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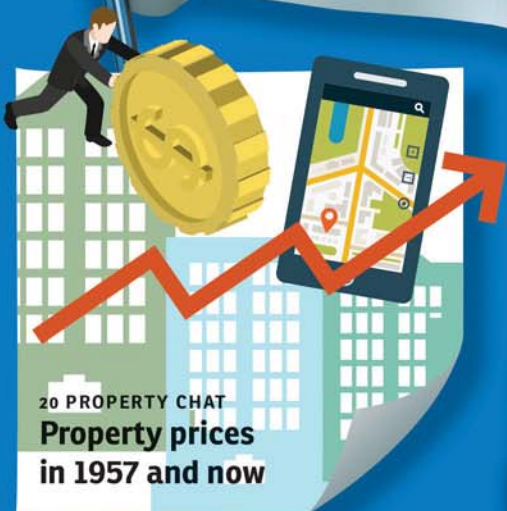
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ONLINE + OFFLINE



Nation builders

12 Tan Sris share their thoughts on the past, present and future of the property sector in Malaysia



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Property prices in 1957 and now



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Bandar Utama's terraced house prices remain stable

EDITOR'S NOTE



Lessons from the top

BY SHARON KAM



Having somebody one can look up to, and whose knowledge and experience one could tap into, is a precious asset for those who strive for growth in all aspects of their lives.

In conjunction with the country's 59th year of independence, this issue of TheEdgeProperty.com features 12 industry leaders with the title Tan Sri who took time off to share with us a few nuggets of wisdom on the evolving business of building and selling properties, the outlook for the property market and the needs of homebuyers.

The title Tan Sri is one of the most senior federal titles in the country, second only to Tun. The title is bestowed on individuals who have made outstanding contribu-

tion to the society and the nation.

The 12 eminent Tan Sris in property development whom TheEdgeProperty.com spoke to (see pages 4 to 18) were BCB Bhd founder and group managing director Tan Sri Tan Seng Leong; Country Heights Holdings Bhd founder Tan Sri Lee Kim Yew; Eco World Development Group Bhd chairman Tan Sri Liew Kee Sin; I-Bhd group executive chairman Tan Sri Lim Kim Hong; Iskandar Waterfront Holdings Bhd founder and director/executive vice-chairman Tan Sri Lim Kang Hoo; LBS Bina Group Bhd managing director Tan Sri Lim Hock San; Mah Sing group managing director Tan Sri Leong Hoy Kum; Malaysian Resources Corp Bhd (MRCB) managing director Tan Sri Mohamad Salim Fateh Din; MKH Bhd managing director Tan Sri Eddy Chen; OSK Holdings Bhd (OSK) and OSK Property Holdings Bhd (OSKP) group managing director and CEO Tan Sri Ong Leong Huat; Titijaya Land Bhd group managing director Tan Sri Lim Soon Peng; and

Tropicana Corp Bhd founder and former group executive vice-chairman Tan Sri Danny Tan.

Many of them have built their companies from scratch and steered their businesses through rough times only to emerge stronger. They are the ones who have and continue to influence and chart the way for their businesses and the industry to grow to greater heights.

In the interviews, there was a little reminiscing over what the industry, homebuyers and projects were like in the past. And as each recalled their most memorable projects and the lessons learnt in the course of their journey as property developers, they also stressed the importance of moving ahead with the times, to be flexible in adapting to uncertain market environments, and to be in touch with the needs and wants of homebuyers especially the younger generation.

There was an overall optimism over the future of the property industry in Malaysia and that the current soft market is only temporary.

To young homebuyers, the industry veterans also provided some advice on how to choose a suitable first home for themselves.

But most of all, it is heartening to note that as property developers, they all aspire and strive to build homes, communities and a nation, rooted in the belief that they can improve people's lives for the better.

These visionary leaders are among those who have laid the foundations for our country's development and as in the words of one Tan Sri, property developers can leave a strong legacy behind in the projects and communities they have built.

Let's celebrate Merdeka knowing that through the almost six decades that we have been through as a nation, we have many people such as these 12 "gentlemen builders" to thank and much to be grateful for.

Happy National Day!

Sharon Kam is the contributing editor of TheEdgeProperty.com



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NEWS



Shining subsale market hotspots despite property market slowdown

BY NATALIE KHOO

PETALING JAYA: Despite the current property market slowdown, there are still investment opportunities on the subsale market, especially in Kuala Lumpur, that investors can ride on, said TheEdgeProperty.com director of business and product development Alvin Ong.

"It is important to have an overview of Kuala Lumpur's secondary market to see how prices are moving in the various areas and the different characteristics that these areas possess before investors can decide on where to place their bets. Of course, it also depends on how we expect the market to move," he added.

Alvin, who will be speaking at TheEdgeProperty.com's "Symposium on Kuala Lumpur-Singapore High Speed Rail 2016" on Aug 27, will be highlighting areas such as Mont'Kiara, Cheras, Bukit Bintang, Taman Desa and KLCC and explaining how the property market in these areas has done well in general, in terms of capital appreciation and rental yields. He will also focus on how these areas have stayed resilient in the current market.

"By the end of the talk, I hope the audience will be able to answer the following questions — which areas should I invest in if the market is going up, down or flat; what are some of the



Alvin will be highlighting areas such as Mont'Kiara, Cheras, Bukit Bintang, Taman Desa and KLCC



Richard will share information on BBCC's master plan

projects to consider if I am looking for capital gains or good rental yields; and what are some of the upcoming catalytic developments that will help boost capital appreciation and rental yields," Alvin added.

Meanwhile, Bukit Bintang City Centre (BBCC) Sdn Bhd CEO Datuk Richard Ong will give a presentation on the iconic development on the former Pudu Jail site.

The 19.4-acre project with a gross development value (GDV) of RM8.7 billion is located at the intersection

of Jalan Imbi and Jalan Pudu. It is being developed by a consortium comprising UDA Holdings Bhd, Eco World Development Group Bhd and the Employees Provident Fund in a 40:40:20 share structure over a period of between 8 to 10 years.

"BBCC is well-poised to fulfil its role as a gateway to Kuala Lumpur because of its connectivity and accessibility. It is important to note that BBCC and the HSR have the potential to benefit from each other," said Richard.

He will also share information on BBCC's master plan, which includes the integration of commercial, residential, retail and entertainment in one development.

In addition, Richard will also be part of a panel discussion entitled "HSR: The Big Idea" to be held at the end of the symposium. The other panellists will be Ho Chin Soon Research chairman Ho Chin Soon and Savills Malaysia executive chairman Christopher Boyd. The session will be moderated by TheEdgeProperty.com managing director and editor-in-chief Au Foong Yee.

Other real estate experts who will be featured at the symposium

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are KGV International Property Consultants executive director Samuel Tan and Henry Butcher Real Estate Sdn Bhd chief operating officer Tang Chee Meng.

The symposium is organised by TheEdgeProperty.com and supported by The Edge Malaysia. The presenting sponsor is BBCC.

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PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



BCB Bhd

Tan Sri Tan Seng Leong: Look out for signs of recovery

BY TAN AI LENG OF THEEDGEPROPERTY.COM

With an academic background in building and construction management, Tan Sri Tan Seng Leong began his journey in real estate development in the early 70s before starting his own business in 1978.

The 60-year-old developer founded BCB Bhd in 1988 and has been its group managing director since then.

Before venturing into the Klang Valley, the Johor-based developer had focused on Johor, particularly Batu Pahat and Kluang, where Tan made a name for himself with BCB. It is today the largest property developer in Batu Pahat and Kluang — the second and third largest towns in Johor.

Besides residential projects such as Taman Bukit Perdana, Evergreen Heights and Bandar Putra Indah, the developer also built BCB Plaza and Prime City Hotel in Kluang, and U-Mall in Skudai.

In 2010, BCB ventured into the Klang Valley and developed Concerto North Kiara, a luxury condominium in Kuala Lumpur, and the high-end gated and guarded bungalow township Home Tree in Kota Kemuning, Shah Alam, Selangor.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Tan Seng Leong: I began my career in the early 70s and went through the ups and downs of the property market over the past few decades.

In my observation, 1969, 1979, 1989, 1999 and 2009 were the economic down cycles. However, those years were also when the market saw sharp rebounds after bottoming out.

Understanding market cycles and noticing signs of the next downturn are important to developers. I started studying the market since I was young. *The Investment Clock*, which was published in London's *Evening Standard* in 1937, has become one of my main references on the economy.

According to the *Investment Clock*, signs of a market slowdown can be seen when share prices and commodity prices start to dip, when overseas reserves start falling and when a tighter monetary policy is implemented.

Knowing these signs could help business owners make better decisions and adjust their development pace until the next economic upcycle.

For instance, during a slowdown, I will look for opportunities to accumulate landbank at a better price or use the time to convert existing agricultural land into development land. When economic conditions improve, I will start to build and sell products.

From my observation, the Asian Financial Crisis in 1997 was the worst time ever for the market. It was a long recession. Even though it was a tough time, economic stimulus measures were taken and they worked.

There is talk that compares the current market condition with the 1997 crisis, but I do not think the

Asian Financial Crisis will repeat itself. The market will continue softening but it will not go down too much. For instance, even though sales have slowed, property prices have not shown a significant drop as cost of land and building materials continue to rise.

Notably, according to the *Investment Clock*, when property price growth slows and interest rate cuts occur, it could be an indication of the next rebound.

Other signs that the market needs to watch out for are improving share and commodity prices, coupled with the increase in overseas reserves as these could signal the start of an economic recovery.

How many homes have you built?

I started my first project — Taman Kurnia in Kluang — back in 1978 and till now I have developed more than 5,000 acres of land and built more than 50,000 homes.

BCB Bhd's footprint expanded from Johor (Kluang, Batu Pahat and Pontian) to the Klang Valley in 2010 with our luxury condominium Concerto North Kiara in Kuala Lumpur and the high-end gated and guarded bungalow enclave Home Tree in Kota Kemuning.

What was your most memorable project and why?

The most memorable project for me was a privatisation project in Kluang, Johor which I undertook back in 1992.

It was a very challenging project because the planned town centre was in a mess as there were 500 squatters staying on that piece of land. We talked and negotiated with the squatters by giving them two options — cash compensation or a discount deal on the new houses.

