

LISTINGS . NEW LAUNCHES . NEWS . DATA . ANALYTICS

A PULLOUT EVERY FRIDAY WITH **THE EDGE** **FD** **FINANCIAL**
DAILY MAKE BETTER DECISIONS

TheEdgeProperty.com

FRIDAY, AUGUST 19, 2016 . ISSUE 2232/2016

ONLINE + OFFLINE



PERFECT MOMENTS REALISED

Setia Alam North, the vibrant new chapter of Setia Alam, welcomes you to a serene sanctuary of green expanses and wetland wonders.

Creating communities clearly requires more than merely laying bricks. A robust and successful community is self-contained, providing residents with unique living experiences, employment, education, recreation and amenities.

Property developer S P Setia Bhd is well known for delivering homes within communities that offer holistic living where residents can LiveLearnWorkPlay. Modern homes are incorporated with extensive facilities and lifestyle elements in a green and natural setting as the developer reserves a huge portion of its developments as open spaces and greenery.

S P Setia's Setia Alam General Manager Tan Siow Chung believes that there have been few success in the creation of residential areas where people want to live as seen in most city skylines. "This is why we have made it our utmost priority to meet housing needs by designing, building and maintaining communities where residents can feel safe, comfortable and proud to live in," he says.

Evidently, a community that values work-life balance will appreciate the 4,000-acre award-winning Setia Alam township. A total of 15,500 residential and commercial units in Setia Alam have been handed over to homebuyers and investors alike, offers Tan.

Setia Alam is well connected via several major highways, rendering commuting to and from the township a breeze. It is accessible via The Setia Alam-NKVE Link and in the near future, the proposed new link road to Seksyen U10, Shah Alam/Alam Budiman would allow access to the upcoming DASH highway.

As for security, a natural safe haven is created not by constructing gates and fences but in the form of waterways and parks designed not only to encourage a healthier lifestyle among residents but also act as natural barriers. The single entry point to every neighbourhood adds another layer of security.

Every precinct in Setia Alam is designed as a Residential Village where the houses are organised around a "Village Green" designed to strengthen community ties as well as enhance security. Every house is just a street away from the Village Green which can be reached via landscaped pedestrian paths called Green Fingers. Here, one can find a playground, kindergarten, community hall and more.

Amenities abound in Setia Alam especially within Setia City, the township's 240-acre commercial hub, which is home to the international award-winning Setia City Mall, Setia City Convention Centre and Setia City Park. The convention centre has been hugely popular for various events and currently, Phase II with a capacity to accommodate up to 400 tables banquet-style, is being completed.

Homebuyers and property investors are also attracted to Setia Alam because of the quality of the schools there. "Setia Alam is home to many high-quality educational options with its public primary and secondary schools as well as private international schools such as Tenby International School and an upcoming offshore campus for The Peninsula School from Melbourne" Tan notes.

Setia Alam North

With most of the southern portion of Setia Alam already developed, S P Setia is now focused on developing Setia Alam North.

Tucked away amidst serene greenery, Setia Alam North offers a diverse variety of residential options and commercial offerings interspersed with lush parks and gardens. As Tan puts it, Setia Alam North is a "hidden gem" waiting to be uncovered.

Setia Alam North spans a 700-acre site just one kilometre north of Setia City. It comprises three main precincts — Precincts 11, 15 and 17 — and are anchored by a 20-acre wetlands sanctuary and an award winning 11-acre Urban Park. Homebuyers will fall in love with the beautiful natural surroundings, the close proximity to commercial strips, low traffic volume and the modern yet elegantly designed homes.

"Our customers have many choices when it comes to home styles, sizes and prices," says Tan. "Whether it's a villa or an affordable apartment unit, we will help them live the life they envision in Setia Alam North."

Tan: Setia Alam is home to many high-quality educational options

Setia Alam North: Unearthing Setia Alam's Hidden Gem



Above: Observation Deck at Wetlands

Left: Jogging path at Wetlands

Apartments launched a few years earlier in Precinct 15 such as Seri Jati, Seri Baiduri, Seri Intan, Seri Kasturi and Seri Mutiara, offering more than 3,500 units, had received overwhelming response and were sold out within days of their launches. Vacant possession of these apartments has been handed over with the latest being Seri Mutiara in early this year.

Similarly, shop offices at Setia Taipan I and II were also sold out. The shop offices have been completed and the area is en route to becoming a bustling commercial area, as it rides on the thriving Setia Alam North. The commercial area has banks, restaurants, convenience stores, S P Setia Auxiliary Police Force operation centre, other amenities include an upcoming McDonald's drive thru and Shell Station.

In Precinct 11, some 176 units of 3-storey terrace homes called Caffra, Crista and Fusca were launched last year and have been fully sold, attesting to the popularity of Setia Alam North.

The latest launch of Precinct 11's 3-storey terrace and 3-storey semi-dee houses only have limited units that are still available.

"There's no better time to explore the choices offered in Precinct 11, as currently, we are offering a golden opportunity under the Setia 10:90 programme, where buyers need only to pay a 10% deposit for these houses, and the remainder payable only after the property is completed," says Tan.

The Wetlands sanctuary in Precinct 11 is a large part of Setia Alam North's appeal, as it is the true heart of the community. Residents can delight in the wonders of the wetlands, an enclave of native fruit trees and flowering plants, nature trails and wide open spaces.

"The Wetlands was mooted as a bird sanctuary because at the initial stage of development, we discovered that it was situated along the path for migratory birds. We decided it would be nice to provide a multi-storey pavilion as an observation deck for people to view the entire Wetlands and enjoy birdwatching. This was an added benefit that came by nature and is one of the development's most fantastic elements," Tan shares, adding that, "S P Setia has always been about preserving rather than creating."

Buyers can also look forward to the upcoming launch of double storey terrace houses Opacus and Albida in Precinct 17 nearby. Located next to Urban Park, these homes are expected to be well received. The Urban Park at Setia Alam North has amenities for people of all ages. Among others are children play equipment, outdoor gym equipment, a futsal court and a network of walk path that circumvents the entire park for users to jog or just for a stroll in the park. These are intended to promote a healthy lifestyle to the community.

For those who prefer to unwind and watch the sunrise or the sunset, there are shelters that are strategically located within the park. Benches have also been provided for people to rest and enjoy the surroundings.

As the Urban Park is just beside the Setia Taipan commercial area, a huge area within the park has been developed into an amphitheatre. The venue is highly suitable for any promotional event, public gathering as well as musical or cultural performance. This had helped to draw in the crowd and provide a boost to the business of the shops in the area.

Now open for registration, these houses are attractively priced below RM650,000.



Clockwise from top: Setia City Residences; Setia City Park; and Setia City Mall

Other than the landed homes currently open for sale or for registration in Precinct 11 and 17, interested home buyers can also opt for the Rumah Selangorku homes in Precinct 15. Launched in 2015, the Rumah Selangorku projects in Precinct 15 comprise the 730-unit De Palma Apartment and 737-unit De Kiara Apartment, which offer average built-ups of about 800 sq ft and priced at RM170,000.

Also open for registration under the Rumah Selangorku scheme are 723 units of De Bayu Apartment with unit built-up of about 900 sq ft and priced at RM200,000. Each unit of all the above three Rumah Selangorku projects offers three bedrooms and two parking bays. Interested buyers for Rumah Selangorku units can register online at Lembaga Perumahan dan Hartanah Selangor's (LPHS) website.

Setia City Residences

On top of the launches of landed homes in Setia Alam North, the developer also recently introduced its first high-rise luxury service apartments project known as Setia City Residences, which is located next to Setia City Mall. With only 780 units across three towers on a 5.7-acre freehold site, this service apartments development aims to offer a living experience akin to living in an exclusive resort from the moment one enters the lobby lounge via the private residents' porch.

Standing at 34 storeys tall with only 10 units per floor, Setia City Residences offers an unparalleled combination of privacy and spaciousness.

The units come in four well-designed floor plans that range from 858 sq ft to 1,221 sq ft and are suitable as a home, a holiday home, or an investment. Choice selections of 2 to 3+1-bedroom units are specially designed to offer optimum functionality.

The extensive resort-style amenities include 50-metre lap pool, tropical gardens, floating river, wading pool, outdoor sunken Jacuzzi and Qi Gong/Yoga Lawn.

A tennis court, Spiral Skyway and a fitness centre give

residents plenty of choices when the time comes for a little exercise. Setia City Residences' ground floor will also have retail space. If that's not enough, there are even more shopping options just a short walk away.

Creating value in home ownership

With these new projects coming up in Setia Alam, Tan sees no sign of demand slowing down. He notes that people appreciate having the best stores, fantastic dining and great outdoor spaces where they live. In creating healthy communities, S P Setia understands the real value provided by Mother Nature and consciously includes ample parks and green areas in their developments.

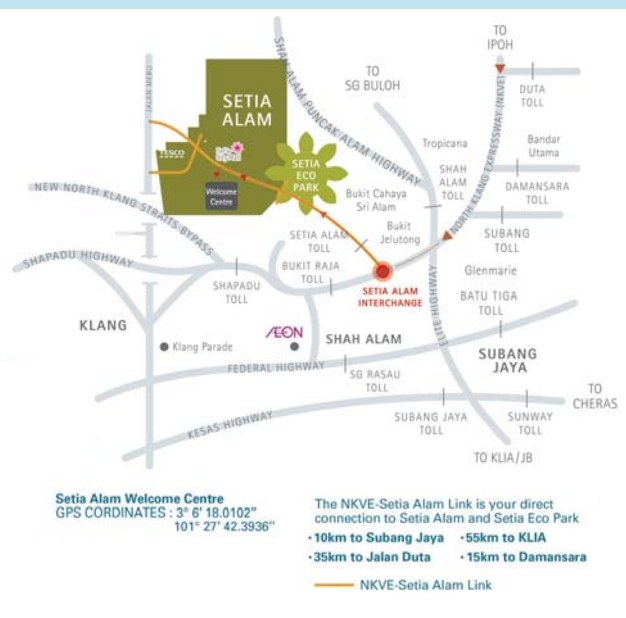
"S P Setia will continue to build high-quality, high-value homes and communities befitting those expectations," says Tan.

