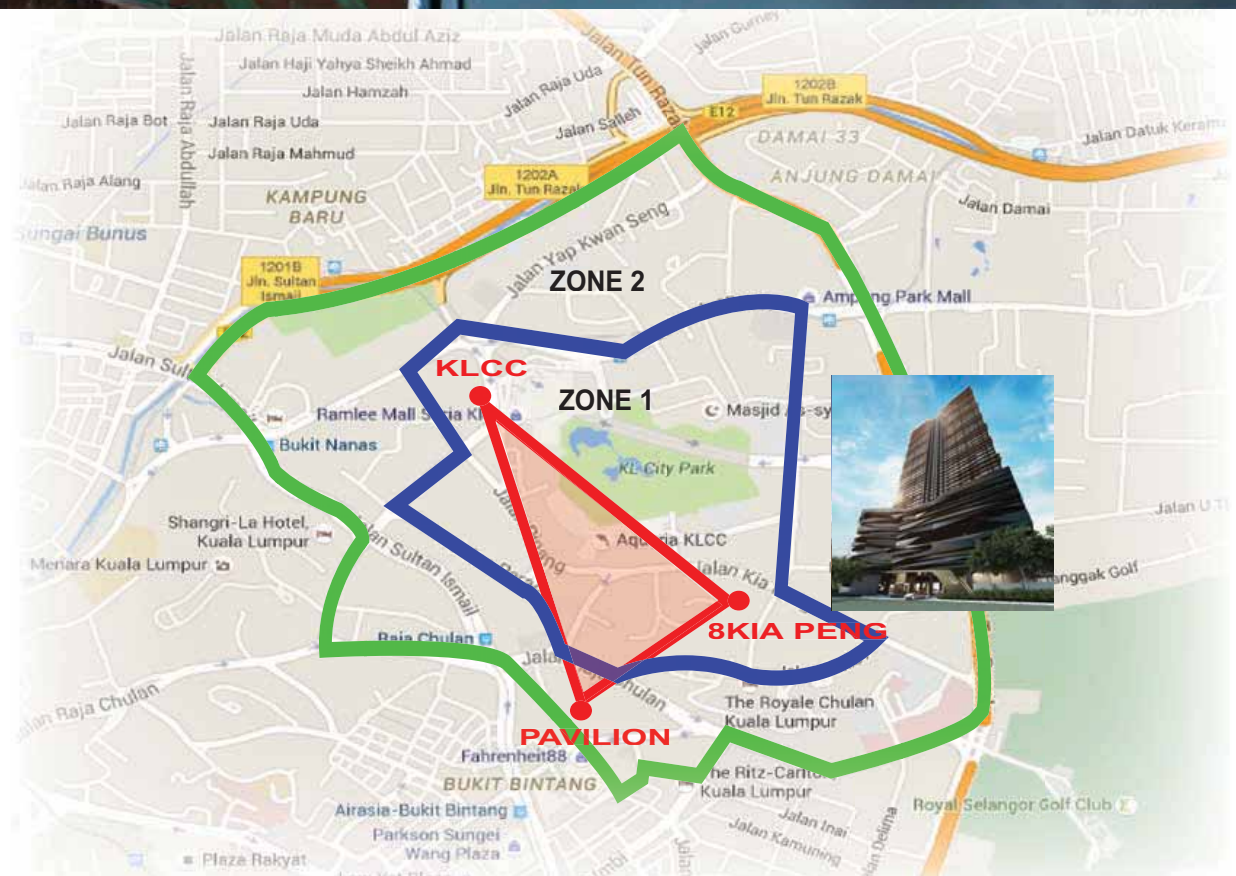
8 Kia Peng King of the Hill is a RM1 billion, 50-storey tower that offers more than 400 luxurious residences at prices that start at RM2,300 psf. Its developer is I-Bhd, the name behind the 72-acre i-City in Shah Alam.