The negotiations were successful and we persuaded the squatters to move.

With the land cleared, we drew up plans to bring in more amenities such as bus and taxi terminals, commercial projects and a stadium, making it the commercial centre of Kluang.

Today, the 90-acre transformed Kluang town centre remains the commercial hub of the town with robust business activities.

Buyers are getting younger. How do you engage them?

When it comes to buying properties, the younger generation has different thoughts, needs and budget. Developers need to understand their needs and preferences — the layout, landscape design and facilities — so we can offer them the right product at the right pricing.

Developers also need to disseminate information about their products through social media to catch the young buyers' attention.

What are your investment tips for first-time homebuyers?

Simple tips — know your budget, buy in areas with good growth potential, and be realistic about your investment goals.

I bought my first house back in 1977 when I was still an employee in a local construction company earning about RM1,000 a month.

It was a single-storey terraced house in Kluang. The price was about RM30,000 at that time. I sold off the house at RM70,000 two years later.

I remember it so clearly because the money I earned from selling the house became my capital to start my career as a developer in a joint-venture company.

How key is social media to your business — are you on social media?

Nowadays, more buyers than ever are taking advantage of the latest technology and online tools to search for properties. A decade ago, smartphones didn't exist but today it's hard to imagine life without them.

As a result, developers have to constantly adapt to new technologies in both construction of projects as well as marketing strategies to attract young buyers.

"Bill Gates is successful because he has both — the foresight and the courage to try."

My company and our projects are on social media. On our Facebook page, we constantly post the latest information on our company, the neighbourhood where our projects are, as well as the latest events, to connect with friends and family of clients.

Your property outlook for 2016/2017?

The market condition remains uncertain with banks being cautious in lending while buyers take a wait-and-see approach to look for bargains. However, there are opportunities for developers as there will always be genuine buyers looking for good properties.

At BCB, we take a conservative approach during a market slowdown by going for smaller scale developments and launching new products that cater to market needs.

When written in Chinese, the word "crisis" is composed of two characters, one represents danger and the other represents opportunity.

Despite the dampened market condition and consumer sentiment, there are always opportunities for developers to explore and build their fundamentals to success.

Besides researching and analysing economic cycles, we must have the foresight to see future possibilities and the courage to make brave decisions. Bill Gates is successful because he has both — the foresight and the courage to try.

What is your aspiration for the Malaysian property sector?

My aspiration for the Malaysian property sector goes back to the fundamentals of what BCB stands for — Building Communities and Beyond.

It may seem like a simple tag line, but think deeper and it means more. It is a simple phrase. But for it to work, we need the involvement and concerted effort of all in the organisation to show that

BCB is worthy for our purchasers in all aspects.

Tan Sri Tan Seng Leong's tips for first-time homebuyers

1. 2. 3.

Know your budget and plan your finances carefully

Buy in areas with good growth potential — such as future catalysts that will spur property demand and prices

Be realistic about your investment goals. Start with a humble home before upgrading to your dream home.



MOHD IZWAN MOHD NAZAM / TheEdgeProperty.com



PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



Country Heights Holdings Bhd

Tan Sri Lee Kim Yew is the founder of Country Heights Holdings Bhd (CHHB). The developer has covered the spectrum of property development and investment properties with residential, industrial, hotel and leisure, commercial and recreation projects under its belt.

With more than three decades of involvement in real estate, Lee has become a property icon in Malaysia for his innovative ideas in delivering uniquely-designed projects, such as The Mines in Seri Kembangan, Selangor, carved out of a former excavated tin mining site. Among the landmarks at The Mines are the Palace of the Golden Horses hotel and The Mines Shopping Mall.

The 61-year-old tycoon is still active in the industry and was recently appointed as the chairman of CHHB in June this year so he could continue to share his experience and knowledge of the industry in the company.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Lee Kim Yew: From my over 30 years of experience, I have learnt that no matter how smart you are, no one can escape when the environment is hit by a crisis especially the property development industry.

Although we cannot keep ourselves away from any financial crisis, as a company we can learn to be humble and keep our fundamentals healthy to cushion the turbulence. Managing gearing is important to keep the company fundamentally healthy to enable it to embrace the challenges of an economic downturn.

Many companies have increased their gearing levels for expansion during boom times. When the Asian Financial Crisis happened, the weakened market sentiment and shrinking consumer spending caused many companies to close.

The same principal also applies in today's business environment. With manageable gearing ratio and healthy cash flow, business owners can not only survive a financial crisis but also other challenges such as war or other unprecedented situations like Brexit.

How many homes have you built?

I have built millions of square feet in Malaysia, London and in Mauritius (back in 1994).

CHHB was awarded a project by the government of Mauritius to complete some low-cost housing which could withstand 200kph winds and extreme weather.

I had two years to com-

Tan Sri Lee Kim Yew: Land is the key to accumulate wealth

BY TAN AI LENG OF THEEDGEPROPERTY.COM

plete the 4,000 houses. This was the most productive period in my career as every day I had to build six houses, without fail, in order to achieve the target.

Apart from residential developments, for the past 30 years, we have built shopping centres, exhibition centres, offices, schools and hotels as well as golf courses.

What was your most memorable project and why?

There are a number of projects which are memorable to me, such as the Mauritius housing project, the Borneo Highland Resort and The Mines.

But among all, Country Heights Damansara in Kuala Lumpur is the jewel in the crown.

Country Heights Damansara is one of the most exclusive townships in Kuala Lumpur. Located on top of a hill surrounded by lush greenery, it offers a 19-acre garden park with a man-made waterfall, a 400m ra-

vine, a 1.2km jungle trek and five landscaped retention ponds.

When the concept of this township and the plan to build a waterfall was revealed, it sparked some controversies as some people were worried that the development would affect the forest environment.

However, we have proved that we can preserve nature while building homes there. Today, the man-made waterfall and garden park have become the development's main attractions.

Buyers are getting younger. How do you engage them?

Social media platforms are good ways to engage and disseminate project information to young buyers. However, it is important to understand their needs and offer products they desire. Nowadays, we see that many people prefer to stay at home and interact via mobile devices. One reason could be because there is a lack of public places where they can have outdoor activities.

With that in mind, CHHB is planning a project tentatively named Youth City which will offer affordable housing with vari-

ous facilities to encourage interaction outdoors.

I have travelled to Taiwan to do some research on their U-bike system and I am thinking of implementing the idea in Youth City by providing bicycle tracks and shared bicycles for residents to cycle to and from train stations (when they travel to work).

In this township project, we are looking at providing about 10,000 affordable homes for the young with selling prices below RM350,000.

What are your investment tips for first-time homebuyers?

My advice is don't rush to stay in the city, but stay by the city. It's better to choose a location which has good accessibility to the city centre, but not within the city, as properties just outside the city would be more reasonably priced and have a good living environment.

Although city centres are business hubs and have more modern lifestyle activities for the young, staying in suburban areas could offer more space and opportunities to venture into high technology food production industries especially hi-tech farming and agro-tourism — which I think is the trend of the future.

Apart from this, I always believe in land investments. There is a Chinese saying "land is the key to wealth" which means you could accumulate wealth through buying and accumulating land as every industry needs land to develop their business.

How key is social media to your business — are you on social media?

I am not so active on social media

but I do agree this is one of the most effective ways for developers to reach out to young buyers. Even in the hospitality and leisure sectors, it is important to use social media such as Facebook, Whatsapp or WeChat to engage with your targeted customers.

If we still stick to the conventional ways of approaching customers, we will lose our competitive edge. Social media platforms also offer the market information which could provide insights on market trends and the needs of the younger generation.

Your property outlook for 2016/2017?

I think the market will remain slow, very slow due to economic uncertainties. These are challenging times that will test the ability of industry players and will require them to come out with new ideas and management skills to enhance their competitiveness.

Business leaders will need to stand out and form a lobby group to discuss with the government about economic issues — eg Goods and Service Tax (GST), and offering advice to the authorities on taking the right approach to improve the business environment and to spur economic growth.

What is your aspiration for the Malaysian property sector?

The younger generation is the key driver of the property sector to achieve sustainable growth. Their need to own a home must be taken care of.

In order to encourage home ownership, CHHB has taken two approaches to assist homebuyers to purchase homes as well as help the next generation of customers to own a home in the future.

The first plan is to launch the Youth City project in Bukit Beruntung, which offers affordably-priced homes for the young who are looking for their first home.

The second plan is to reintroduce the Country Heights Innovation in Property Investment (Chipi) scheme — a loyalty programme for our customers' second generation.

"The younger generation is the key driver of the property sector to achieve sustainable growth."



HARIS HASSAN / TheEdgeProperty.com

Tan Sri Lee Kim Yew's Investment tips for first-time homebuyers

1.	2.	3.	4.
Don't rush to stay in the city, but stay by the city for better living environment and greater financial freedom	Get a landed property and look for opportunities to venture into food production industries especially hi-tech farming and agro-tourism	Accumulate wealth through acquiring land as every industry needs land to develop their business.	For investors, look at good plots of land during market downturns and invest in land



PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



Eco World Development Group Bhd

Tan Sri Liew Kee Sin, chairman of Eco World Development Group Bhd (EcoWorld), has been in the property industry since 1989. The Economics degree holder majoring in business administration started off as a banker in 1981. After five years in the banking industry, he ventured into property development.

His first project was in Taman Bukit Indah, Ampang. Following a reverse takeover of SP Setia Bhd, he was then appointed its president and CEO, a position he held for the next 18 years, from May 1996 until April 2014.

In mid-2012, Liew led the Malaysian consortium of S P Setia, Sime Darby Bhd and the Employees Provident Fund Board (EPF) to successfully bid for the Battersea Power Station site in London, UK and was appointed the first chairman of the Battersea Project Holding Company Ltd in 2012, a position he held until September 2015.

The project, which was launched in January 2013, has been met with resounding success whereby all 855 standard units launched have been sold, raking in sales of £725 million (RM3.87 billion, making it one of the bestselling developments in London in recent years.

Liew left SP Setia in 2014 and was appointed non-independent and non-executive director of EcoWorld in May 2014. He was re-designated as the chairman of the board of EcoWorld a year later.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Liew Kee Sin: Back then, it was about making sure you built a solid house just as a means of shelter. People today are looking for lifestyle. We make sure we provide the amenities for them. We build show villages instead of just show houses. We invest in infrastructure to ensure that buyers have easy access, in and out. Our project offices are no longer just a site office. It's a show gallery that encompasses the whole lifestyle experience giving you a taste of what living in one of our developments would be like.