"Value is communicated in many ways, and from the beginning, we strive to create the best value in home ownership. Setia Alam has all the modern conveniences of the city, while retaining the neighbourhood feel that is so important when searching for a place to call home," he says with a smile.

Visit our sales gallery at:
Setia Alam Welcome Centre
No 2, Jalan Setia Indah U13/AD,
Setia Alam, Seksyen U13,
40170 Shah Alam, Selangor
T: +603 3343 2255
www.setiaalam.com.my

BROUGHT TO YOU BY

Setia



Located in the vibrant Setia Alam North, Precinct 17 is anchored by a 20-acre wetlands sanctuary. This prime location is also home to the award-winning Setia Urban Park and Setia Taipan commercial strip. A guarded haven with natural barriers, Precinct 17 is perfect for a life that is well-rounded and fulfilling.

This flourishing self-contained enclave also enjoys close proximity to an abundance of amenities and facilities.

- A Short Drive to Setia City
- Ample Green Zones & Recreational Facilities
- Illustrious Private & Public Educational Facilities
- Vibrant Commercial Centres
- Well-Connected via Multiple Highways

LAUNCHING SOON



OPACUS

18' X 65'

Double Storey Terrace House



ALBIDA

20' X 65'

Double Storey Terrace House



To find out more call **603 3343 2255** or visit the Setia Alam Welcome Centre today.
www.setiaalam.com.my

Bandar Setia Alam Sdn Bhd 566140-D

Setia Alam Welcome Centre

No. 2, Jalan Setia Indah AD U13/AD, Setia Alam, Seksyen U13, 40170 Shah Alam,
 Selangor Darul Ehsan, Malaysia. Fax 603 3345 2255 GPS Coordinates 3.108292, 101.45359

livelearnworkplay Malaysia | Vietnam | Australia | Singapore | China | United Kingdom



Setia

TheEdgeProperty.com

FRIDAY, AUGUST 19, 2016 . ISSUE 2232/2016 . PP19055/06/2016(034530)

ONLINE + OFFLINE



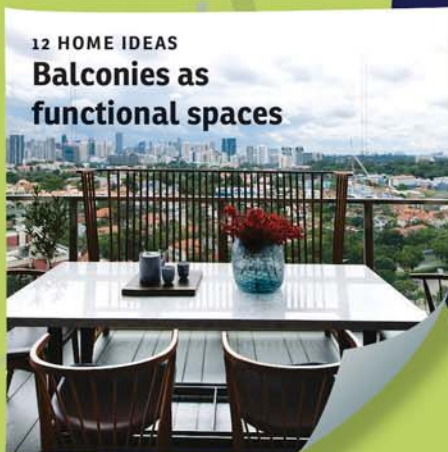
4 NEWS
Bicycle-sharing Programme for Sunsuria City



5 NEWS
Opportunities for owners and investors of real estate around HSR stations



10 FENG SHUI
Choosing a good day to start business



12 HOME IDEAS
Balconies as functional spaces

A sleepy town awakens

Semenyih, a small town south of Selangor, is an emerging hot spot for homebuyers. [See pages 6 & 7.](#)



SEMENYIH
Population: 92491 ... and counting!

ACCORDING TO THE GEONAMES GEOGRAPHICAL DATABASE, UPDATED 2014-04-06

Where do I get a copy of this weekly pullout?

Go to
TheEdgeProperty.com
to download for free





NEWS HIGHLIGHTS from TheEdgeProperty.com



The Edge Property
Malaysia



Publisher and Group CEO
Ho Kay Tat

THEEDGE
PROPERTY.COM
MAKE BETTER DECISIONS

The Edge Property Sdn Bhd (1091814-P)
Level 3, Menara KLK, No 1 Jalan
PJU 7/6, Mutiara Damansara, 47810
Petaling Jaya, Selangor, Malaysia

TheEdgeProperty.com

Managing Director/Editor-in-Chief
Au Foong Yee

EDITORIAL

Editor Lam Jian Wyn
Contributing Editor Sharon Kam
Deputy Chief Copy Editor
James Chong
Senior Copy Editor
Shanthi Murugiah
Writers Rachel Chew, Tan Ai Leng,
Natalie Khoo, Shawn Ng, Lum Ka Kay
Art Director Sharon Khoh
Design Team Nik Edra,
Nurul Aida Mohd Noor

For New Launches/Events/
Press Releases/News Tips
email: propertyeditor@bizedge.com
Tel: 03-7721 8211 Fax: 03-7721 8038

ADVERTISING & MARKETING

Head of Marketing and Sales
Sharon Chew (012) 316 5628
Senior Account Manager
Jayne Law (016) 929 3309
Account Managers
Jayremy Sim (011) 1669 6039
Jocelyn Poo (012) 611 5626
Marketing Support & Ad Traffic
Madeline Tan (03) 7721 8218
email: mkt.tep@bizedge.com

NEGOTIATOR ADVISORY SERVICE

Senior Manager Elizabeth Lay
Senior Associate Stannly Tan
Associate Karen Wong

For enquiries and listings
email: propertysupport@bizedge.com
GL: (03) 7721 8175/ 8172

TheEdgeProperty.com pullout is published by The Edge Property Sdn Bhd. It is available with The Edge Financial Daily every Friday. The pullout is also distributed at more than 200 offices, shopping complexes, condos, medical centres, F&B outlets and LRT stations in the Klang Valley. You can also download it for free at www.TheEdgeProperty.com

The Edge Malaysia

EDITORIAL

Editor-in-Chief Azam Aris
CORPORATE
Chief Operating Officer Lim Shiew Yui
ADVERTISING & MARKETING
Chief Commercial Officer
Sharon Teh (012) 313 9056
General Manager
Kingston Low (012) 278 5540
Senior Sales Managers
Fong Lai Kuan (012) 386 2831
Gregory Thu (012) 376 0614
Michael Tan (012) 213 0252
Peter Hoe (019) 221 5351
Creative Marketing
Chris Wong (016) 687 6577
Head of Marketing Support & Ad Traffic
Lorraine Chan (03) 7721 8001



SStwo Mall up for sale

Asian Retail Mall Fund II (ARMF), which owns the SStwo Mall building in Petaling Jaya's SS2, is believed to be seeking a buyer for the retail asset as an earlier plan to redevelop the site has been shelved.

The Edge Malaysia reported that the vendor is hoping to seal a deal for around RM200 million. The owner may also be willing to do an asset/land swap with an interested party.

The neighbourhood shopping centre, operated by SStwo Mall Sdn Bhd, was shut down in March last year after operating for less than 4½ years. It was built at a cost of RM180 million.

Together with two other malls that the fund is looking to divest — Island Plaza in Penang for an estimated RM120 million and Seremban Prima (previously known as Seremban Parade) in Negeri Sembilan for RM150 million — its retail assets could fetch up to RM470 million.

Tenants of SStwo Mall were given notice to vacate the premises in late-2014, and the shopping centre was closed on March 31 last year. The tenants were told that a partial demolition of the retail structure had been planned and that the mall's size would be reduced considerably. A serviced apartment block was to be built on top of the resized mall.

Located on a 7.8-acre site, SStwo

UCSI, Hartamas Real Estate roll out diploma in real estate programme

UCSI College has teamed up with Hartamas Academy Resources Sdn Bhd — the training and development arm of Hartamas Real Estate Sdn Bhd — to offer the Executive Diploma in Real Estate (EDRE) programme to those interested in pursuing a career in real estate.

According to UCSI College's CEO and president Professor Dr Mabel Tan, the part-time module is designed to accommodate full-time working professionals, making it "ideal for aspiring realtors, current real estate negotiators or property professionals who seek to become a registered real estate agent".

Speaking at the programme launch on Aug 16, Tan said the EDRE programme is conducted by leading academics from UCSI College, in collaboration with seasoned real estate negotiators from Hartamas Real Es-



tate Group. Also present at the launch was Hartamas Real Estate founder and managing director Eric Lim.

The EDRE is recognised and approved by Board of Valuers, Appraisers and Estate Agents (BOVAEA) and the Malaysian Qualifications Agency (MQA). Graduates of the programme are also eligible to apply to be probationary estate agents and for the Test of Professional Competence.

wo Mall has a gross floor area of 700,000 sq ft and a net lettable area of 460,000 sq ft.

Ampang Park demolition suspended

The Kuala Lumpur High Court allowed an application by 39 strata title holders of the Ampang Park Shopping Centre to temporarily suspend its demolition for the construction of the Ampang Park Mass Rapid Transit (MRT) station.

Judge Datuk Hanipah Farikullah made the decision in her chambers on Aug 16. She ordered that the land administrator could not issue Form K, the form for land acquisition, until Sept 28. Lawyer Jason Ng Kau, represent-

ing the 39 strata owners of the shopping centre, said the decision meant that Mass Rapid Transit Corp Sdn Bhd and the administrator of the land could not take possession of the shopping centre and knock it down until an inter parte hearing for the stay of execution of the land acquisition by both sides on Sept 28.