The company's first city centre project, the freehold 8Kia Peng King of the Hill, sits on 1.05 acres. It aims to offer its buyers a high-end and comfortable lifestyle. With no commercial component, the high-rise promises a private sanctuary with luxurious and exclusive offerings. It will also be compliant with Conquas (Construction Quality Assessment Standards) to ensure a quality product for buyers.

Located in the heart of the Kuala Lumpur city centre, 8Kia Peng King of the Hill sits amid such international landmarks as the Petronas Twin Towers, Pavilion Kuala Lumpur, Avenue K and KL Tower.

The residential building is accessible via major roads and highways, such as Jalan Ampang, Jalan P Ramlee, Jalan Kia Peng and Lebuhraya Bertingkat Ampang-Kuala Lumpur. Public transport will not be an issue as the area is served by buses, shuttles and taxis while there are LRT and monorail stations within walking distance.

In his keynote address at the launch of 8Kia Peng King of the Hill in Kuala Lumpur on March 14, Prime Minister





The development will boast a 50m infinity pool



Left: An artist's impression of 8Kia Peng King of the Hill

ty, it is Conquas-compliant to give the buyers confidence and assurance," he pointed out.

In his welcoming address, I-Bhd deputy chairman Datuk Eu Hong Chew noted that the progress of I-Bhd as a public-listed company had been inspired by two initiatives of the National Key Economic Areas, namely tourism and Greater Kuala Lumpur/Klang Valley.

"Our decision to undertake the development of the King of the Hill project in the centre of Kuala Lumpur is influenced very much by the various public infrastructure projects undertaken by the government to propel Malaysia's capital city into the top 20 most livable and economically vibrant cities," he said.

Executive director Puan Sri Tey Siew Thuan, meanwhile, revealed that as 8Kia Peng King of the Hill is a high-end project by I-Bhd, the company had put a lot of effort into planning it. "We are targeting overseas buyers, so we studied what they really wanted. We designed the product for the international market," she said.

According to I-Bhd marketing director Monica Ong, the company expects 70% of the project's sales to come from foreign buyers. It plans to kick off road shows overseas next month, she said.

"So far, the response has been encouraging as investors know 8Kia Peng King of the Hill offers freehold, fully furnished and fitted units. That means less hassle for the buyers, especially foreigners. Also, the project is in the Golden Triangle within Zone 1 of KLCC, and 80% of its units have a full KLCC view," Ong added.

Jalan Kia Peng

Jalan Kia Peng is not your regular road in KL. It is named after the renowned miner and planter Choo Kia Peng (1881-1965) and with many of the country's elite having made their homes there, it is synonymous with grandeur. The country's founding father Tunku Abdul Rahman, for one, once lived there.

The road is also associated with royalty as Istana Hinggap Terengganu, Istana Johor and Istana Kelantan, among others, are located there and used by the state rulers on their visits to KL. Not only that, several embassies have their bases there.

As the adjacent roads are also seeing prominent structures, this area is slated to be the playground of the rich and famous. In fact, 8Kia Peng King of the Hill will be a lavish addition to this skyline with its outstanding design.

Datuk Seri Najib Razak said various Entry Point Projects under the Greater Kuala Lumpur programme have become the catalyst for the private sector to continue to contribute to the economic growth of the nation.

"The development by I-Bhd of i-City in the capital city of Selangor and now, 8Kia Peng King of the Hill, in Jalan Kia Peng is a good example of what I mean," he added.

Federal Territories Minister Datuk Seri Tengku Adnan Tengku Mansor believes this project will definitely make Kuala Lumpur as a more livable city.

"We would like to congratulate I-Bhd for coming to Kuala Lumpur to build an iconic building, for both locals and foreigners. I believe this project will help enhancing Kuala Lumpur to be a livable city, a world-class city Malaysians will be proud of."