Back then, when I closed one or two sales a day, I was already really happy. I remembered my all-time record was 24 sales a day and I was pumping my fist in the air. All sales were done manually using hard copy files. Today, we can sell over a few million ringgit worth of properties in a day. It's also about building the brand and making a long-term commitment towards the communities that we build. Our job is not just to build houses. We want to be there even after we have handed over the homes to our buyers.

How many homes have you built?

I think it's not about the number of homes one has built but more about the experience. With every development you keep pushing yourself to do better. When a benchmark is

Tan Sri Liew Kee Sin: Achieve greater heights by embracing technology

BY NATALIE KHOO OF THEEDGEPROPERTY.COM

met, I push even higher. Never in my wildest dreams did I think that I would be a developer in London. Today, EcoWorld even has its presence in Sydney, Australia. I've had the opportunity to build not only townships, high rises and integrated commercial developments but to bring back a power station to life (Battersea Power Station in London)! What are numbers compared to these experiences?

What was your most memorable project and why?

They say your first love is the most memorable one. I started with Taman Bukit Indah, Ampang, building terraced houses and semi-dees. There I learned many valuable lessons. Do you know that a day prior to our official launching, there was such a heavy downpour that the whole site was flooded! That was because we forgot to build the drainage system!

Also, there were too many rocks at the site that when the construction was taking place, rocks flew all over the place and made holes on the roofs of the houses. I had to physically deliver hampers to all the house owners to apologise.

But we learned from all these mistakes. All these problems seem small now but back then, it was either do or die.

Buyers are getting younger. How do you engage them?

We find more exciting ways to communicate with them. Today, our homebuyers are mostly aged 45 years old and below.

Our EcoWorld team also consists of young people whom we constantly engage with to understand their preferences.

One other way is through social media because it's quick, short and effective. The way a development is planned has also changed. Now there's more emphasis on lifestyle, convenience and amenities. On top of that, details are important and, of course, our customer service. It's about creating value as a whole and not just for capital appreciation of the property.

What are your investment tips for first-time homebuyers?

Always buy from a reputable developer. Also, ensure the project

has the necessary infrastructure and amenities in place. Location may no longer be the top priority as developments are expanding further away from the city due to scarcity of land, so you need to ensure that the place you are buying is well connected.

How key is social media to your business — are you on social media?

We are very active on social media such as Facebook and YouTube. On Facebook alone, we have a following of more than 300,000 people. Social media plays a huge role in our business as it is easier to reach out to people. Take for example our EcoWorld Starlight 2015 concert featuring Wang Lee Hom in 2015 whereby we used social media to reach out to people and it was a huge success.

"We want to be there even after we have handed over the homes to our buyers."

Another great and more recent experience was our EcoWorld Seasons Flower Show which drew crowds to all our sales galleries in the Klang Valley, Iskandar Malaysia and Penang. Our Eco Majestic in Semenyih recorded numbers close to 30,000 people who visited the project during the month-long event. How the news, postings and photos went viral were totally beyond my expectation.

Your property outlook for 2016/2017?

The strong support we have received from our customers, financiers and shareholders in what has arguably been one of the more challenging times for the property market in recent memory is a strong confidence booster for us at EcoWorld. 2016 will be a tough year industry-wide. Hopefully by 2017, the property market will begin to turn. I believe in the long-term prospects of the overall property market in Malaysia. We can see that demand for landed residential and gated and guarded townships that have good accessibility remains resilient. This can clearly be seen in EcoWorld's strong sales of RM1.315 billion (as at May 31, 2016).

We are also optimistic due to the population demographic. Malaysia has a young population with an average age of 30 years, an age when most would have saved enough to buy properties. Aside from that, the unemployment rate is low at 3.0% to 3.2%. The economy grew 5% in 2015 with Bank Negara Malaysia projecting a growth of 4.0% to 4.5% in 2016, which is still commendable.

What is your aspiration for the Malaysian property sector?

I want to continually see good products delivered into the market for homebuyers. At EcoWorld, we want to uphold our promise of delivering good and reputable products to our customers. It's not all talk, these are promises that we need to deliver. I always tell the team, don't just show the customer nice artist's impressions. What you show, you need to make sure you deliver and even more. In the property sector, we need to keep moving forward. The good thing is, we've got technology that will continually help us move to greater heights. Embrace technology to help you move up.

Tan Sri Liew Kee Sin's tips for first-time home buyers

1.	2.	3.
Buy from a reputable developer	Ensure the project has the necessary infrastructure and amenities	Ensure that the place you are buying into is well connected



SAM FONG | TheEdgeProperty.com



PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



I-Bhd

Tan Sri Lim Kim Hong: Well-planned projects less affected by negative factors

BY SHAWN NG OF THEEDGEPROPERTY.COM

I-Bhd group executive chairman Tan Sri Lim Kim Hong began his entrepreneurial journey with his own furniture business, a business he was first introduced to at the tender age of 11.

The 66-year-old business veteran was responsible for the successful listing of Sumurwang Sdn Bhd's manufacturing arm, Dreamland Holdings Bhd on The Kuala Lumpur Stock Exchange (now known as Bursa Malaysia Securities Bhd) in 1987. After Dreamland Holdings changed its name to Kanzen Bhd, Lim divested Sumurwang's interest in Kanzen to reorganise Sumurwang's corporate structure to focus on three business areas — property development, manufacturing and financial services.

In 1999, Lim acquired I-Bhd through Sumurwang and steered the group to transform 72 acres of freehold plantation land in Shah Alam into what is envisioned to be an ultrapolis development known as i-City. In the same year, he also started a digital appliance business under Dreamland Holdings.

The RM9 billion i-City development comprises high-rise residences, office suites, a theme park, hotels and data centres. Going forward, there are plans to launch smart homes in April 2017 that will share the same tower block as Double Tree Hilton. In 2018, i-City will usher in a 1.5 million sq ft shopping mall.

Besides i-City, I-Bhd has recently embarked on developing a grandiose serviced residence located in the heart of Kuala Lumpur's Golden Triangle known as 8 Kia Peng @ KLCC.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Lim Kim Hong: For I-Bhd, there is no difference in building homes as we devote ourselves to the implementation of i-City's master plan and vision. In terms of selling property, there is no difference as well, as the project is still sought after by young buyers, thanks to the master plan.

However, there is a difference in the challenges we are facing today. In the beginning, the hardest part was to come up with an intact concept for i-City, but we managed to overcome that and performed exceedingly well. Fast forward to the present — the challenge now is how to proceed with the project according to the initial plan. There could be a shift in prioritising the three key elements in i-City, which is lifestyle, modern and technology. Looking ahead, i-City may emphasise more on technology to cater to young buyers.

How many homes have you built?

Being the master developer of i-City, I-Bhd has been focus-

ing on this project and has built some 5,000 units of properties here over the years. However, it is not appropriate to compare i-City with other townships in terms of number of homes built as the scale is different. This ultrapolis development has probably one of the highest gross development value (GDV) per acre in the country at about RM130 million. Along these lines, we are probably one of the few developers that is willing and able to construct 3,000 residential units at one go together with a data centre, theme park, hotels and a 1.5 million sq ft shopping mall slated for opening in 2018. By the end of 2016, we will deliver 1,000 units of high-rise residences and have another 2,000 units under construction of which 80% have been sold.

What was your most memorable project and why?

i-City is my favourite and most memorable project. It has been injected with what I call my "industrial style", which emphasises planning and packaging of a project. This is a well-planned township and we've put in a lot of effort to ensure its success. The 72-acre project, which we first started planning sometime between 2002 to 2003, was not initially favoured by some people at that time, but we've proven them wrong.

For me, i-City is special as it is in line with the government's mission to be one of the most liveable cities in the world. Thus, the government has given its support to make this project a catalyst for the development of Shah Alam. Furthermore, i-City has given me valuable experience which will definitely help I-Bhd in the future. Going forward, we aim to achieve internal growth and look for potential partners to develop the project hand-in-hand, thus making the project more prominent.

Buyers are getting younger. How do you engage them?

We have a two-pronged strat-

egy — providing designs targeted at the young while having a strong social media marketing approach. More importantly, when we first conceived i-City, it was to be a place for the young. Thus, the facilities, infrastructure and design were planned with this in mind. We think this is something different as most townships are designed for mature families rather than for the single executive or newly married couples. Furthermore, with i-City's excellent location, connectivity and facilities, I believe the project will continue to attract buyers.

What are your investment tips for first-time homebuyers?

It is likely that buyers will eventually upgrade as their families get bigger and their financial position improves. So they should be looking for a development that will have good re-sale value, hence location is always key. If a buyer manages to acquire property in a good location, he or she will face less risks. In deciding whether to buy a property, buyers should look at three factors: the property's location, its leasing and its selling potential. For a buyer who plans

to buy a property for his or her own stay, fulfilling two of these factors would be good enough for them to buy. However, investors should consider buying only when the property possesses all three factors.

How key is social media to your business — are you on social media?

Marketing and promotions are crucial for the property development industry, and as a company coming from the digital appliance background, we are very aware of the impact of digital technology. That is why, both internally, in terms of monitoring and communicating as well as reaching out to our potential customers, we use a lot of social media tools. Nowadays, young people love technology, so we use social media to reach them and this strategy has been pretty successful.

Your property outlook for 2016/2017?

Although there seems to be some headwind in the property sector, we see it nearing the bottom so we expect 2017 to be better than 2016. The property sector is expected to recover by 2018, which is the year of the 14th Malaysian General Election. Based on historical records, the country's economy will usually pick up before a general election. Hence, the outlook for the property market is bright although it is currently suffering from political uncertainties and an economic downturn which is similar to the last downturn in 2006. These negative factors are dragging down buying interest but they will not affect the progress of a property project. Moreover, well-planned projects located in good locations will be less affected by these factors.

What is your aspiration for the Malaysian property sector?

We hope that abandoned projects will be a thing of the past. We want all Malaysians to be confident that wherever they buy property or whoever they buy it from, it will be delivered. On the other hand, I also hope that banks can loosen their lending policy for first-time homebuyers.