The 39 strata title holders are seeking suspension pending their appeal in the Court of Appeal against the High Court's decision on June 30 that rejected their judicial review application challenging the acquisition of land for the construction of the Ampang Park MRT station.

How do I get past issues of this weekly pullout?

Go **TheEdgeProperty.com**
to download for free



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**.

OSK Property Market Forum

Date: Aug 20 (Sat)

Time: 10am to 4 pm

Venue: Gravitas Sales Office, Jalan 22/5, Section 22, Shah Alam

Contact: (03) 7733 1231

The forum organised by OSK Property will feature YYC Advisors managing partner Yap Shin Siang who will speak on the impact of GST on commercial property and Chur Associates founder Chris Tan who will speak on the five latest legal trends for sustainable property investments in Malaysia. Admission is free but RSVP is required.

Seminar on Financial Feasibility & Modelling, Caveat, 2016 Amendments on Strata Act, Land Alienation and Value Creation Strategies

Date: Aug 24 to 26 (Wed to Fri)

Time: 9am to 5pm

Venue: Sunway Putra Hotel, 100, Jalan Putra, Kuala Lumpur

Contact: (03) 8884 8888

This multi-themed seminar will be conducted by six industry experts in the land and property development sector. The seminar is aimed at

property development practitioners and industry professionals.

Homelove 2016

Date: Aug 25 to 28 (Thurs to Sun)

Time: 10am to 9pm

Venue: Tun Razak Halls 1 to 4, Putra World Trade Centre, 41, Jalan Tun Ismail, Kuala Lumpur

Contact: (03) 8737 8228

The Homelove Home and Living Exhibition is a one-stop exhibition for home and lifestyle solutions. Visitors may grab the chance to inquire about home renovation, refurbishment and interior design.

Crab Fiesta

Date: Aug 27 and 28 (Sat and Sun)

Time: 10am to 6pm

Venue: Windmill Upon Hills Sales Gallery, B-P7 & B-P8, Jalan Permai, Genting Permai

Avenue, Genting Highlands



Contact: (03) 6100 2339

OSK Property will be organising a savoury crab fiesta for visitors to its Windmill Upon Hills serviced apartments project sales gallery in Genting Highlands. Participation is on a first-come, first-served basis. RSVP is required.

UEM Charity Run Johor 2016

Date: Aug 27 (Sat)

Time: 5am onwards

Venue: Mall of Johor, Iskandar Puteri, Mohor

Contact: (019) 554 1902

In conjunction with UEM Sunrise's 50th anniversary, the group is organising a charity run with games and prizes to be won. All participants must submit their entries and payment online via www.myraceonline.com.

Merdeka Celebrations at Verve Suites KL South

Date: Aug 27 and 28 (Sat and Sun)

Time: 10am to 5pm

Venue: Verve Suites KL South, Jalan Klang Lama, Batu 4 ½, Kuala Lumpur

Contact: (03) 7980 8999
Bukit Kiara Properties (BKP) will

IGB to sell Renaissance KL for RM765 mil

IGB Corp Bhd has announced a proposed disposal of Renaissance Kuala Lumpur Hotel (Renaissance KL) by Great Union Properties Sdn Bhd, a wholly-owned subsidiary of IGB, to Ventura International Sdn Bhd for RM765 million.

According to IGB's filing with Bursa Malaysia on Aug 15, the divestment represents an attractive opportunity for the group to unlock business assets at a favourable price.

IGB intends to utilise the proceeds for working capital and to support its continued growth for suitable acquisitions or investments when such opportunity or opportunities arise, read the filing on Aug 15.

IGB said Renaissance KL currently contributed about 8% to the group's revenue for the financial year ended Dec 31, 2015 (FY15).

It also said Great Union's contribution to the group's revenue for the past three financial years — FY13 to FY15 — were RM108.5 million, RM103.9 million and RM93.7 million, respectively. Great Union also contributed to pre-tax profit of RM4.6 million and RM600,000 in FY13 and FY14, respectively, but recorded a pre-tax loss of RM7.9 million in FY15.

"Despite the loss of income from Renaissance KL, the proceeds from the proposed disposal will be channelled towards higher yielding investments that would provide favourable returns and growth prospects," it said.

host a Merdeka Celebration at its Verve Suites at KL South to commemorate Malaysia's National Day. All are invited to enjoy all-time favourite delicacies at the event while celebrating together as one, the Malaysian way.



Gracia Festival Themed Event — Radia Residences New Phase Launch

Date: Sept 3 and 4 (Sat and Sun)

Time: Sat (10am to 11pm)

and Sun (10am to 5pm)

Venue: Radia Sales Gallery, No 2A (Lot 64406), Persiaran Tebar Layar Section U8, Bukit Jelutong, Shah Alam, Selangor

Contact: (03) 7859 9801

Sime Darby Property and UEM Sunrise will be organising a launch event for the new phase of Radia Residences at its Radia development in Bukit Jelutong.

TheEdgeProperty.com

SYMPOSIUM
ON **KL-S'PORE**

**HIGH
SPEED
RAIL**
2016

**WHERE
TO INVEST
— DON'T
MISS THE
BOAT!**

**Saturday,
August 27, 2016
9AM SHARP — 1PM
Sunway Putra Hotel,
Kuala Lumpur**

**FULLY
BOOKED**

Thank you
for your
overwhelming
response!

**WATCH OUT FOR
THE REPORTS ON**
www.TheEdgeProperty.com

TOPICS

**Hot spots along the alignment:
Where are the opportunities?**

Ho Chin Soon, Chairman, Ho Chin Soon Research

**Iskandar-Batu Pahat-Muar:
A shining star?**

Samuel Tan, Executive Director,
KGV International Property Consultants

**Investment sweet spots:
The Seremban-Air Keroh lure**

Tang Chee Meng, Chief Operating Officer,
Henry Butcher Real Estate Sdn Bhd

**Greater KL:
Malaysia's next property frontier?**

Christopher Boyd, Executive Chairman,
Savills Malaysia

**Riding the HSR wave:
Opportunities on the subsale market**

Alvin Ong, Product & Biz Development Director,
TheEdgeProperty.com

The New Heartbeat of Kuala Lumpur

Datuk Richard Ong, Chief Executive Officer,
BBCC Development Sdn Bhd

**PANEL DISCUSSION
HSR: The Big Idea**

- Ho Chin Soon
- Christopher Boyd
- Datuk Richard Ong

Moderator: Au Foong Yee
Managing Director / Editor-in-Chief
TheEdgeProperty.com

Organised by

THEEDGE
PROPERTY.COM
MAKE BETTER DECISIONS

Presenting
Sponsor



BUKIT BINTANG
CITY CENTRE

A Joint Development By:



UDA HOLDINGS BERHAD



CREATING TOMORROW & BEYOND



Employees Provident Fund

Supported by

THEEDGE
MALAYSIA



Bicycle-sharing Programme for Sunsuria

BY NATALIE KHOO

PETALING JAYA: Property developer Sunsuria Bhd (Sunsuria) through its subsidiaries — Sunsuria City Sdn Bhd and Sunsuria Gateway Sdn Bhd — has signed a joint venture with Oride (M) Sdn Bhd to initiate a Bicycle-sharing Programme for the Sunsuria City integrated township development located in Putrajaya South, Salak Tinggi.

The partnership will see this programme undertaken by a private company under the name Sunsuria Oride Sdn Bhd (SOSB), whereby Sunsuria and Oride will have a 70:30 interest, respectively.

Sunsuria CEO Koong Wai Seng said the group is pleased to embark on this partnership and it will definitely benefit the public, the students of Xiamen University and the residents of Sunsuria City.

The programme allows users to rent bicycles from designated bicycle stations that will be situated around the 520-acre township. The first phase, which is expected to roll out in the first quarter of next year, will see three stations built with a total cost of between RM300,000 and RM400,000.

“Our first bicycle station will be at the Salak Tinggi Express Rail Link (ERL) station. Visitors will be greeted by bicycles once they exit the station. Imagine the convenience it will bring for users as they will be able to cycle around our township such as to our six-acre park up north in Sunsuria City,” said Koong at the media presentation on the programme yesterday.

Sunsuria City has an estimated gross development value (GDV) of RM10 billion



From left: Oride chief financial officer, Nickmund Chow; Wong, Koong, Sunsuria founder and executive chairman, Datuk Ter Leong Yap; Xiamen University Malaysia deputy director of academic affairs, Professor Dr Ying Zhang at the joint-venture signing ceremony

and comprises residential, mixed commercial, commercial and transit-oriented developments. There will be a proposed school, a recreational park, the Xiamen University campus and an outlet mall.

The programme will be rolled out with the introduction of bicycle and pedestrian-friendly walkways across key components of Sunsuria City. There are also plans to build dedicated and special bicycle lanes across the township.

During the event yesterday, SOSB also

signed a memorandum of collaboration with Xiamen University Malaysia to set up a Sunsuria Bicycle-sharing Station at the east entrance of the university.

“In line with Sunsuria City’s three guiding principles, namely smart, liveable and sustainable, we have come together with the aim of building a low carbon and green township.

“We are looking at creating a sustainable transportation system to improve public health and to alleviate traffic congestion;

hence, the Sunsuria Oride Bicycle Sharing Programme is to deliver the promise of a healthier and eco-friendly lifestyle that embraces innovation and community interaction,” said Oride CEO Harry Wong.

According to Wong, the bike rental charges will be RM1 for the first hour, RM1.50 for the second hour and so forth. Wong noted that there will be a promotional period in the first month of its launch for students of Xiamen University Malaysia (free for the first hour and RM1 for the second hour and so forth).