I-Bhd chairman Tan Sri Lim Kim Hong, meanwhile, explained that 8Kia Peng King of the Hill was in line with the Economic Transformation Programme's aim to take Kuala Lumpur to the next level by bringing investors and foreigners into the country. "As the project targets the global communi-

Fact file

- FREEHOLD
- Conquas-compliant
- 80% units with full KLCC view
- In the Golden Triangle within Zone 1 of KLCC
- Fully furnished and fitted
- From 716 sq ft



The units will be fully furnished and fitted



Puan Sri Tey Siew Thuan and Federal Territories Minister Datuk Seri Tengku Adnan Tengku Mansor at the launch

The Design

The developer notes that 8Kia Peng King of the Hill is located on higher ground than the surrounding buildings. For this reason and the presence of the palaces in the area, the developer has dubbed the project "King of the Hill". In fact, the project's first residential floor — Level 9 — is 56m above Jalan Kia Peng. This is equivalent to Level 18 of the other towers on the road.

8Kia Peng King of the Hill is also designed such that it offers a full view of the magnificent Kuala Lumpur skyline. Each unit looks out to the city centre and overlooks a 50m infinity pool on the landscaped deck, while 80% will have a panoramic view of KLCC.

Project architect Jeffrey Ling said the design takes full advantage of the site's terrain and location to accord most of the units with views of KLCC in an elegant and classy structure. "It must not only look good from far but should also not be far from good," he added. "That means when you are near the building, it must also be spectacular. This is the philosophy we adopt in our practice and every project that we undertake must be of publishable quality."

The tower's podium is designed like an opened present with ribbons wrapped around it. The tower itself is crowned with a light box on two sides and at the rear, strong vertical lines form the spine, emphasising its height.

Unlike in the other developments in the vicinity, all units at 8Kia Peng King of the Hill will be fully fitted and furnished and will be in move-in condition upon their completion. The size of the units ranges from 718 to 1,738 sq ft.

All units come with one bedroom, a study and a bathroom, although Type C will have two bedrooms and two bathrooms.

8Kia Peng King of the Hill aims to create outstanding living spaces. "What will await you when you walk into the building is a five-star luxurious lobby," says the developer.

Facilities

The list includes a 50m infinity pool, children's pool, playground, gym, multipurpose hall, BBQ terrace, Jacuzzi and sauna. An international standard sky lounge at Levels 46 and 47 is also available to residents for private events.

I-Bhd, the developer of 8Kia Peng King of the Hill, is also the master developer of i-City. For further information, please visit www.i-city.my.



TECHNOLOGY: A THREAT TO REAL ESTATE AGENTS?

Technology could be a friend or a foe.
Real estate agents or they could
use them to their advantage

BY TAN AI LENG

Technology is posing quite a challenge to the conventional way of doing business, including real estate buying, selling and renting.

Make a few taps on your mobile device and you would have access to thousands of property listings around the world. Make a few more taps and you could, if you wanted to, put down a deposit on a property or rent one. For the consumer, the benefits are obvious — the easier, quicker and cheaper the process, the better.

For real estate agents, technology is a double-edged sword. You could use it to your advantage or lose out if you can't deal with the competition. The main concern would be, one would presume, that technology could easily cut off the services of an agent.

For instance, Asia Capital Management, the creator of Speedrent, a mobile application that offers a platform for landlords to find tenants and vice versa, has also introduced its first tenancy agreement mobile signing app, Speedsign, which allows landlords and tenants to sign the tenancy agreement online.

The Board of Valuers, Appraisers and Estate Agents Malaysia (BOVAEA) is taking note of such developments. BOVAEA estate agency practice committee member K Soma Sundram told TheEdgeProperty.com that there is no harm in using websites or applications to promote a product for advertising purposes, but if transactions are made and commissions are received, then it means the law has been broken.

"I have been in the industry for about 30 years. In the old days, the only marketing tool and source of property information was the newspaper. Today, the buyers have so many avenues to source for information. Social media also plays an important role," he said.