"We want all Malaysians to be confident that wherever they buy property or whoever they buy it from, it will be delivered."

Tan Sri Lim Kim Hong's tips for first-time home buyers

1.	2.	3.	4.	5.
Look at 3 factors: location, leasing and selling potential	Assess the property's leasing potential	Assess the property's future re-sale value	For a buyer looking for a home for own stay, if the property fulfills any two of the three factors, it would be a good buy	For investors, the property should possess all three factors



PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



Iskandar Waterfront Holdings Bhd

Tan Sri Lim Kang Hoo is the founder of Iskandar Waterfront Holdings Bhd (IWH) and Ekovest Bhd, where he currently serves as executive vice-chairman and executive chairman, respectively. The self-made businessman and Johor-based property tycoon began his involvement in the construction industry soon after completing his secondary education, assisting in the family construction business.

Under his helm, IWH has completed a number of projects in Johor, such as Casa Almyra, Danga Walk, Danga Utama, Danga View Apartment, Tropez Residences and Oasis 1 @ Tropicana Danga Cove.

At the end of last year, IWH formed a consortium with China Railway Engineering Corp (M) Sdn Bhd (CREC) and purchased 60% of the equity interest in Bandar Malaysia from IMDB Real Estate Sdn Bhd on Dec 31 last year. The consortium will undertake the RM200 billion mega project located on the former Sungai Besi air force base, which will be carried out over three to four phases and likely to take 20 to 25 years to complete.

Lim is also a director of several companies, including Iskandar Waterfront City Bhd, PLS Plantations Bhd, Knusford Bhd and Tebrau Teguh Bhd. *Forbes* ranked Lim number 26 in the list of Malaysia's 50 Richest in 2016 with a total net worth of US\$550 million (RM2.2 billion).

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Lim Kang Hoo: I have been in this industry for more than 30 years. After graduating from high school, I joined my family construction business before I founded a civil engineering and construction company with a partner. The company has evolved to become Ekovest Bhd, which is a multi-function construction-based entity listed on Bursa Malaysia. I also founded Iskandar Waterfront Holdings, a government-linked company that was specifically incorporated to be the master developer of 4,300 acres of prime waterfront land in Johor Bahru, known as the Flagship "A" Zone of Iskandar Malaysia.

I remember 15 years ago, people thought I was crazy when I showed them the plans for transforming Johor Bahru into a waterfront city like Shenzhen and Hong Kong. No one was willing to lend me a dollar and people laughed at me. However, with the success of the Flagship "A" Zone, it has proven the sceptics wrong.

Today, some people are laughing and sceptical about Bandar Malaysia as well. It will

Tan Sri Lim Kang Hoo: Act on opportunities from the HSR link

BY SHAWN NG OF THEEDGEPROPERTY.COM

house a Kuala Lumpur-Singapore High Speed Rail (HSR) terminus station. The project is the first integrated development to be built under the public-private partnership (PPP) model. There will always be people who are sceptical.

Developers have learnt a lot from the 1997-1998 financial crisis. However, to survive in the property development industry today, it is very difficult. So developers must create unique and innovative projects to succeed.

How many homes have you built?

We have built thousands of commercial and residential buildings. At IWH, we have a total landbank of 4,300 acres, most of which are prime waterfront land located right in the heart of Iskandar Malaysia — the fastest growing special economic zone in Malaysia.

The jewel in the crown of our development is Danga Bay — a strategically located waterfront destination straddling the Straits of Johor and overlooking Singapore. We plan to transform

this into a refreshingly different place, offering inspired lifestyles.

Our development master plan envisages the creation of an environment of style and sophistication, with a range of exciting lifestyle options that integrate living, shopping and relaxing — all into one location. Ultimately, the plan is to build an exclusive waterfront sanctuary that effortlessly combines modern amenities with traditional values to offer a truly tranquil environment for Malaysians and foreigners alike.

What was your most memorable project and why?

At the top of the list is Bandar Malaysia — the mega integrated development in the centre of the Klang Valley. We're very

lucky to undertake this 486-acre project and work with the right partner, CREC. The project is one of the beneficiaries of the Kuala Lumpur-Singapore HSR as there will be a terminus in it. The integrated development aims to attract a population of 800,000, plus 500,000 people who travel in and out every day with the HSR. Phase one of Bandar Malaysia is expected to start next year and will cost between RM50 billion and RM60 billion. This phase will sprawl over 100 acres and is expected to be completed in six to eight years.

Buyers are getting younger. How do you engage them?

With technology improving every day, it is important for us to have a company website so that it's easier for the public to get to know us and be in touch with us. We also engage the newspapers and online news portals.

Your property outlook for 2016/2017?

With cooling measures by the government, the market will be slower, but it depends on the location. The property market all over the world will have its up and down cycles. People have grown from experience after a



"I remember 15 years ago, people thought I was crazy when I showed them the plans for transforming Johor Bahru into a waterfront city like Shenzhen and Hong Kong."

few cycles, which makes the developer and property buyers wiser, and to know when to buy and when to sell.

What is your aspiration for the Malaysian property sector?

I really hope that people can see and act immediately on the opportunities arising from the implementation of the HSR. I've witnessed how the creation of the Iskandar Malaysia economic growth corridor in Johor back in 2006 successfully revived the state in the wake of the Asian Financial Crisis, and I believe that infrastructure such as the HSR will be just as successful. Hence, we became the highest bidder for Bandar Malaysia because we saw the potential of the HSR and the project — the upside will be there. HSR is a boon not just for the property sector. The rail project will open up opportunities to ports, airports, cargo and all other industries along the alignment besides Kuala Lumpur and Iskandar Malaysia.

BUILDING FOR NOW AND THE FUTURE

TITIJAYA LAND BERHAD has long been synonymous with quality property development. We build not only homes for you to live in, but commercial and industrial hubs that breathe life and soul into an area. Our award-winning properties are designed to meet functional and aesthetic requirements of even the most discerning of customers. Our current projects include H₂O Residences in Ara Damansara, Embun in Kemensah, KL, Seri Residensi & Zone Innovation Park in Klang. Our upcoming projects includes Park Residency @ Cheras, Riveria @ Sentral, KL, Odeon @ Jalan Tunku Abdul Rahman, KL, Emporia @ Glenmarie, Areca @ Penang & Klang Sentral Services Apartment @ Klang. Our developments are also built on the premise of environmental sustainability for future generations. We will continue to strive to expand and strengthen our presence in this field and aim to offer property owners even more sought-after developments in the future.



THE LARGEST 300-ACRE INDUSTRIAL HUB IN THE KLANG VALLEY

Industrial Park @ Jalan Kapar, Klang
Seri Alam Industrial Park is centrally located within close radius to highly populated communities in Klang, Shah Alam and Subang consisting of a large pool of knowledge workforce. Sited within a stone's throw from Klang Sentral Bus & Taxi Terminal, Seri Alam Industrial Park is also linked to a network of highways that connects to all parts of the Klang Valley and beyond.

HAUS, OWN IN UNPRECEDENTED AQUATIC SURROUNDINGS

Serviced Apartment @ Ara Damansara
Inspired by the simple beauty of water, H₂O Residences is ingenious by design. Stunning in architecture, its ultra stylish living spaces are set amid unprecedented aquatic environment and surrounded by unlimited urban amenities. Urban cool has just been redefined.

EXEMPLARY GREEN HOMES FOR AN INSPIRED LIFESTYLE

Landed Villa @ Ampang
Ideally located in Kemensah, in the heart of Ampang, the elite enclave of Embun is surrounded by the pristine tranquility of a rainforest, complete with cascading creeks and waterfalls. Nature-made joys. Now made even better with artis-made luxuries. A collaboration that inspires.

AMAZING CLUBHOUSE LUXURIES AMID LUXURIANT TRANQUILITY

Green Semi-D Villas @ Kemensah, Ampang
Nestled within the lush greenery of Kemensah lays Emery Kemensah. A gorgeous development of exclusive semi-d villas for you to escape the hustle bustle of the city life, right at the fringe of the city. Revel in the tranquility of a forest, which is a stone's throw away from all the important amenities required for the modern life.

LUXURIOUS HOMES FOR THE FAMILY

Villa & Semi-D @ North Klang
Buying a home isn't as much about the home anymore, it is also about a lifestyle. Seri Residensi offers you, a quality home to raise families, complete with a way of life desired by many. Live in a neighborhood that is family friendly with great schools, with people of like mind, surrounded by all the important amenities such as Klang Sentral Bus Terminal & Taxi Terminals, Giant, Tesco, Carrefour, and connected by multiple, upgraded highways. It is a treasure beyond the ordinary.

RELOCATE YOUR BUSINESS TO ONE OF THE MOST MODERN & SECURE INDUSTRIAL ADDRESSES IN NORTH KLANG

Semi-D Factory @ North Klang
In business/industrial operations, saving up on travelling time makes all the difference. At Zone Innovation Park, transporting containers of stock to and from North Port or West/South Port takes a mere 20-minutes drive. To further enhance accessibility, the surrounding network of major highways leads to virtually all parts of the Klang Valley.

IT'S WELL WITHIN YOUR REACH

Serviced Apartment @ North Klang
Klang Sentral Serviced Apartment is a rare opportunity for capital gains with its catchment area, strategic location and seamless blend of lifestyle opportunities combined with excellent infrastructure - all in one location. Walking distances to Giant Hypermarket, Bus and Taxi Terminal, McDonald and The Galeri Klang Sentral Home City.

THE GALERI KLANG SENTRAL HOME CITY IS POISED TO BE THE MOST HAPPENING RETAIL & ENTERTAINMENT HOTSPOT IN KLANG

Commercial Development @ North Klang
A bustling employment hub. And a pulsating rendezvous for people from all walks of life. Welcome to the new, iconic business address in Klang. Now launching: 3-storey Lifestyle Streetmall Shops. Act now before they are all snapped up!

WHERE THE DISCOVERY STARTS

SOHO, Condominium, Semi-D and Retail Shop @ Penang
The next generation living which has been specifically designed for those who want only the best. Inspired by the waterfront living of developing areas, this development provides the same exclusivity yet complete with the convenience of the retail world below. Undeniably, a perfect combination indeed.