“There will be kiosks at the bicycle stations where users can register for a bicycle card and pay a refundable deposit to rent a bicycle. We will be targeting to cater mostly to students of Xiamen University Malaysia in the initial stage of the programme, so they [the students] will be able to use their student card to register.”

The public will need to produce their identity cards and credit card information to apply for the bicycle card.

“The bicycle card is used to tap a touch screen in order to unlock the bicycle at the dock. The bicycle can be returned to any one of the bicycle stations available by tapping the bicycle card given earlier onto the touch screen whereby a beep sound will be produced to note that the transaction has been completed,” explained Wong.

“In addition to that, we will also have a smart control management system that records bicycle rental transactions, availability status and user’s information. We will also be looking at launching a mobile application with self-rent services in the future,” Wong added.

Le Meridien Putrajaya makes its debut at IOI Resort City

BY LUM KA KAY

PUTRAJAYA: IOI Properties Group Bhd and Starwood Hotels and Resorts Worldwide Inc have opened Le Meridien Putrajaya, located within IOI Resort City, near Putrajaya.

This marks the hospitality brand’s third property in Malaysia after Le Meridien Kuala Lumpur and Le Meridien Kota Kinabalu.

“We are pleased to unveil the Le Meridien Putrajaya, a highly anticipated addition to our property investments,” said IOI Properties Group chief executive officer Lee Yeow Seng at the opening of the hotel yesterday.

“With its culturally-refined design and atmosphere combined with stunning views of IOI Resort City, the hotel is sure to impress and attract travellers,” he said.

Located about a 30-minute drive from the Kuala Lumpur International Airport (KLIA), Le Meridien Putrajaya is situated close to Putrajaya’s key commercial and retail districts. The hotel is also close to IOI City Mall, the Botanic Gardens and the Putra Mosque.

Le Meridien Putrajaya features 353 guestrooms and suites, boasting expansive city or garden views. The hotel also offers 15 venues for business meetings, confer-



Le Meridien Putrajaya is situated close to Putrajaya’s key commercial and retail districts

ences and social gatherings as well as a grand ballroom of nearly 26,910 sq ft.

Recreational facilities include a swimming pool and kids’ pool, and restaurants.

Meanwhile, Asia Pacific president of Starwood Stephen Ho said the group plans to add 10 more hotels in Malaysia in the next five years.

“I believe the opening of Le Meridien Putrajaya will give consumers more choices, bringing in more synergy and complementing the

development of this area,” he said, adding that Malaysia offers a lot of opportunities for the group.

The opening of Le Meridien Putrajaya comes at an ideal time as IOI City and the Palm Garden Golf Club are already fully operational, added Ho.

“Our guests will be surrounded by activities. So we’re bullish on the hotel’s growth because the travel industry is still growing.

“If you ask me, this is the best time to be in Asia and for its travel



Ho: Our guests will be surrounded by activities

industry,” he added.

Meanwhile, Starwood regional vice-president for Southeast Asia Charlie Dang said the group is not just looking at serving the international market but the domestic market as well. “Malaysians are looking for high-quality hotels as well,” he said.

Dang added that Starwood will be opening Element by Westin in Kuala Lumpur, some time between December and January, depending on its completion.

PICTURES BY HARIS HASSAN / TheEdgeProperty.com



Lee: The hotel is sure to impress and attract travellers

The hotel is targeting a 60% occupancy rate for its first year.

To celebrate its opening, Le Meridien Putrajaya is offering a special “opening package” with rates starting from RM360 per night for single occupancy at its Signature Room, including breakfast for one person and high-speed Internet access. Meanwhile, Starwood Preferred Guest (SPG) members will enjoy double Starpoints upon booking this package from Sept 1 to Dec 31, 2016.



Opportunities for owners and investors of real estate around HSR stations

BY SHAWN NG

PETALING JAYA: The planned high speed rail link between Kuala Lumpur and Singapore (HSR) is expected to spur growth in the property market and offer opportunities to developers, investors and homebuyers, said industry experts.

The HSR, which will have a terminus in Bandar Malaysia and six intermediate stations in Putrajaya, Seremban, Ayer Keroh, Muar, Batu Pahat and Iskandar Puteri, will be one of the most significant influences on the Kuala Lumpur property market in 20 years, Savills Malaysia executive chairman Christopher Boyd told TheEdgeProperty.com.

Boyd will be speaking at TheEdgeProperty.com's "Symposium on Kuala Lumpur-Singapore High Speed Rail 2016" themed "Where to invest — don't miss the boat!" on Aug 27. His session is titled "Greater KL: Malaysia's next property frontier".

During the session, he will explain the historical growth of Greater Kuala Lumpur and how it could continue to grow in the future.

SUHAIMI YUSUF / TheEdgeProperty.com



Boyd: Property is in the Malaysian DNA

"Property is in the Malaysian DNA, hence, any potential investor should keep abreast of the latest developments in the property scene, he said.

"Those who attend the symposium will have a better appreciation of what the market holds for the future at a time of uncertainties," he added.

Meanwhile, another speaker Ho Chin Soon Research Sdn Bhd chairman Ho Chin Soon, who will be speaking on the topic "Hot spots

HARIS HASSAN / TheEdgeProperty.com



Ho: The HSR is a game changer that could offer a lot of opportunities

along the alignment: Where are the opportunities?" said the HSR is a game changer that could offer a lot of opportunities.

During his talk, Ho said he will point out investment opportunities for large developers to small time investors to homebuyers.

TheEdgeProperty.com's "Symposium on Kuala Lumpur-Singapore High Speed Rail 2016" will be held on Aug 27 at Sunway Putra Hotel, Kuala Lumpur.

WHERE TO INVEST — DON'T MISS THE BOAT!

TheEdgeProperty.com

SYMPOSIUM ON
KL-S'PORE HIGH SPEED RAIL 2016

**Saturday, August 27, 2016
9AM SHARP — 1PM
Sunway Putra Hotel, Kuala Lumpur**

Organised by

THEEDGE PROPERTY.COM
MAKE BETTER DECISIONS

Presenting Sponsor



BUKIT BINTANG CITY CENTRE

A Joint Development By:



ECOWORLD
CREATING TOMORROW & BEYOND



Supported by

THEEDGE MALAYSIA

IJM Land set for multiple launches in September

BY LUM KA KAY

PETALING JAYA: IJM Land Bhd, the property development arm of IJM Corp Bhd, will be having several launches in September at its Bandar Rimbayu township located at the south of Kota Kemuning.

The developer will be launching Blossom Square which comprises 88 shop units and is located next to the 48-shop unit Blossom Drive in Bandar Rimbayu, said its managing director Edward Chong.

"In Bandar Rimbayu, we have launched six residential phases to date. [For commercial units] we started with the shops in Blossom Drive which were launched in September 2015. They have been fully sold.

"We are going to sell the shop units in Blossom Square next. These shop units will cater to the commercial needs of the community," Chong told TheEdgeProperty.com.

The gross development value (GDV) of Blossom Square is about RM200 million and it is expected to be completed between the first and second quarter of 2017.

"The land area of each unit will be 25ft by 75ft and prices will start from RM1.6 million. The registration for Blossom Square is quite strong," he added.

"There will be two types of buyers for these shop lots — investors and business owners. In a new township, homebuyers will certainly be refurbishing their homes. Hence, you will see many household equipment suppliers emerge whenever a new township is being developed," he said.

Also to be launched in Bandar Rim-



01

bayu come September is the last phase of Penduline.

The 54.95-acre Penduline will have a total of 625 units of 2-storey terraced houses upon completion.

"In total, we have launched three phases. This last phase will offer 155 units with land area of 20ft by 70ft and prices starting from RM700,000," he said.

"The last three phases that we have launched have seen over 90% take-up," he added.

Also up for launch in September are the Danau Perintis affordable apartments in Shah Alam 2. Chong said it will be launched between September and October.

The 5.5-acre Danau Perintis will have 252 units of 3-bedroom apartments with a built-

up size of 889 sq ft and priced at RM300,000. The total GDV is about RM90 million, he said, adding that Danau Perintis is equipped with a comprehensive range of facilities including a swimming pool, gymnasium and children daycare centre.

Chong said IJM Land is looking to launch a new phase, known as Phase 10, in Bandar Rimbayu next year. It will offer 346 units of 2-storey terraced houses with a total GDV of about RM190 million.

"This new phase with unit sizes of 20ft by 60ft and 20ft by 65ft will be more affordable as we are targeting to launch at prices starting from RM600,000," he said. This new phase is targeted at young buyers who are looking to start their own family.

Chong noted that affordable housing



02

01. An artist's impression of Danau Perintis

02. The last phase of Penduline will offer 155 units of 2-storey terraced houses starting from RM700,000

is indeed the new marketing trend among property developers.

"But then, what is affordable housing? Because affordability varies with location.

"Affordability is a key concern but as a developer, you'll have to be able to offer the right product suitable for the right group of consumers. Everything is relative so it really depends on which segment of consumers you serve.

"In a township, you have home owners with different budgets and we have to cater to the different groups by having a variety of choices for them. Over time, there will be future phases where we will be developing semi-dees because our current home owners will have better salaries by then and they will be looking to upgrade their homes," he said.



Semenyih, a small town whose name originated from the Malay word "Sembunyi" (hidden place), is no longer such a place. With robust development taking place, Semenyih, located south of Greater KL just outside Kajang, is steadily revealing its charm to homebuyers and property investors.

Located in the Hulu Langat District of Selangor, Semenyih is well known to nature lovers for its scenic Broga Hill located 7km away from Semenyih town or 4km away from Nottingham University (Malaysia Campus) — one of the area's major landmarks.