He concurred that the emergence of prop-

erty websites and web application technology has transformed the industry, making the transaction process faster and easier as buyers can now get the desired information through the Internet and on mobile devices. For real estate agents, there are more avenues for them to promote their properties.

However, Soma stressed that buyers have to be cautious when using new media technologies. For instance, although there are some parties offering online services to help developers sell their projects, buyers must bear in mind that these providers are not registered real estate agents who could

provide them with quality services to them.

"Only registered real estate agents as specified in section 22C of the Valuers, Appraisers and Estate Agents Act can act as agents in selling, purchasing or letting any property," he added.

The Malaysian Institute of Estate Agents (MIEA) president Erick Kho told TheEdgeProperty.com that the changing rules of the game may form a threat to real estate agents but he believes they attract only a specific group of customers.

01. Kho: MIEA decided to upgrade the organisation's website to provide more services to its members.
02. Tan: Technology can help to enhance and improve the transaction process.
03. Soma: Property websites offer real estate agents new avenues to disseminate information.





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"I have spoken with MIEA members on this issue. Most of them say they are not affected by on-line property marketing portals or mobile apps as they too use existing mobile applications such as WhatsApp, Line or Wechat or social media platforms such as Facebook to promote themselves and their listings to potential customers," he remarked.

Although some agents feel threatened by these new media players, they believe that good service is still the key to sustaining their business. "The critical quality that homebuyers or tenants look for, and this is something that on-line portals or mobile apps cannot give easily, is service," Kho said.

Globally, there is a wider range of websites that offers innovative services that are changing the way a deal is closed.

For instance, feeDuck in Canada is an online service that allows real estate agents to bid for new listings by lowering their commission rates, thus providing property owners and landlords a platform to select the agents that suit their requirements.

Meanwhile, Hello Real Estate of Australia, marketing itself as the Uber of real estate, charges a fixed fee for selling properties. It also offers independent home valuations, and conveyancing and legal services to see the sale through to the end.

If you can't beat them, join them

MIEA recently decided to invest in upgrading the organisation's website to include more services to its members.

"We [real estate agents] know that almost 80% to 90% of property seekers look for potential investments through the Internet or mobile apps. So instead of seeing this trend as a threat, we should turn it into an opportunity," Kho remarked.

MIEA plans to invest RM1 million in the next two to three years to revamp the website, adding more functions, such as property listings and accounting or calculation apps, thus making the website a platform for agents to expand their business.

Kho hopes these additional services and online tools will encourage more real estate agents to join MIEA as members.

"Currently, the association has 2,000 members, but there are about 20,000 real estate negotiators (REN) and real estate agents (REA) in the industry and we look forward to seeing them join MIEA," he said.

MIEA is the registered professional body serving the needs of real estate agents and negotiators in Malaysia.

Targeting different segments

Meanwhile, Asia Capital Management founder and CEO Wong Whei Meng said real estate agents and related technology services could co-exist as they target different segments of customers.

"There are three types of landlords: people who are too busy and too rich, people who want to do it themselves and people who just want to rent out their property as soon as possible," he said.

The first group (the rich and busy) will definitely engage with agents to take care of their renting process. It is the second group - who want to do things themselves - will try to find other ways.

"It is the third group that we will have di-

rect competition with," Wong commented.

Speedrent allows landlords to put up the listing themselves while potential tenants can choose the preferred houses based on their budget, location or property type.

No fee is imposed on the landlord, but the landlord is required to give a 50% discount on the first month's rent.

"We are not targeting those looking to rent a room or commercial properties," Wong remarked.

Speedsign is a mobile app that complements Speedrent. It allows the tenancy agreement to be signed on the spot, saving time and money for both parties.

"Since launching Speedsign in November last year, we have received overwhelming response from the public. Currently, we have 500 users for this online agreement service," he added.

Is it legal?

Chur Associates Sdn Bhd managing partner Chris Tan said there is a need for technology in agreement signing to cater for the needs of the IT society.

People nowadays cannot do without their mobile phones and they tend to access everything through the Internet or designed applications.