IT'S ALL HAPPENING HERE

Shopping Mall, Serviced Apartment, SOHO, Hotel and Offices @ Glenmarie
A dream come through for many. Truly one of its kind. A fully integrated development where one can live, work and shop in an area known for its upscale living. An architecturally balanced property with a gorgeous landscape and shaded walkways that will link the components together. It is also just a few short minutes away from the highway entrance, making getting in and out, even easier.

TRANSPORT-ORIENTED DEVELOPMENT LOCATED AT THE HEART OF KL

Serviced Apartment & Retail @ Jalan Tunku Abdul Rahman, KL
Strategically located at the heart of Kuala Lumpur and easily accessible via Jalan Sultan Ismail, Jalan Kuching, Jalan Tunku Abdul Rahman and various modes of public transportation, this upcoming freehold transport-oriented development consists of serviced apartments and retail.

RIVERFRONT LIFESTYLE AT ITS FINEST

SOHO, Serviced Apartment, Office Tower and Retail Unit @ Sentral, KL

As complete as it can get. Motivated by the inner city living of developing areas, this urban development provides the exclusivity of riverfront living in the city, yet abundant with the necessary amenities of contemporary life, just a few steps away from the door. Riveria Sentral Kuala Lumpur is a premium serviced apartment, strategically located in Kuala Lumpur Sentral, the second CBD of Kuala Lumpur which is also its only integrated transport hub. This amazing connectivity has been established through direct access to rail systems and links to major highways. The hip NU Sentral shopping Mall is only a walking distance away. Other nearby amenities includes banks, hotels, colleges & schools.



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PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



LBS Bina Group Bhd

Officially established in the year of the Asian Financial Crisis in 1997, LBS Bina Group Bhd (LBS) has gone through market highs and lows in the property development sector to emerge as one of the biggest property players in Malaysia.

Tan Sri Lim Hock San took over the reins of the group from his father in 2001 and has led the expansion of the group's property development business. Prior to this, the Lim family was more focused on running a lorry transportation business as well as a construction business.

"We started property development with projects around Klang Valley in Seri Kembangan, Bukit Serdang and Kota Perdana, where my family originally owned some land," says Lim.

With outstanding entrepreneurship and equipped with years of management and technical expertise, Lim has led LBS and its subsidiaries to make their mark in the country's property development scene.

Among LBS' significant projects is Bandar Saujana Putra (BSP). BSP is a township project sitting on 850 acres next to Puchong, Selangor.

Lim was the inaugural Platinum Entrepreneur Award winner by SMI Association of Malaysia in 2011; the Prestigious Entrepreneur of the Year 2012 title holder at the Asia Pacific Entrepreneurship Awards; and was conferred the World Chinese Economic Summit (WCES) Lifetime Achievement Award for continued efforts in enhancing bilateral relations between Malaysia and China (Guangdong Province) in 2015, among other awards.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Lim Hock San: LBS Bina Bhd was established in 1997. It was also the year that the Asian economic crisis broke. We built very affordable homes to suit market conditions at that time. Can you imagine we priced a 18ft by 60ft landed house at RM135,000. In 2002, we priced a 850 sq ft apartment unit at only RM150,000.

We were able to do that (build

Tan Sri Lim Hock San: The keys to success are product, location and pricing

BY RACHEL CHEW OF THEEDGEPROPERTY.COM

cheaper houses) because (material and construction) costs were low. The construction cost used to be about RM30 to RM40 psf in 1997, but today it is at RM100 to RM130 psf. The construction cost has gone up three times in 20 years.

No matter what, the property industry will not fall because it (property) is something that everyone needs no matter when. It is also one of the safest investments that one could make. If your houses cannot sell, it is hardly the market's problem, but it could be a problem with your product, location or pricing. It could be that you do not have a nice track record so people are not confident with your project.

How many homes have you built?

We have built at least 30,000 landed and high-rise residential properties since 1997. We sell at least 2,000 properties every year. We did not see a slowdown in transactions in the past two years. LBS is moving forward stably and steadily.

We will be building more (properties) in future. We have two over 600-acre township developments in Dengkil, Selangor and in Kulai, Johor. Both developments are waiting for approval from the authorities.

We will also be launching another residential project in Bukit Jalil and the remaining residential blocks in Bandar Saujana Putra 21 (BSP 21).

What was your most memorable project and why?

Every project has memorable points. If I have to choose one, it would have to be Bandar Saujana Putra (BSP). BSP is the project

that makes me proud and happy especially because of its transformation from a rough barren site into a comprehensive township today.

In 2003, we ran out of development land after having fully developed the lands we had in Serdang and Balakong. So we decided to work together with the government and develop an 850-acre land next to Puchong into the BSP township.

I still remember I stood on the land after we had signed the agreement with the government and all I could think of was that I must build an interchange to make the place accessible.

Since then, we started developing one phase after another. Today, we have built 9,100 properties there. About 1,000 properties are under construction and, in the future, we will build another 7,000.

We are also planning a shopping mall, offices and hotels. The township development should be fully completed in five years.

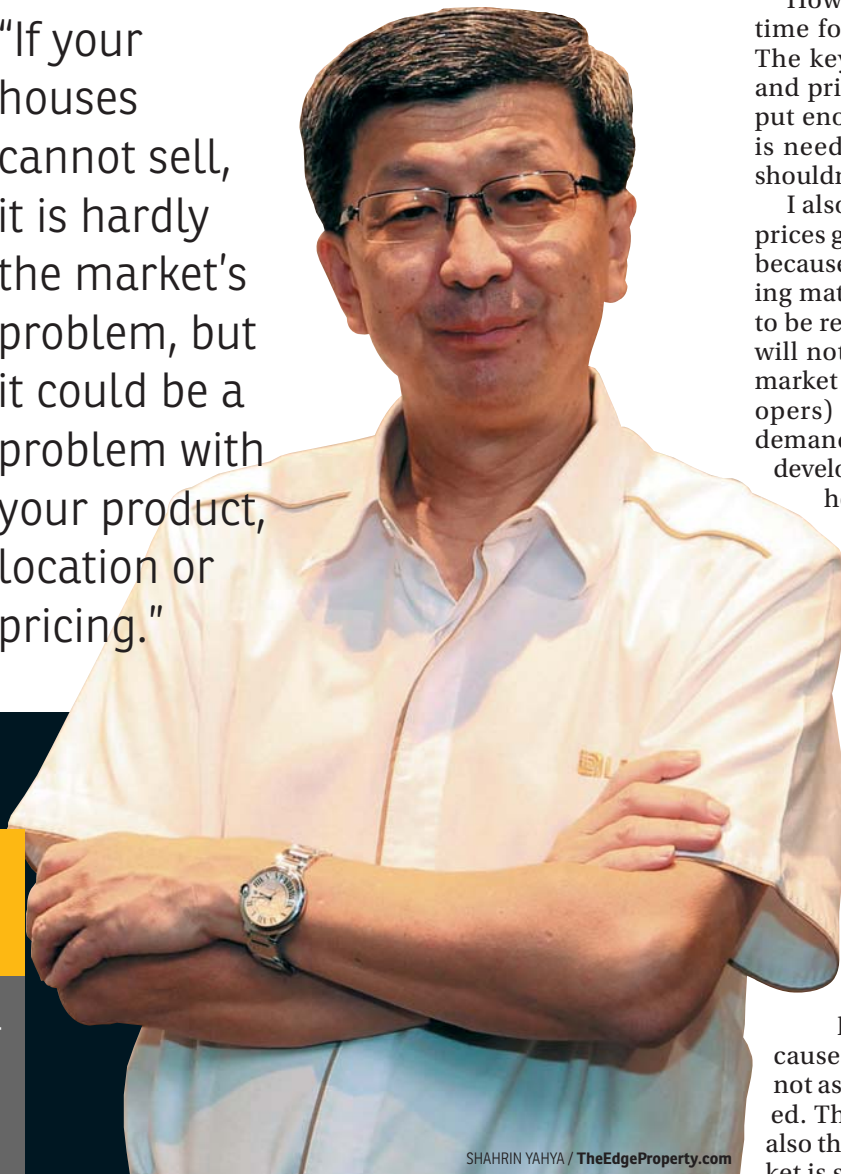
BSP is important because it is the biggest project for LBS so far. This project gave us the experience in developing a township.

Buyers are getting younger. How do you engage them?

We study their needs and requirements and build accordingly. For example, our 10-block BSP 21 has over 70 facilities, you name it, we got it. BSP 21 also has 28 shoplots that are managed by LBS. This is to ensure that the tenants are those that the residents will welcome.

What are your investment tips for first-time homebuyers?

"If your houses cannot sell, it is hardly the market's problem, but it could be a problem with your product, location or pricing."



With the property market slow-down and with developers still launching new projects, now is a good time to buy property because now it is a buyer's market. Buyers will have more choices, more time and bargaining power to get a good deal.

However, first-time homebuyers should look at the concept, future appreciation potential of the development, as well as the reputation of the developer. Cheap is not necessary good. The development concept, facilities and nearby amenities are important too.

How key is social media to your business — are you on social media?

LBS is very active on social media. I myself am very active on it because it is fast, informative, easy to use and convenient.

Social media is important to LBS to gain publicity and in building our brand. We usually share company activities, news, and launches via social media.

However, it doesn't mean that social media will take over traditional media because they serve different groups of consumers. Social media serves the youth, while traditional media serves older working adults.

Your property outlook for 2016/2017?

2016 has been a challenging year. Sad to say, 2017 will likely be another challenging year for Malaysia.

However, anytime is a good time for the property industry. The keys are location, product and pricing. If you (developers) put enough effort to study what is needed, selling your project shouldn't be a problem.

I also do not foresee property prices going down anytime soon because construction and building material prices do not seem to be reducing. As a developer, I will not sell at cost price. If the market is really bad, we (developers) can hold the supply till demand is strong again. Hence, developers are unlikely to lower house prices.

What is your aspiration for the Malaysian property sector?

As Budget 2017 is going to be announced soon, I believe the government will announce friendly policies, especially housing policies that would benefit the middle income group. I also hope to see Bank Negara Malaysia loosening the lending guidelines because the Malaysian market is not as hot as it has been reported. The strict lending policy is also the biggest reason the market is stagnant now.

Tan Sri Lim Hock San's tips for first-time home buyers

1.