Kampung Baru Semenyih Federal Village Safety and Development Committee (JKKKP) chairman Datuk Koh Ah See tells TheEdgeProperty.com that vigorous property development activities over the past five years in the area have changed the appearance of the once quiet town. The prices of landed homes here, he adds, have also climbed rapidly.

"A double-storey terraced house in Taman Semenyih was selling slightly above RM10,000 about 30 years ago, but a double storey terraced house in a new development just a few kilometres away is selling at above RM600,000," cites the 60-year-old village headman who has witnessed the changes in Semenyih over the past few decades.

Koh notes that Semenyih used to be filled with rubber estates some 30 to 40 years ago. As the demand for rubber decreased, the local economic activity diverted to other agricultural activities such as fruit orchards and small-sized industrial activities.

"There are some industrial activities scattered around Jalan Bangi Lama and the Beranang area. Most business owners were originally from Kuala Lumpur or Petaling Jaya. They moved their factories to Semenyih due to rising operating costs in those cities," he adds.

According to data collated by TheEdgeProperty.com, the average selling price of terraced houses in Semenyih reached RM310 psf in 1Q2016, from RM257 psf in 1Q2015, a year-on-year (y-o-y) jump of about 21%.

Listings on TheEdgeProperty as of August 2016 show that terraced homes in Semenyih are asking for between RM344,113 and RM965,000 while semi-dees and bungalow homes are asking for between RM404,000 and RM1.38 million.

Land prices have also increased significantly.

"A 1-acre land facing the main road would have cost about RM200,000 about 30 years ago but now a plot of land of the same size could ask for as high as nearly RM2 million," he says.

A land sale listing on TheEdgeProperty.com in May this year showed that a piece of commercial land measuring nearly 30 acres located in Semenyih was asking for RM48.9 million, or about RM1.63 million per acre.

Raine & Horne International Zaki + Partners Sdn Bhd executive director Lim Lian Hong says Semenyih has attracted the attention of homebuyers as it is a quiet yet self-contained town, suitable for growing families.

"It's definitely a liveable place with lots of good food and a good living environment as well as amenities for daily needs including wet markets, supermarkets such as The Store, Eonsave and Mydin, as well as a Tesco hypermarket," he says.

Big developers such as S P Setia Bhd, I&P Group Sdn Bhd, Eco World Development Group Bhd, SYF Development and Country Gardens Properties (M) Sdn Bhd have spotted opportunities in this town and have been expanding their footprint to the southern corridor of the Klang Valley.

"Driven by higher development costs and land scarcity in more urban areas in



HARIS HASSAN | TheEdgeProperty.com



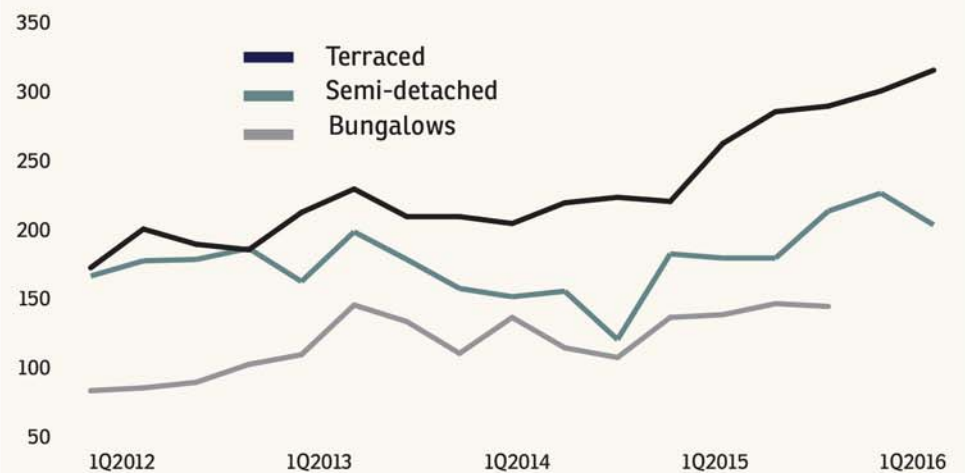
Semenyih's growth spurt

BY TAN AI LENG

Vigorous property development activities are changing the face of this once quiet town

SOURCE: TheEdgeProperty.com

Semenyih landed homes selling price trend (RM psf)



SOURCE: TheEdgeProperty.com

Semenyih landed homes asking prices are rising in tandem with transacted prices

Average asking price of Semenyih landed homes as of August 2016

| Types | Average asking price (RM) | Average asking price (RM / psf) |
|----------------|---------------------------|---------------------------------|
| Terraced homes | 503,766 | 314 |
| Semi-dees | 792,083 | 271 |
| Bungalows | 692,536 | 300.60 |

the Klang Valley, big players have shifted their attention to Semenyih for its cheaper land prices. Most developers are looking for large pieces of land for comprehensive developments rather than small pockets, so Semenyih fulfils that criteria," he explains.

Township projects are viable as developers could offer commercial, retail and education components as well as medical and hospitality elements into the development, creating a township where people can live and work.

However, the infrastructure cost may be higher while a lot more emphasis on the security aspects may be required.

Real estate agent and currently Axis REIT Managers Bhd head of investments Siva Shanker says the presence of the big developers will certainly help to elevate the attractiveness of Semenyih.

"Semenyih is a quiet town situated in between Kajang and Seremban; the other two towns have seen massive development over the years, but Semenyih remained almost untouched till recently," he adds.

He notes that as most income earners cannot afford to purchase a property in urban centres such as Petaling Jaya and Kuala Lumpur, more people are choosing to move away from high density and more expensive places to suburbs which are currently being transformed such as Semenyih.

Booming business activities

The development activities have injected new vibrancy to Semenyih which now also sees more business and industrial activities thus creating more job oppor-



Semenyih's traffic flow has improved since the Lekas Highway opened in 2008

SUHAIMI YUSUF | TheEdgeProperty.com



Siva: Improved accessibility via highways has made Semenyih more attractive

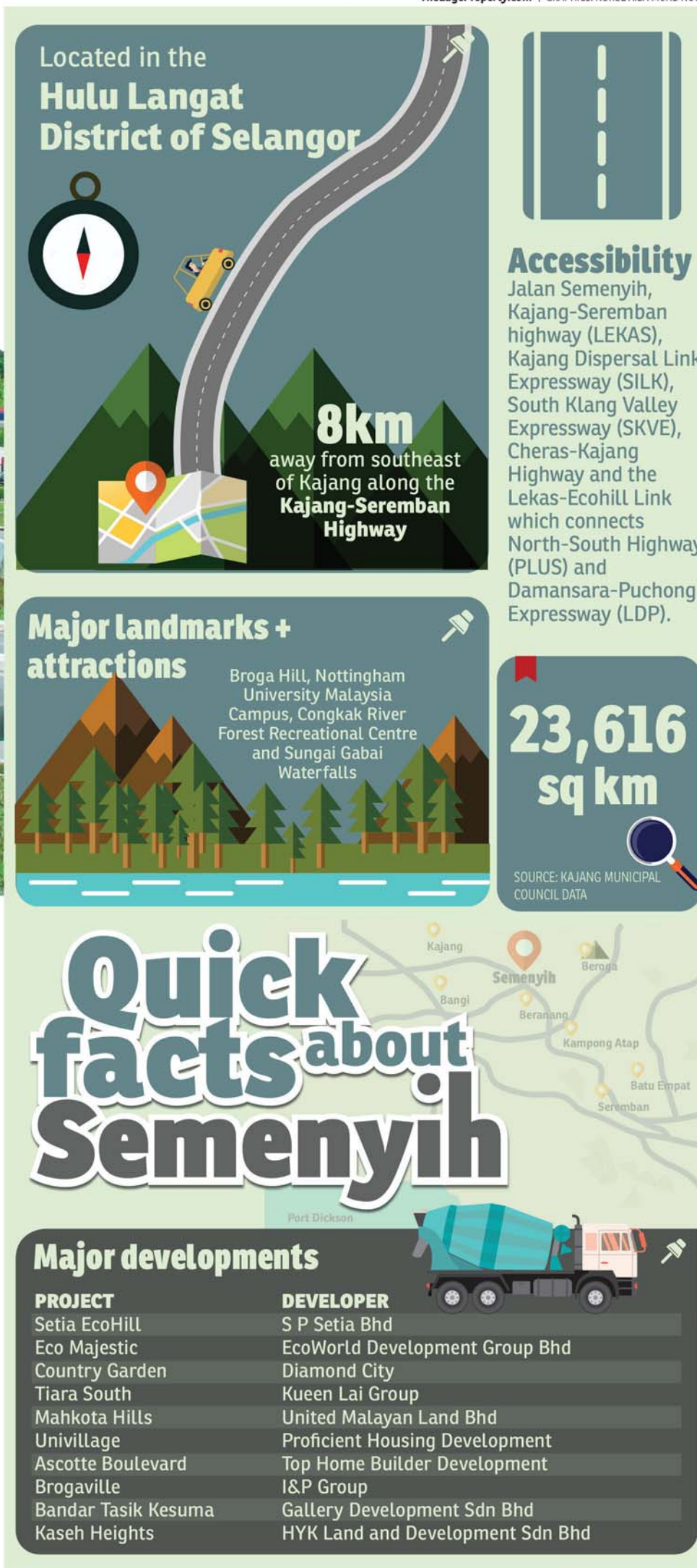


Koh: Business activities are booming due to new property development projects in the area



Lim: Semenyih is a liveable town for homebuyers who are looking for a good living environment

TheEdgeProperty.com | GRAPHICS: NURUL AIDA MOHD NOOR



Monthly rents are now low but long-term outlook is positive

Average asking rental of Semenyih landed homes as of August 2016

| Types | Average asking rental (RM/month) | Average asking rental (RM/psf) | Indicative asking rental yield (%) |
|----------------|----------------------------------|--------------------------------|------------------------------------|
| Terraced homes | 1,319 | 0.85 | 2.4 |
| Semi-dees | No data | No data | No data |
| Bungalows | 1,181 | 0.70 | 2.1 |

tunities for the local population.