"Technology can help to enhance and improve the transaction process and even raise the number of transactions. Technology that allows buyers and sellers to deal directly with each other means that lawyers will have more opportunities in finalising and concluding agreements.

"The usage of technology also removes the boundaries of communication, especially at the international level where the respective parties need not be present physically to sign the agreement," Tan said.

He noted that signing the agreement digitally or online saves time because obtaining signatures in person is so cumbersome when people are on the go or in a rush. Furthermore, it helps to save postage and courier cost and promotes a much greener solution.

However, there are certain drawbacks. Although online agreement signings constitute a valid contract under the Digital Act 1997, there may be problems in stamping the agreement as required under the Stamp Act 1949 — as the Act requires a hard copy of the tenancy agreement to be submitted for stamping.

"Furthermore, there could be problems such as a forged digital signature, or complications which may arise when there are amendments to be made to the clauses in the agreement after signing, or the possibility of the online application or system being hacked," Tan said.

He noted that in property transactions, if the buyer takes a loan, the bank will require the purchaser and borrower to initial on each page of the physical original copies of the SPA and loan documents for security reasons. This means that there is still a need for the physical agreement.

To make online agreement signing viable, Tan emphasised that confidentiality issues need to be addressed, such as in controlling the disclosure of information. "Although the firewall or software can be strengthened or improved to lower the chances of information leakage, undeniably, the possibility still exists."

6 reasons you should choose energy-efficient homes

BY UNDP'S BUILDING SECTOR ENERGY EFFICIENCY PROJECT

WHEN you buy or build a house, the common concerns are most often the location, design and layout, reputation of the developer and the price. While those are valid concerns, how many of us include energy-efficient features as deciding factors?

Energy efficiency considerations are often overlooked in house-buying decisions but here's why you should make them a priority:

Better thermal comfort

An energy-efficient home often has a lower indoor temperature compared with a conventional one. This is because it is constructed with materials that make it more difficult for heat to get in. Autoclave aerated concrete bricks, roof and wall insulation materials, and reflective paint, among others, can protect your home from the heat and keep the indoor temperature more comfortable.

Protect your vision

Energy-efficient homes equipped with efficient lighting systems not only help reduce your energy bills but are also better for your eyes/vision and health. Efficient lighting systems do not contain mercury, and are hence safer for the household. They also produce less heat than conventional lights.

Save energy cost

According to the US Environmental Protection Agency (EPA), by using less energy for cooling and lighting and choosing 5-star energy-efficient appliances, a home can deliver 20% savings on annual utility bills. Over the seven to eight years that a typical family lives in an energy-ef-

ficient home, you can save thousands of dollars in maintenance cost.

Good for investment

An energy-efficient home is future proof. Never cringe at the thought of higher electricity tariffs. If you are buying houses for investment, this is the kind of house that you want to look for as it will probably have a higher resale value. Apart from that, you may find it easier to rent or sell your house by focusing on all the energy-efficient selling points above.