Buy when the market is down

2.

Cheap is not always good. Look at the property's future growth potential

3.

Look at the project's concept to see if it suits your needs

4.

Consider the developer's reputation



PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



Mah Sing Group Bhd

Tan Sri Leong Hoy Kum: The ability to adapt to change is crucial

BY NATALIE KHOO OF THEEDGEPROPERTY.COM

In 1965, Mah Sing group managing director Tan Sri Leong Hoy Kum founded Mah Sing, a plastic trading firm. Subsequently, he founded the plastic manufacturing division in 1986 and the business grew rapidly with proprietary and original equipment manufacturer (OEM) products for the automotive and electrical and electronic industries.

The company was listed on Bursa Malaysia in 1992. The company then faced thinning margins and in a bid to protect his shareholders' value, Leong forged a new path for Mah Sing by entering the property industry in 1994 with their maiden project, a 45-acre development comprising link homes in Ulu Yam, Selangor.

Today, Mah Sing is one of the few fully integrated property developers with high-rise and landed residential developments, integrated commercial centres and niche industrial parks.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Leong Hoy Kum: In this era, it is important for any business to understand the importance of change. It is crucial to innovate or adopt new and effective methodologies in order to be able to cater to market needs. There have been many changes since Mah Sing first stepped into the industry and we continuously strive to be better.

Back in 1994, the cost of land, materials and labour was lower resulting in lower prices of homes compared to today. Buyers back then saw houses as a necessity. Moreover, they were only able to rely on printed materials and property agents, therefore purchases were usually made based on word of mouth or recommendations.

Now a home is more than just a home; it is a form of investment. Buyers today are very well informed as they can easily access information about the property market, projects and related issues. There are seminars, forums and online portals that allow investors to share their knowledge with each other.

Buyers today know the important factors to look out for. Homebuyers prioritise convenience, amenities and facilities while investors look for connectivity, a strategic location and future developments which may increase the value of the property.

Currently, the market is looking at affordable homes. We are primed to support the need for affordable housing with 89% of our planned residential launches priced below the RM1 million range in 2016 (68% below RM700k and 50% below RM500k).

How many homes have you built?

Mah Sing has 46 projects (35 ongoing and 11 completed) throughout

Malaysia. The majority are in Greater Kuala Lumpur and the Klang Valley with a total of 22 ongoing and 10 completed projects while the others are in Johor Bahru (Iskandar Malaysia), Penang Island and Kota Kinabalu, Sabah. Our properties range from high-rise and landed residences to integrated commercial centres and niche industrial parks. The group has more than 31,000 members in our customer loyalty programme, M Club.

What was your most memorable project and why?

They are all very memorable! My team and I built these developments from the ground up and when you are involved in a project, you invest a good portion of your time and passion. All of my developments are special to me.

Among our key projects are the "Iconic Series". Our Iconic Series of projects are architectural masterpieces with one goal — to reshape the Kuala Lumpur skyline. They represent innovativeness and are known for their revolutionary design and exceptional quality. We have four Iconic Series projects. The first was The Icon Tun Razak @ Jalan Tun Razak followed by Icon Residence @ Mont'Kiara, Icon City, Petaling Jaya and M City, Jalan Ampang.

Buyers are getting younger. How do you engage them?

As mentioned, it is important for any business to be able to adapt to changes and try new and effective ways of doing things.

The younger generation is more involved in social media and many use online platforms to obtain information. Therefore, to reach out to a younger target audience, our marketing strategy includes social media as an important medium.

What are your investment tips for first-time homebuyers?

There are various considerations before determining an ideal property investment. Before selecting a property, a buyer must understand his or her financial capabilities to avoid a purchase that may be a burden in the future. Upon determining a comfortable price range, a buyer can then select projects and compare factors like connectivity, convenient facilities, amenities, location and more.

Select a property from a developer that has a good track record as this raises the chance of timely delivery and high quality. It is also important to look into possible future developments around the property as these may contribute to value appreciation in the future.

How key is social media to your business — are you on social media?

We are very active on social media via Facebook, YouTube, Instagram as well as the instant messaging application, WeChat. Our diverse use of social media has been recognised and we have been awarded with the Social Media Excellence Award for Best in Lifestyle Development for two consecutive years.

We explore various forms of online marketing strategies to introduce a product such as unique catchphrases and images on Facebook, entertaining videos on YouTube, and more. One of our many successful campaigns was our Chinese New Year video featuring local YouTube celebrities, Reuben Kang and Cathryn Lee. It went viral. It has more than two million views and 25,000 likes on Facebook and YouTube.

Your property outlook for 2016/2017?

Mah Sing recently opened its first neighbourhood lifestyle mall, Star Avenue Lifestyle Mall, in Sungai Buloh. Our sales target for 2016 is RM2.3 billion. Greater KL and the Klang Valley are expected to contribute 69% to sales this year, with Johor expected to contribute 21% followed by Penang at 9% and Sabah at 1%. Our 2016 launches include:

Greater KL and Klang Valley

- Lakeville Residence, Taman Wahyu — final tower of serviced apartment. Total: 327

units. Built-ups from 977 sq ft to 1,345 sq ft. Indicatively priced from RM598,000.

- Cerrado serviced apartments in Southville City @ KL South. Two phases with 1,616 units. Built-ups from 656 sq ft to 825 sq ft. Priced from RM388,000.
- D'sara Sentral, Sungai Buloh — launch of final serviced apartment block. Total: 197 units. Built-ups from 781 sq ft to 1,385 sq ft. Indicatively priced from RM580,000.
- M Residence 2 in Rawang — landed cluster homes (last phase of M Residence 2). Total: 120 units. Built-ups from 2,205 sq ft. Indicatively priced from RM660,000.

Penang

- Ferringhi Residence 2 in Batu Ferringhi — resort condominiums. Total: 632 units. Built-ups from 1,208 sq ft to 2,910 sq ft. Indicatively priced from RM719,816.

Iskandar Malaysia, Johor Bahru

- The Greenway @ Meridin East township in Pasir Gudang — 2-storey link homes. Total: 492 units. Built-ups from 1,595 sq ft to 1,648 sq ft. Priced from RM356,000.

What is your aspiration for the Malaysian property sector?

Being in the industry for 22 years, I have seen plenty of changes in the property sector. Quiet neighbourhoods have grown into bustling townships while property developers have incorporated more convenient features into their projects.

I believe there will be more conducive and convenient developments. We want to live up to our brand promise to build high-quality and sustainable homes. We want to plan our projects while keeping in mind affordability, sustainability, security, connectivity and convenience.

We hope to uplift the lifestyle of buyers with high-quality facilities and features as well as help everyone to own a home via attractive sales plans.

"It is important for any business to be able to adapt to changes and try new and effective ways of doing things."

Tan Sri Leong Hoy Kum's tips for first-time homebuyers

1.

Understand your financial capabilities

2.

Select location based on amenities and facilities

3.

Select a property from a developer with good track record

4.

Look into possible future developments around the property



MAH SING GROUP



PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



Malaysian Resources Corp Bhd

A successful entrepreneur with a pioneering spirit, Tan Sri Mohamad Salim Fateh Din, the managing director of Malaysian Resources Corp Bhd (MRCB), is a business innovator who has owned and managed businesses in construction, property investment and property development.

One of the most significant projects developed by MRCB is KL Sentral. It is a RM18.4 billion gross development value (GDV) development that collectively garnered more than 17 awards. MRCB has five transit-oriented developments (TODs), including one on the 1.87-acre German Embassyland in Kuala Lumpur with a GDV of RM1.5 billion.

MRCB is one of the first property developers in the country to embark on the green development concept. Among its hallmark green projects are Menara Shell and the Ascott Sentral serviced apartments — both located at its flagship KL Sentral development. Another green project development it is currently developing is PJ Sentral Garden City located in Petaling Jaya.

Before joining MRCB, Salim had pioneered the “Super Store Petrol Station” concept for leading oil companies Shell, Esso, BP and Caltex. He was also responsible for designing the latest distribution centre for Malaysian leading retailer, Giant, by modernising and improving its food-processing systems while reducing logistics costs and delivery turnaround time.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Mohamad Salim Fateh Din: Buyers are more knowledgeable and discerning nowadays. They have a high level of accessibility and ease in obtaining information about the latest property developments. Building and selling homes no longer just entails the “push” strategy like in the past.

Now, customers are more selective and precise in identifying their needs for their dream homes because of the availability of information online at their fingertips. In order to thrive as a developer in today’s market conditions, we simply have to understand the customers’ current needs and anticipate their future wants, while keeping abreast of trends in the market.

How many homes have you built?

At MRCB, my focus is more on urban development particularly TODs. MRCB pioneered TODs in Malaysia, and through its multi-award winning green flagship

Tan Sri Mohamad Salim Fateh Din: Malaysia’s property market will continue to be dynamic

BY RACHEL CHEW OF THEEDGEPROPERTY.COM

development, Kuala Lumpur Sentral CBD, it remains the unassailable leader of TODs in Malaysia.

The 72-acre, RM18.4 billion Kuala Lumpur Sentral CBD development is anchored by a world class transportation hub, integrating high-quality commercial and residential projects designed to maximise access to public transport. We have other TODs that we are currently developing — Cyberview City Centre, Penang Sentral and Kwasa Sentral. Our property development revenues are underpinned by our 410-acre urban landbank which has an estimated gross development value (GDV) of RM50 billion.

What was your most memorable project and why?

My most memorable project was Menara Shell in Kuala Lumpur Sentral CBD. There were many companies that bid for the design, construction and commissioning of Menara Shell. We won the bid because of our strength in customising the building for the client. We specially designed the

tower in the form of diamonds being stacked together because Shell was involved in diamond mining activities back in its early years.

We also complied with green standard requirements, which were still very new in the market then and fulfilled a lot of Shell’s sustainability requirements. Together with Shell, we wanted to be among the first to adopt new energy efficiency benchmarks and create cost savings for the tower. Menara Shell was awarded the Leadership in Energy and Environmental Design (LEED) Platinum standard certification from the US Green Building Council and a Malaysian Green Building Index (GBI) certification.

The tower has achieved 35% energy savings, up to 50% reduction in water consumption and 3,700 tonnes in carbon emission reduction. In addition, the tower is also designed as an earthquake-ready building.