"The industrial, tourism and housing development activities have attracted more young people to stay and work here," Koh explains.

But, he notes that the rapid rise in housing prices is also making it more difficult for first-time homebuyers. "Houses are no longer cheap in Semenyih, it's quite hard for a young income earner who earns less than RM4,000 a month to buy a new house here," he says.

Siva concurs that Semenyih has seen a significant price increase over the past five years, but the price is comparatively lower than more urban areas as the new developments offer a lot of value-added goodies, such as nice landscaping, good living environment, are often gated and guarded, and come with clubhouse and wellness facilities.

"If I am a salary earner with about RM600,000 budget for a home, I would choose to buy in Semenyih. With improved accessibility via highways, it is not a bad idea to stay there and commute to work in Kuala Lumpur for instance," he explains.

However, Lim says the disorganised traffic system could be a deterrent as during peak hours, a drive to KL city centre may take about two hours compared with the usual 40 minutes.

Koh explains that Semenyih used to be an alternative road for people who wanted to escape the tolls heading to or from Seremban and Bangi.

"Since 10 years ago, Semenyih has been facing traffic congestion especially during the weekends. But the traffic condition had improved after the Kajang-Seremban Highway (LEKAS) began operation in 2008," he says.

Currently, Semenyih is accessible through the Kajang Dispersal Link Expressway (SILK), LEKAS and the Cheras-Kajang Expressway.

The opening of Lingkaran Lekas-Ecohill Link in August last year has also benefitted about 52,000 residents in the areas of Semenyih, Rinching and Beranang — shortening travel time between Kajang and Rinching/Beranang by 15 to 30 minutes.

'Little golden mountain' of southern Selangor

From investors' perspective, Semenyih is attractive due to its future potential. Siva is positive on this.

"For those who still think that Semenyih is very far from KL, they will change their perception in the near future. I expect that in less than three years, Semenyih will emerge to be another popular place to live, for leisure and for work," he explains.

He notes that the 51km Sungai Buloh-Kajang Mass Rapid Transit (MRT) Line that stops in Kajang will be the main catalyst for Semenyih as those who work in KL city could park and ride at the Kajang MRT station.

"Property development is moving from the established centre to the southern parts of Selangor. Semenyih is just the beginning. They [developers] have no choice as city areas are too expensive to build," Siva adds.

Meanwhile, Lim says although Semenyih is a liveable place, in the current slow market condition, housing prices are considered on the high side and there is not much upside that can be seen at the moment.

He notes that investors may need to wait five or 10 years for the infrastructure to be more developed, especially the traffic and public transportation systems.

"It is a good place for owner-occupiers so I will encourage young starter families to consider staying here," he says.

As for village headman Koh, Semenyih — a former mining and rubber plantation village — has brought fortune to the locals and will remain their "little golden mountain" in the Southern corridors of Selangor.

FEATURE

BY TAN AI LENG

Due to the rising use of smartphones and the internet, what can retailers do to enhance their competitiveness?

JLL Malaysia managing director YY Lau says with urbanisation, changing demographics and consumer behaviour, shopping habits have also evolved, forcing mall owners to rethink the way they operate.

"The rapid change in technology could be a boon if shopping mall operators are able to leverage on the use of technology to stay relevant, drive growth and boost efficiency," she tells TheEdgeProperty.com.

For instance, at IOI City Mall near Putrajaya, shoppers are able to locate their vehicles by entering their car numbers into the system where it will show them the exact location and image of the parking lot. Over at Sunway Pyramid, shoppers are able to reserve a parking space via the internet before heading to the mall.

"Changing consumer behaviour requires the management to constantly refresh their tenant mix to stay relevant to changing trends. This may actually provide some freshness to visitors and keep them excited with the mall's offerings," she concludes.

Lau says online shopping is growing rapidly in Malaysia, especially in the more urbanised cities where access to the internet is easily available.

"The online shopping trend has shifted from personal computers (PC) to smartphones as technology evolves to provide more convenience to users, enabling them to shop online while on-the-go. Using the PC would require the user to be stationed at a place in order to access the internet," she adds.

According to the Malaysian Communications and Multimedia Commission, Malaysia's internet penetration had reached 77% in 2015, from 70% in 2014.

JLL's recent report titled "The Fourth Industrial Revolution: The Impact on Real Estate in Southeast Asia" published in June 2016 discussed the way technological advances are changing people's shopping habits — moving from physical shops to the internet and to mobile phone shopping.

According to the report, in developed markets, online sales already make up 5% to 15% of total retail sales. In Southeast Asia (SEA), despite low urbanisation and internet connections, 50% to 90% of consumers outside of tier-1 cities have used mobile phones to shop online.

In SEA, internet subscription outside of urbanised countries like Singapore and Malaysia is still low at 20% to 50%. Internet penetration is expected to grow in tandem

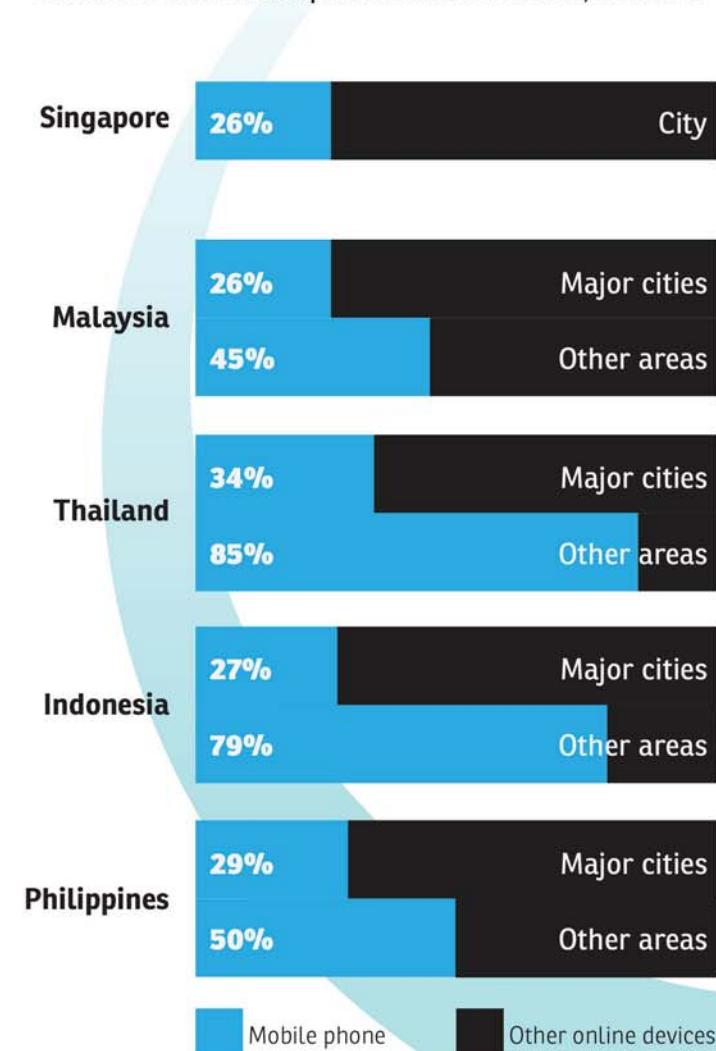
Shifting attention of consumers back to offline

The changing behaviour of shoppers — moving from personal computers to smartphones

SOURCE: BAIN AND CO.

Online shoppers outside city areas prefer mobile phones than PCs for online shopping

Devices used for online purchases and research, Nov 2015



SOURCE: WEARESOCIAL.COM

Mobile phone online shopping in SEA is thriving

% of population that bought something using a phone in May, 2016



Unique mobile phone user as percentage of population

◆ Developing Asia ● Developed



with urbanisation, as seen in other countries.

Although these countries have lower internet penetration, the mobile phone penetration is growing rapidly due to the popularity of using smartphones.

A survey in 2015 by WeAreSocial.com estimated that 20% to 30% of the population in Southeast Asia had bought something online using a phone within a given time frame of 30 days, no lower than the UK and the US where internet penetration is close to 90%. Similarly, in China 34% of the population have bought something online.

Physical shops losing out?

Lau notes that online and offline retail businesses operate on two different business models. Brick-and-mortar retail businesses could still leverage on their physical presence as an advantage to attract consumers.

"Although the online shopping trend is growing rapidly, physical shops or shopping malls still have an edge as they are able to offer an in-store experience to consumers, an element which online retailers will not be able to offer," she adds.

On the other hand, online businesses bank on their pricing strategies where they offer relatively cheaper prices for their products compared with retail prices at physical shops as they are able to omit the cost of

operating a physical store.

"Often times, online shopping also spurs impulsive shopping among consumers," she says.

There are certain trades that will not work with the online business model, such as F&B businesses and health and beauty services that require the presence of physical stores.

"Although consumers could obtain vast information on the product online, they are often more convinced when they can see and touch the product. They may even get to try out samples before making a purchase," Lau explains.

In SEA cities, aside from Singapore and Kuala Lumpur, retail space provision is still low at 4 to 5 sq ft per capita. As the middle-income population grows in these cities, there is a need to increase the supply of retail spaces.