Retrofitting costs more

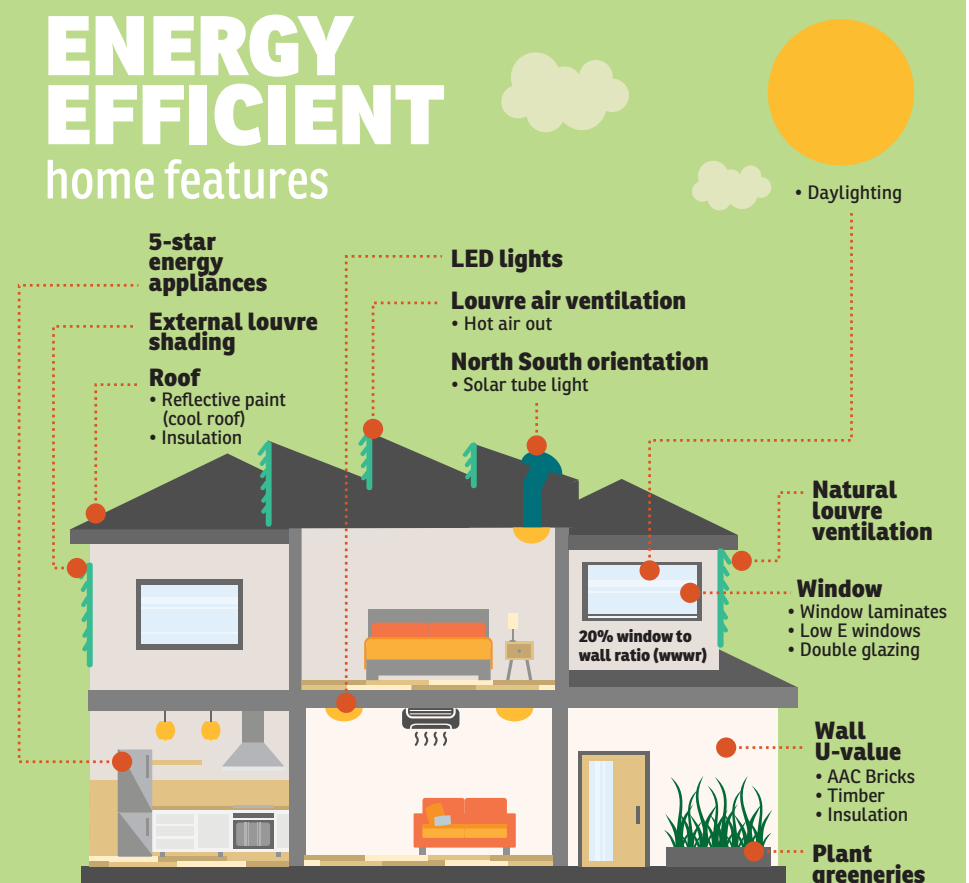
If you buy a non-energy efficient home and decide to turn it into an energy-efficient home later, you may need to allocate a big budget to retrofit your house. Plus, the features will be limited to what the house can be adapted to. You definitely can't change the orientation and if it is built using bricks that absorb heat, you can't do anything about it except spend more on insulation.

Environmentally friendly

The more energy we consume, the more emissions that harm our environment are produced. Obviously, if you live in an energy-efficient home you will consume less energy/electricity. This benefits the environment as your house indirectly releases less carbon emissions that contribute towards pollution and climate change.

The Building Sector Energy Efficiency Project (BSEEP) is a national project implemented by the Public Works Department, administered by the United Nations Development Programme and funded by the Global Environment Facility. The big picture of the project is to fight climate change by reducing the annual growth rate of GHG emissions from Malaysia's building sector.

ENERGY EFFICIENT home features



NOVUM

SOUTH BANGSAR

GOING BEYOND YOUR EXPECTATIONS

Novum will push **innovation** and **creativity** in residential development to new limits.

Choose from a range of luxurious urban suites from 1, 2 and 3 bedrooms to dual-keys, each designed to provide **spacious comfort** and flexibility.

And it's a **freehold** investment opportunity, giving you a permanent piece of this exclusive precinct.

Visit us at the NOVUM SALES GALLERY

No. 21, Jalan Pantai Jaya, Pantai Baharu, 59100, Kuala Lumpur.

Open from 10am-6pm daily
(to visit us after office hours, please call for an appointment)