Menara Shell was a winner at the FIABCI Malaysia Property Awards 2015 under the Office Development category and the FIABCI World Prix d’ Excellence Awards 2016 in Panama City.

Buyers are getting younger. How do you engage them?

Younger buyers embrace a fast-paced lifestyle and spend a lot of time on digital platforms. Social media and online media platforms have become important marketing or promotional tools to engage with them. As such, we have also secured win-win partnerships with relevant parties that have demonstrated acumen in online marketing.

Our marketing communication strategy is more interactive, allowing bolder and louder interactions that will draw the attention of younger buyers and capture their hearts. We also carry out focus group sessions with this target market to understand their lifestyles, needs, wants and reactions to our upcoming products. This allows us to understand their wish lists and incorporate any relevant findings in our new products.

How key is social media to your business — are you on social media?

Social media is increasingly becoming a major frontline tool in our marketing or promotional efforts. We can no longer rely on advertising and communication via mainstream traditional media alone.

MRCB is actively engag-

ing with its potential and existing buyers on all the major and most popular social media platforms. These platforms are monitored daily and uploaded with content as and when required. We also upload videos of our products on YouTube. Personally, I am not very active on social media, but I believe no business can do without social media in this day and age.

What are your investment tips for first-time homebuyers?

As a first-time buyer, it is important to buy from reputable and reliable developers with proven track records in delivering quality homes on schedule, at good locations and addresses.

Purchasers of properties from reputable developers will most likely benefit from higher value appreciation of their assets. Furthermore, only reliable and conscientious developers will provide sufficient amenities and facilities that are sustainable and practical for community living for many years to come.

Your property outlook for 2016/2017?

The 2016/2017 property outlook is still positive. There are a lot of foreign interests wanting to invest in Malaysia with several ongoing developments in the Klang Valley and the state of Johor, particularly from China. They are attracted no doubt by Malaysia’s excellent long-term prospects and the government’s far-sighted investment in transportation infrastructure. For instance, Bandar Malaysia has become a huge boost for property market sentiment in encouraging more local developers to joint venture with foreign partners to develop new property products.

In general, property development projects in strategic locations with excellent transportation connectivity and amenities will continue to sell well and will be very successful. At MRCB, we are looking at enhancing construction delivery of our products, maintaining good quality and raising new technology and green standards in property development, as well as focusing on our strong expertise in TODs.

What is your aspiration for the Malaysian property sector?

The Malaysian property market is still competitively priced compared to other markets in the region, and it is still very attractive for purchasers and investors. I am confident that our local property market will continue to be one of the region’s most dynamic and vibrant in the long term. I would like to see more innovative buildings and homes adopting green features that promote energy efficiency and create a conducive environment to live, work and play in. I also want to see Malaysian developers setting the standard in developing iconic projects that the nation can take pride in.

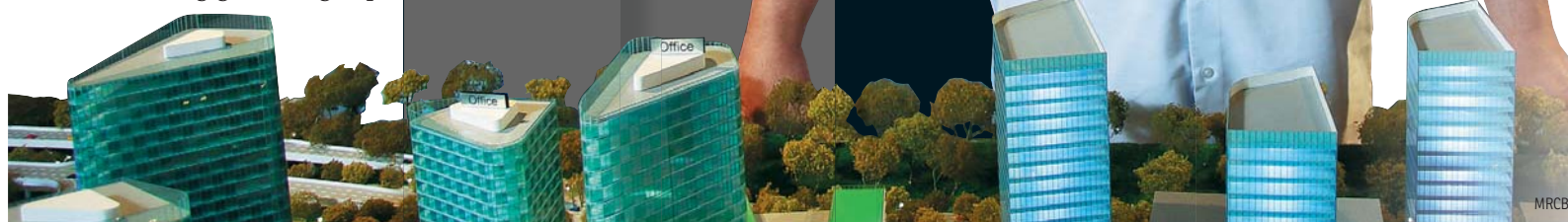
“I want to see Malaysian developers setting the standard in developing iconic projects that the nation can take pride in.”

Tan Sri Mohamad Salim Fateh Din’s investment tips to first-time home buyers

1. **2.**

Buy from reputable and reliable developers

Choose good locations and addresses for higher value appreciation





ISKANDAR
WATERFRONT



Bandar Malaysia

integrated underground city

THE CATALYST FOR THE TRANSFORMATION OF GREATER KUALA LUMPUR

Bandar Malaysia – a new world-class mixed-use transit orientated urban development for Kuala Lumpur. The project will set standards for future developments in Malaysia and South-East Asia and will become an exemplar community for sustainable design and planning. The primary goal is to achieve an integrated and sustainable new urban community that adds in robustness to the future development and growth of Kuala Lumpur, making Bandar Malaysia the catalyst for the transformation of Greater KL.

Bandar Malaysia is strategically planned to become Malaysia's first integrated transit-oriented mixed development that will attract a vibrant mix of local and international business travellers, tourists and residents.



integrated transportation hub



CREC regional headquarters



underground canal city



together we celebrate
HAPPY 59th
national day

+ 603 4021 5948 | + 607 2333 888

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PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



MKH Bhd

Tan Sri Eddy Chen is as passionate about real estate today as when he first started out in the construction and property development industry more than three decades ago. Chen was appointed to the board of MKH Bhd (formerly known as Metro Kajang Holdings Sdn Bhd) on July 31, 1984 and has been its managing director since 2005.

Having gained a strong foothold in Kajang where it is based, MKH has ventured into urban centres such as Damansara, Bangsar, Mont'Kiara, Shah Alam, Cheras, Petaling Jaya and other parts of Greater Kuala Lumpur, focusing mainly on homes for the middle class.

Led by Chen, the Bursa Malaysia-listed company has to date developed more than 30,000 units of homes with a value exceeding RM12 billion.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Eddy Chen: Those days, we (developers) were building basic homes — a place that you go back to sleep after work. But now, we are building houses with lifestyle concepts and facilities such as smart homes and green homes — all because of lifestyle demands. People are more aware of their health and lifestyle because they are more knowledgeable and informed today with greater exposure to what's around the world.

Besides that, people need smaller spaces because more parents and children want to live on their own. Also, seniors know how to take care of themselves and are more financially independent.

During good times, we only need to do minimal announcements to sell our projects and it will be fully sold within a short period. However, in times like these (market slowdown), we see a new phenomenon which we call personal sales. Agents and brokers have become more important now because they are more flexible (working at odd hours) and commission driven so they are more aggressive in closing deals. They have their network, knowledge of the area and can provide advice which advertisements cannot do. They can give a personal touch and that little bit of extra that could draw customers to see the place.

How many homes have you built?

I have actually lost count. Ten years ago we finished building 15,000 landed and high-rise homes. I think as at July 2016, we should have completed at least 30,000 homes with 80% of them priced below RM500,000.

What was your most memorable project and why?

My most memorable project is

Tan Sri Eddy Chen: We need more liveable homes

BY RACHEL CHEW OF THEEDGEPROPERTY.COM

Pelangi Damansara in Petaling Jaya. It was not a small project. We built 5,600 apartment units there. The project commenced right after the 1997 Asian Financial Crisis and we were selling it at a low price, plus we had to relocate over 400,000 squatters who were on the land. The biggest challenge, however, was the cleaning up of foreign workers by the government in 2000. Foreign workers only came back to Malaysia half a year later. This caused the project to be a year behind schedule. We worked day and night, but the quality was affected. The consequence was that instead of 12 months, our team had to be stationed on site to carry out rectifications for three years.

Nevertheless, there is a happy ending. The first buyer would have bought a unit for RM150 psf. Now it can be sold at RM300 to RM400 psf.

Buyers are getting younger. How do you engage them?

Youngsters generally have smaller disposable income. However, they are usually the more ambitious ones. This is the group whose parents have been telling them that

real estate is the best investment, so they are more knowledgeable in terms of house buying. About 60% of Malaysians are 40 years old and below. This is also the group that is more tech savvy and easily access information, news and trends. Hence MKH Bhd is investing in social media to engage them while continuing to build affordable houses with lifestyle facilities, with easy access to public transport, schools and child care.

What are your investment tips for first-time homebuyers?

Location, location, location. It is old-school, but it is evergreen. The young buyer or young family should look at the availability of schools, public transport and amenities. Basically where the public transport is located, property prices in these places will be more stable. Also, do a little bit of research on the background of the developer, such as how long it has been in the market and whether it is an award-winning developer, because this is their track record. You should also think about your needs as well as your family's, such as more liveable features, which

include landscaping, parks, gated and guarded facility, green homes and innovative homes.

How key is social media to your business — are you on social media?

MKH Bhd has its own website and Facebook account. We update our news, new launches, activity and promotions on both our website and social media. We also interact with the public via our social media so if they have questions they can ask away. Social media is very important in growing the business because the biggest group of buyers are aged below 40 years old. This group of people are usually tech savvy and their main source of information is the Internet.

Your property outlook for 2016/2017?

Bank Negara Malaysia (BNM) has recently reduced the overnight policy rate. I hope BNM will further reduce it by the end of the year. When BNM does so, other banks will follow. This means that monthly repayments will be lower due to lower interest rates charged on mortgages.

When people have more money, they can spend and the Asian mentality is to spend on things which will appreciate in value. However, I foresee the property market will still be flat until the end of this year.

What is your aspiration for the Malaysian property sector?

MKH Bhd would like to see a vibrant property sector where developers are able to build more houses for the growing population, especially affordable housing. I wish that the government will make the cost of building cheaper, rather than merely providing subsidies that can only help a little. By reducing the cost, such as related taxes, developers will be encouraged to build more affordable homes.

I also would like to see Malaysian developers build more liveable homes and create more liveable environments.

"I would like to see Malaysian developers build more liveable homes and create more liveable environments."

Tan Sri Eddy Chen's tips for first-time home buyers

1.

Location, location and location

2.

Look at amenities like schools and public transport

3.

Check the track record of the project's developer

4.