In Singapore and Kuala Lumpur, overall demand for retail space may fall short of current retail stock as more consumers shift their purchasing online.

JLL expects landlords in SEA cities who are proactive in managing their malls to harness multi-channel retailing, with suburban malls to outperform in-town malls.

As retail space rents are cheaper in neighbourhood malls, it would encourage more take-up from online or new businesses that want to set up a physical presence.

According to Javelin Group, Click-and-Collect and Research-Online-Purchase-Offline are the channels that are likely to grow the fastest over the next 5 to 10 years. These transactions could potentially make up over half of retail sales occurring in-store.

For example, online retailers including Zalora and Reebonz have successfully set up "pop-up" stores for a few months in malls in Singapore, the Philippines, Hong Kong and Malaysia to introduce their products and increase awareness.

Lau suggests that retailers consider integrating the online shopping element in their business model such as the Click-and-Collect feature.

Although online shopping offers vast choices and convenience to shoppers, it may lack the sense of community and may turn out to be a one-off transaction.

"Why would a person go to the store when they can buy online? The answer lies in the community experience that only a physical place can provide," she says.

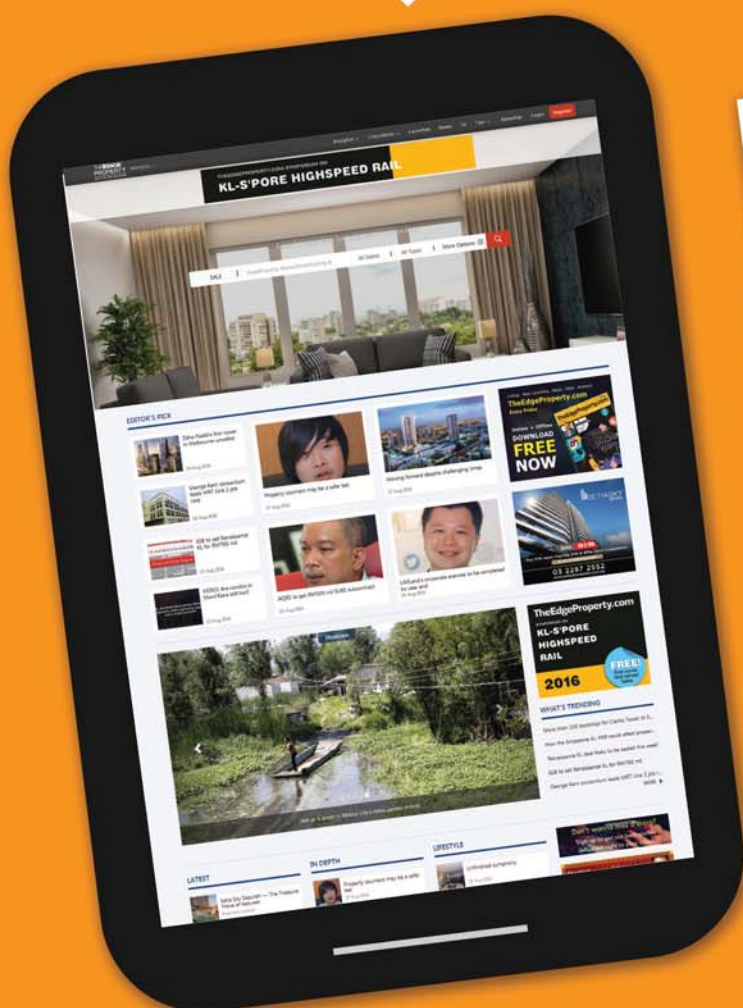


Lau: Changing consumer behaviour requires the management to constantly refresh their tenant mix

www.TheEdgeProperty.com

Helping you make better decisions
on all things property

online



offline



📍 PROPERTY FOR SALE + RENT

📍 NEW LAUNCHES

📍 NEWS + INSIGHTS

📍 LIFESTYLE

📍 EDGE REFERENCE PRICE

📍 PRICE TRENDS

Where do I
get a copy?

Download at
www.TheEdgeProperty.com

It is available **EVERY FRIDAY** at more than 200 offices, shopping complexes, condos, medical centres, F&B outlets and LRT stations in the Klang Valley. It is also distributed with *The Edge Financial Daily*.

CONTACT US

Editorial | Email: propertyeditor@bizedge.com

Advertising & Marketing | Email: mkt.ad@bizedge.com

Customer & Agents Support | Email: propertysupport@bizedge.com

FENG SHUI

Choosing a good day to start business

Timing is everything in business. Whether you're starting something new, negotiating a deal or signing a contract, picking a date when market conditions are conducive for your endeavour will go a long way. It eliminates a significant portion of risk factors and could yield profitable returns.

Date Selection has long been used in ancient Chinese metaphysical studies and has since been adapted into all sorts of activities both major and minor in the modern life. The philosophy behind Date Selection is to schedule a certain activity or allow it to be activated during a point in time when the energies are most conducive.

The Tong Shu is an ancient algorithm that uses one's BaZi chart to identify suitable dates for specific endeavours, including that of a business nature. It singles out clashes with the BaZi day pillars and is able to point out fitting events with hourly precision.

The Tong Shu is used to help regular folks apply Date Selection to particular activities without having to calculate energy patterns and cycles to determine the right time at which an action would yield the best results. Indeed, if this was possible, why leave it to plain chance? Let's take a look at some of the more important decisions in business that could depend on Date Selection.

The grand opening

A business opening is not the preliminary paperwork or signing of contracts, but the

BY DATUK JOEY YAP



very day a business begins its operations. For example, if you're running an online business, then it would be the first day your website goes live and is ready to accept online transactions. You would want to avoid doing this on a Year Breaker Day, Month Breaker Day, or your own Personal Breaker Day.

Determining your Personal Breaker Day is fairly simple. The Personal Breaker Day is the day that clashes with your personal animal sign based on your year of birth. Most of us are already aware of our personal animal sign from the 12 Animals of Chinese Astrology. All that's left to do is to plot your BaZi chart and, from there, pay attention to the Earthly Branch animal under your Year Pillar.

Let's observe an example. If you were born in the year of the Dog (Xu), the clash will take place with the Dragon (Chen). All Dragon days as marked out in the Tong Shu are against your animal sign, and therefore, considered to be your Personal Breaker Days. Here's another example: If you were born in the year of the Monkey (Shen), then the clash is with Tiger (Yin), and all your Personal Breaker Days are Tiger days.

Good days to start your business would be on an Open Day, Success Day or Stable Day in the month of your choice as indicated in your Tong Shu. The Success Day is self-explanatory, but an Open Day

indicates auspiciousness for any sort of activity that welcomes the participation of others. A Stable Day is favourable for long-term activities and will confer your endeavour with longevity.

Negotiating a deal

The same rules apply when it comes to days you should avoid when negotiating a deal. Steer clear of any kind of Breaker Days, be it Year, Month or Personal Breaker Days.

Good days on which to negotiate a business deal include the Success Day. You could opt for the Stable Day, depending on the duration of potential outcome from the negotiation. If it's something that will have long-lasting consequences, then go for a Stable Day. A Full Day would also work well. It is used when you expect bountiful returns, particularly if you're negotiating a deal for a franchise, as it creates a multiplier effect. A Receive Day would also be auspicious as it is used to earn something particularly rewarding, or in the case of a negotiation — to receive an agreement. In other words, to receive what you want from a deal or negotiation.

Signing a contract

Avoiding Breaker Days is equally imperative for this instance. Days that would apply here include the Success Day, for the same reason as stated in negotiating a business deal. The Stable Day would also fit this equation, particularly if the contract stretches for a significant amount of time, or long-term. Conversely, the

Balance Day is welcome as it is meant for activities that benefit several parties involved, thus producing a win-win outcome.

Clearly, there are plenty of ways of using Date Selection to help you achieve specific targets in business-related endeavours. These are just some general ways to get you started. But if you require something more personalised, a consultation would be able to help you demystify your BaZi chart. Visit www.joeyyap.com and find out how you can take baby steps towards exploring the art of Date Selection for your business.

If you have any feng shui-related questions for Yap, please go to the Tips section of TheEdgeProperty.com

Datuk Joey Yap is the world's leading Chinese Metaphysics consultant and bestselling author of more than 160 books which have sold over four million copies worldwide. He is chief consultant of the Joey Yap Consulting Group and founder of Mastery Academy Of Chinese Metaphysics. His nearly two decades of professional consultancy includes working with Microsoft, Sime Darby, UEM, Prudential and Citibank. He has students in more than 30 countries.

DEALMAKERS



Built upon the spirit of kindness

BY NATALIE KHOO

The director of Starhill Real Estate, Syed Fadzil Syed Nadzari, believes that everyone should have the chance to experience being a real estate agent before they decide to make it their career.

At Starhill, the management encourages those interested to start off at the agency as it will provide them with training, tools and exposure needed in the world of real estate brokering.

"We started off with just two members in 2014 and after two years, we now have 22 negotiators. Our negotiators come from different backgrounds — we have a few who are architects and some who are in the food and beverage line. They all still have their day jobs.

"We believe we have opened an avenue for an extra source of income in view of the challenging economic environment. We can help people improve their lives.

"We go about our business in the spirit of helping people, to help them find a home to live in and the opportunity to improve the quality

of their lives with us," says Fadzil, who was an automotive designer.

Fadzil was still at his full-time job as an automotive designer when he decided to be a real estate negotiator to generate some extra income. He was attached to Brownland Properties.