State-of-the-Art Business Centre



Celebrity Kitchen



Novum is the NEW BANGSAR

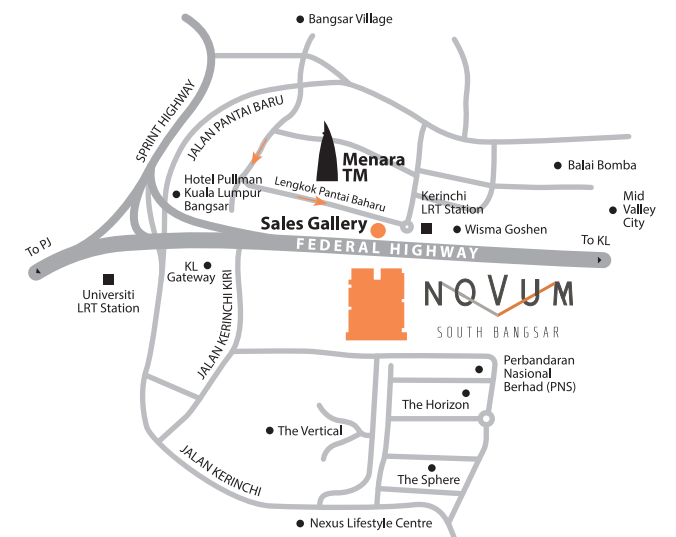
Novum will capture the spirit of **South Bangsar**. Its iconic design and proximity to the best Kuala Lumpur can offer in entertainment, dining and shopping will define this exciting new precinct for years to come. And it's a **freehold** investment opportunity providing a permanent piece of this exclusive location.

Novum is the NEW LIFESTYLE

Novum's lifestyle facilities reimagine 21st century living. From quiet spaces to refresh and relax, a **celebrity kitchen** to entertain in style, a **50m lap pool** and **floating gym**, as well as a state-of-the-art **business hub**, Novum will represent a new apex in city living.

Novum is the NEW DIGITAL LIFE

Novum will bring residents the best in **high-speed connectedness** and convenience to enjoy the very best in digital life. Novum will also have its **very own app** so residents can book Novum's facilities, pay their bills and access the latest in lifestyle information.



Actual Site : 3°06'49.5"N 101°39'59.6"E
Sales Gallery : 3°06'55.1"N 101°39'59.6"E

Visit the Novum website to discover more about this exciting lifestyle concept at www.novum.com.my
Sign up to receive Eupe's own magazine Property Trust by visiting Eupe's website at www.eupe.com.my
This exciting project is being developed in partnership with Asthetik Property Group.

For sales enquiries, please call us at:
+603-2202 2200

Building Lifestyles, Building Trust

A project by:
EUPE BANGSAR SOUTH DEVELOPMENT (JV) SDN BHD (927647-T)

Novum Sales Gallery:
No. 21, Jalan Pantai Jaya, Pantai Baharu, 59100, Kuala Lumpur.
GPS Coordinates: 3°06'55.1"N 101°39'59.6"E
T. +603-2202 2200 • F. +603-2202 2266
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A subsidiary of:
EUPE CORPORATION BERHAD (377762-V)

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In partnership with:
ASTHETIK PROPERTY GROUP SDN BHD (11028572-T)

A-1-9, Pusat Perdagangan Kuchai, No.2, Jalan 1/127, Off Jalan Kuchai Lama, 58200 Kuala Lumpur, Malaysia.
T. +603-7981 7878 • F. +603-7989 2878

Developer's license no: 14163-1/11-2017/0958(L) - Validity: 17/11/2015 - 16/11/2017 - Advertising & Sales Permit no: 14163-1/11-2017/0958(P) - Validity: 17/11/2015 - 16/11/2017 - Approving authority: Dewan Bandaraya Kuala Lumpur - Ref no: BP 51 OSC 2014 1883 - Land tenure: Freehold - Total units: 654 units - Built up: 6475f - 1,441sf - Expected date of completion: Nov 2019 - Land Encumbrances: N/A - Selling price: RM 720,000 - RM 1,725,000 - Type of Development: Serviced Apartment

All information contained herein (including specifications, plan measurements and illustrations) are subject to amendments without notification as may be required by the authorities or the developer's consultants and is not intended to form and cannot form part of an offer or contract. All measurements are approximate and illustrations are artist's impressions only. The descriptions of the specifications of building materials are merely general descriptions and may vary according to the types of units, which will be specifically provided in the Sale and Purchase Agreement

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