"The principal of Brownland happened to be my good friend, Tan Justin, who had recently opened his own firm then. He asked if I was keen to join him. He told me that clients mostly preferred to view properties during the weekends and it would not disturb my daily routine, so I thought why not? After trying it out for two years, I decided to leave my full-time job and be a full-time real estate negotiator instead," says Fadzil, who holds a bachelor's degree in Industrial Design.

Fadzil met the founder and principal of Starhill Real Estate, Amin Isa, as a negotiator through a deal which didn't go through.

"Amin called me up as a potential buyer who wanted to buy his neighbour's house listed for sale. So, I met up with him and we did the viewing and followed through the sale process. We were about to

conclude the deal but at the last minute, the owner decided to pull out," says Fadzil.

He kept in touch with Amin after that and eventually Amin shared that he was the principal of Starhill Real Estate. The agency was established in 1996. It was a one-man show with one or two negotiators who worked part-time.

"Amin then asked me and another friend of mine, Khalis Al Bakree, if we were keen to work together to rebrand and rebuild Starhill Real Estate," Fadzil agreed. The first thing he did upon joining Starhill was to revamp the website and to market the brand online. The next was to find ways to motivate the company's negotiators.

"We created a new system called #WeCreateStars where we reward our negotiators whenever they achieve a certain goal. For example, after you have successfully sold 10 or more property units, we will split the commission 70:30 for the negotiators and the company, respectively, instead of a 60:40 ratio. This gives the negotiators the incentive to close more deals," he says.

"Furthermore, if you lead a team and if your team member closes

ABDUL GHANI ISMAIL | TheEdgeProperty.com



Fadzil: Our negotiators come from different backgrounds and still have their day jobs

a sale or rental, the company will reward an additional 5% of commission to you. We believe that as the team leader, you deserve the additional commission as somewhere along the way, you would have helped that team member to

close the deal one way or another," he notes.

"We also launched a portal called selfome.com early this year whereby negotiators can post their listings on the web. Sellers or buyers can also post their listings or requests on this website. For instance, let's say there is a home owner who wants to sell his house, he can post all the information on our website. Once he uploads the information, the negotiators at Starhill will receive a notification. Whoever is keen, can contact the owner on a first-come, first-served basis, to assist him," says Fadzil.

For those who want to make it in this industry, he believes it is important to have a network of clients and "connections".

"If we can take advantage of what we can bring to the table and who we know, we will open ourselves up to more social and professional opportunities.

"Always follow up with your clients and check on their needs from time to time. When your clients trust you and you have built your reputation, you will meet more potential clients in the future," he concludes.





PICTURES BY BLOOMBERG



Westfield's new retail concourse is positioned to outperform the original one

Eataly, Apple among draws at World Trade Center's new mall

Westfield Corp's new World Trade Center retail concourse, which opened today inside the mass-transit hub at the rebuilt complex in lower Manhattan, is positioned to outperform the original one, destroyed in the Sept 11, 2001, terrorist attack, the company's co-chief executive officer said.

"All you have to look at is the Apple Store and Eataly," Peter Lowy said in an interview late Monday at an office that overlooks the 16-acre (6.5ha) trade centre site. "When you look at that, you should have much higher volumes because you have much different retailers that do very, very large business."

Westfield opened the 365,000 sq ft (34,000 sq m) shopping complex mainly inside the Oculus, the white-ribbed centrepiece of architect Santiago Calatrava's US\$3.9 billion (RM15.62 billion) commuter terminal. The opening was the latest step in a return to normalcy at the trade centre, where there are two office towers complete and a third on the way, along with a 9/11 memorial and museum honouring the victims of the attack.

As thousands of people flowed in and out of the Oculus, Leslie Odom Jr, who won a Tony for his portrayal of Aaron Burr in the Broadway hit *Hamilton*, sang, followed by the cast of the musical *School of Rock*. A line formed outside the Lobster Press food stand.

Lowy projected that the mall will generate just more than US\$1,500 psf in sales. The original World Trade Center mall had sales of US\$903 psf in 2000, Lowy said at the time, or more than three times the average for a typical suburban regional mall. His projected volume for the new retail centre would be almost four times the US\$400 psf found at an average mall today, he said.

Rights reacquired

Westfield, based in Sydney, leased the original mall in 2001 in the same deal under which developer Larry Silverstein won the rights to the twin towers and other office buildings on the site for 99 years. After the attack, Westfield sold its interest back to the Port Authority of New York and New



(clockwise from top left) An Eataly USA stands inside the Westfield Corp World Trade Center; an Apple store at the Westfield Corp World Trade Center retail complex; workers and pedestrians walk past the entrance to the complex

Jersey, which owns the site, while keeping a first-negotiation right should the authority decide to sell its retail rights again.

The mall company reacquired those interests in a pair of deals, the first in 2012 and the second in 2014, for a combined US\$1.41 billion. The Australian Financial Review last week estimated a US\$2.5 billion value for the complex. Lowy declined to comment on the estimate.

The retail concourse, in a complex that links the Port Authority Trans-Hudson trains from New Jersey with the New York subway system, is designed to attract a steady stream of commuters, workers from in and around the complex, residents from the growing neighbourhood that surrounds the complex, and tourists coming to see the memorial, museum and observatory at 1 World Trade Center, the tallest building in the Western Hemisphere.



Westfield is expecting about 15 million global travellers to visit the area annually, Lowy said. He said he's projecting the complex to generate about US\$1 billion in annual sales volume and operate at a 6.5% profit margin.

The mall will debut with 60 of its just more than 100 stores and restaurants in operation, including Eataly, the Italian-themed food and beverage marketplace, which opened on Aug 11, and the Apple Store. Other stores prepared to open include Kate Spade, Breitling, Charles Tyrwhitt and Smythson, and nine stores that Lowy said were in the original concourse, including a Duane Reade drugstore, Victoria's Secret, Banana Republic, Cole Haan, Crabtree & Evelyn and Papyrus.

Stores still to come after the mall's debut include clothing retailer H&M. A representative from the US office of Hennes & Mau-

ritz AB, the chain's Swedish parent, said in an email that the company's "excited" to be part of the new mall.

Christmas shopping

The complex is fully leased, said Molly Morse, a Westfield spokeswoman. Stores will come online "in stages," with the entire complex open by the Christmas shopping season, she said. That doesn't include a section that can't be finished until 3 World Trade Center is at least approaching completion, Lowy said.

The new stores face competition across the street at Brookfield Property Partners LP's Brookfield Place, where the landlord spent about US\$250 million upgrading the office complex's retail space. Its additions include Hudson Eats and Le District, food marketplaces designed in the image of Eataly.

The trade centre's shopping hub also will have the delicate task of co-existing with the solemn memorial, with its twin pools approximately where the destroyed twin towers were. For many victims' families, the memorial remains their only grave site. Lee Ielpi, whose firefighter son Jonathan died in the attack, said Westfield has treated the task with sensitivity and respect.

"This is something we've thought about for years," said Ielpi, a co-founder of the 9/11 Tribute Center, which has been interacting with site tourists since early last decade. "The memorial itself and the museum, that is the sacred ground, that nine acres, but the same applies to the transit hub and all the retail that's going to be involved in it. But we have to be open-minded about it. We have to realise that there is rebuilding, there is revitalising."

The master plan for the complex allows the stores to operate without intruding on the memorial, Lowy said. None of the entrances face the memorial, he said. A dining area at Eataly, which is on the third floor of the 4 World Trade Center office tower, overlooks the south tower memorial pool. He said he thought those uses are compatible.

The memorial and the retail space "can co-exist in the proper manner," Lowy said. — Bloomberg



Balconies as functional spaces

BY RACHEL CHEW

Malaysians, what do we do with our balconies? Hang out our laundry? Have a few potted plants for some semblance of a garden? The go-to place for smokers in the family?

No matter how large or limited your balcony space is, it could be a place for pontification, relaxation, sun-bathing or for taking in some fresh air, entertaining and dining, but never just a space to dry your washing.

The word balcony comes from the Latin word “Balcone” which basically means a large window. “However, in modern day balconies, it is a space that connects the interior to the outdoor area that can be attached to any part of a house,” Qanvast, a platform for home remodelling and design that connects homeowners and home professionals, tells TheEdgeProperty.com.

Nowadays, as Malaysians become more affluent and house proud, balconies are fast becoming spaces for the family or the home owner to unwind and relax.

Here are five ways you can enjoy your balcony:



1. Breakfast place / outdoor dining

Having breakfast or brunch in the cool morning breeze is not just something you can experience while on holiday at a resort condo by the sea. You can enjoy this every day, especially if you have a mid to high floor condo unit with a decent view. Just add a simple table for two with comfortable foldable chairs, place a patterned table cloth over and a cute ornamental plant on top and, voila, you have a cosy breakfast nook.



2. Garden / mini landscape

Take down that laundry and replace them with greenery. Plants can provide a fresh and lively feel to a space and if they are edible plants, even better! Growing your own fresh produce, if you have a green thumb that is, isn't a bad idea at all.



3. Lounge area

Turn your balcony into a comfortable lounge area equipped with cushioned seats, perhaps a mini bar and some soft lighting. It could be a place for that after dinner drink and some quiet conversation.



4. Barbecue area

Fancy an outdoor BBQ meal? You do not need a big balcony to fit a slim upright portable grill and a side table to place all that food. Have your sizzling meal any time you want. Scatter a few stools around the grill, a cooler filled with drinks and enjoy the company.



5. Furniture display

Are you an avid furniture collector and can't find space indoors to display those unique items? A spacious, clean and quiet balcony attached to the master bedroom or the living room could be the right spot to show off your favourite pieces. Just be careful not to treat the place as a storeroom or it may turn into a junk yard instead or a tasteful showroom.