Think about what features you need in a home i.e. gated and guarded; parks; swimming pool etc



HARIS HASSAN / TheEdgeProperty.com

Advertorial • SIGC Seremban

residensi
SIGC
SEREMBAN

Experience True Resort Living Within A Golf Club Enclave

In today's fast-paced environment, we often hear just how people yearn for an escape far away from home for a quick retreat. Well, great news ahead as here comes an opportunity for discerning homebuyers to own a unique dream abode where one can experience true resort living surrounded by a magnificent golf course view. Being the latest resort living residence in the market, this luxurious development known as Residensi SIGC, is introduced by award-winning developer, Matrix Concepts Sdn Bhd.

Highlighting luxury and nature, Residensi SIGC is a 41-acre wide development in Seremban featuring 217 exclusive homes, built right next to the premier landmark of Seremban International Golf Club (SIGC). Staying true to its development concept of fine resort living, its bungalows, semi-detached homes and superlinks are well connected with facilities that are



Artist's impression of SIGC Pavilion

crafted meticulously to complement the overall landscape while thoughtfully incorporating into the golf club enclave.

Situated towards the west of the Negeri Sembilan state, Residensi SIGC is complete with amenities encompassing education, healthcare, shopping and recreation while enjoying high accessibility from its direct connections to LEKAS and PLUS highways. It is strategically located within the upcoming transformational hub, serving as a prime point within the Malaysia Vision Valley, an integrated development.

In addition to its breathtaking views, residents are assured an alluring experience when driving into Residensi SIGC. Its grand entrance stands tall to gracefully welcome its guests as a statement of grandeur upon arrival. The signature greeting leads visitors into the beginning of a picturesque lifestyle, peaceful yet exclusive surroundings and a safe neighbourhood which is fully equipped with 24-hour security and CCTVs placed along the perimeter fencing. Selected



Artist's impression of playground and facilities

residences even have added features including a CCTV system within the house compounds and an alarm system directly linked to the guardhouse.

This latest offering by Matrix Concepts consists of three spacious and functional variants of homes named as Aria, the double-storey bungalows; Allora, the double-storey semi-detached homes; and Irama, the double-storey superlinks - each with the equal privilege of facing the rolling greens of the golf course.

The luxurious Aria bungalows encompass 60' x 105' double-storey land sizes with impressive 5,533 sq.ft. built-ups that feature 2-tier vehicle access. The elegant Allora homes offer semi-detached layouts with land sizes of 45' x 78', equivalent to a 4,151 sq.ft. built-up area. And the functional Irama collection presents 24' x 80' double-storey superlinks spanning over 2,988 sq.ft. with ample space accommodating 4+1 bedrooms and 4

bathrooms, focusing on the warmth of beautifully close-knit community living, family time and a sense of cosy contentment.

Without a doubt, there are many invigorating leisures to choose from as Residensi SIGC brings together a myriad of friendly facilities for all kinds of recreation. The signature SIGC pavilion has a swimming pool, BBQ area and gym for residents to mingle, relax and unwind. While down the green parks and fairway lanes, one can indulge in a healthy outdoor lifestyle with its children's playground, basketball court, futsal court, jogging track, gazebo, amphitheatre, recreation parks, a lake and much more.

Discover the best of Residensi SIGC from only RM583,110*, by contacting 1800-88-2688 or visit www.residensisigc.com.my for more information.



Actual photo of entrance with 24-hour security



Artist's impression of Irama



Artist's impression of linear park

*Terms and conditions apply.



PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



OSK Property

Tan Sri Ong Leong Huat is the group managing director and CEO of OSK Holdings Bhd (OSK) and OSK Property Holdings Bhd (OSKP). OSK Group was established as a small stockbroking company in 1963 before it became a financial services group in 1982. The group then diversified into property development under OSKP in 1997 and was listed on the main board of Bursa Malaysia in 2002.

Last year, OSKP and PJ Development Holdings (PJD) Bhd merged their businesses and operations into the OSK Group. Thereafter, a strategic decision was made to merge OSKP and the property arm of PJD under one business pillar, adopting one identity and coming under one brand — OSK Property.

OSK Property now has projects all over Malaysia in the Klang Valley, Penang, Kuantan, Kedah and Pahang. Last year, the group obtained the approval for a five-acre parcel in Melbourne, Australia. But little do people know that Ong had developed his first project in Seri Manjung, Perak some 40 years ago and it was his perseverance and hard work that is moving OSK Property to the forefront of property development in Malaysia.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Ong Leong Huat: About 40 years ago, people just wanted a shelter for their families. Now, times have changed. Homebuyers no longer just want a roof over their heads. They are looking for lifestyle and convenience where their daily needs are easily accessible. They might want a sky deck, gym, swimming pool or shopping facilities nearby. The market has changed. In recent years, my sons have come back home to Malaysia [after pursuing their higher education abroad] and they have definitely given a lot of input and ideas on what the younger market wants today.

As a developer, it is not about what you want. It is about what the buyers want in a home and how you can build homes according to their wants and needs. As the industry evolves, OSK Property has definitely adapted to market needs and changed our product offerings from time to time to stay relevant. If you choose to build what you want to build and not what the market demands, you will not be able to sell your projects. Our projects such as Timurbay Seafront Residences in Kuantan and Windmill Upon Hills in Genting Highlands have shown good take-up rates even in these challenging times because we know what the market wants.

How many homes have you built?

All in all, I have built close to 70,000 homes. That is only the residential component. I have also built commercial buildings such as shopping complexes.

Tan Sri Ong Leong Huat: Build homes according to buyers' wants and needs

BY NATALIE KHOO OF THEEDGEPROPERTY.COM

We have won more than 55 local and regional awards over the past six years for our projects such as the Atria Shopping Gallery in Damansara Jaya, Eclipse Residence in Cyberjaya, and others.

What was your most memorable project and why?

A project close to my heart will definitely be the very first project that I embarked on — a 70-acre mixed-use development with over 800 units in Dinding, now known as Seri Manjung, Perak. It was developed together with my family members and friends. I used to stay in an "atap" house some 8km away from the project in a town called Ayer Tawar. The floor of our house was made of mud. At that time, I envied those who had the chance to stay in a concrete house. Of course, a 70-acre mixed-use development now may seem like a small project, but at that time, it was big. Till today, it is still one of the biggest projects in Seri Manjung.

The project gave me absolute satisfaction and is one of the greatest and most exciting memories I have in property development. From staying in an "atap" house and envying those who stayed in concrete houses, today I consider it a miracle that I can build concrete houses and properties that can make an impact and change a person's life for the better.

Buyers are getting younger. How do you engage them?

For every project we embark on, we allocate some 30% of our advertising and promotions budget to digital marketing. On top of that,

we also conduct focus groups in different project locations to gather feedback from the public. We then absorb their input and adjust the design and plans for our projects according to their needs and wants.

What are your investment tips for first-time homebuyers?

I always advise first-time homebuyers to factor in the location of their workplace and their home. If you are working in Petaling Jaya, then stay in Petaling Jaya. If you are working in Rawang, then don't buy a house in the city centre. People often overlook the small costs such as fuel and toll which they pay while commuting to and from their homes daily. In time, these small costs will amount to large sums that will be taken out of their monthly income.

On top of that, just imagine the time spent on the road. If you are stuck in traffic an hour one way to get to work and another hour to get back home, that makes two hours just wasted on the road. You still need to send your children to school, eat, rest. Don't buy a house just based on the design but instead, look at all these other costs.

How key is social media to your business — are you on social media?

OSKP has close to 49,000 followers on Facebook and we also have a YouTube channel for viewers to view video clips of our projects.

Your property outlook for 2016/2017?

Housing is always a need re-

gardless of whether it is a good time or a bad time for the economy. The property sector will not collapse. It's just a matter of where the demand is, and who and where these people who need houses are. More people are coming into the city centre from rural towns, which create a growing need for homes. There are also more young homebuyers now who are moving out to start their own families. We also need shoebox units for small families. Of course, growing families and the older generation are also constantly upgrading their homes to suit their lifestyles and needs.

There is talk that the property sector will pick up towards year end. I, on the other hand, do not think so. Instead, I feel the property sector will move up gradually over a period of time as it makes adjustments. It will not be an overnight or a short period of adjustment. Every cloud has a silver lining. This is the time for aspiring homebuyers to take their time to pick houses that suit their needs and lifestyles without having to rush.

What is your aspiration for the Malaysian property sector?

If you are a responsible property developer, this is actually a very noble business to be in. You are building houses for people and providing a shelter over their heads. On top of that, you are also creating employment and supporting businesses in this industry for engineers, architects, salesmen and others. This is something which we really feel good about.

You can leave a very good legacy behind in all the projects you have built and embarked on and that is definitely what we want to do.

"As a developer, it is not about what you want. It is about what the buyers want in a home and how you can build homes according to their wants and needs."



Tan Sri Ong Leong Huat's tips for first-time home buyers

1.

Stay near your workplace

2.

Do not overlook travelling time and transport cost from workplace to home

3.

Do not buy a house based on design alone



PUSHING BOUNDARIES FOR A COLOURFUL & BEAUTIFUL MALAYSIA



Titijaya Land Bhd

Titijaya Land Bhd group managing director Tan Sri Lim Soon Peng has been in the property and construction sector since he was 17 years old.

His very first project was in Fraser's Hill in the 1980s for a few landowners there. At that time, the construction of the holiday bungalows was a project that others were not keen on due to the challenges the hillside development posed, including factors such as earth stability, location, logistics, and others.

He subsequently developed the Silverpark Apartments in Fraser's Hill via a joint development with Malaysian General Investment Corp Bhd. Upon completion of a few more projects, Lim decided to acquire his own land to develop small and medium projects mainly in Klang, Selangor. Through Titijaya (M) Sdn Bhd, which is currently inactive, he undertook the development of Taman Bukit Cheras in Kuala Lumpur, comprising double-storey terraced houses and shopoffices in 1996.

In 2004, Titijaya successfully launched its first high-rise residential development called E-Tiara Apartments in Subang Jaya. This then led to a string of developments ranging from residential, commercial to industrial properties.

From a small developer, Lim is very proud to see that Titijaya has now become a reputable brand and a public listed company. Titijaya Land Bhd was successfully listed on the Main Market of Bursa Malaysia in November 2013.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Lim Soon Peng: Through the years, the market has evolved and we have seen changes in demand and the demographic landscape in Malaysia. Co-relate that with the rising cost of living and the lifestyle of the new generation (ie Gen Y), as property developers we have to develop our properties to suit the needs and lifestyles of our customers. Developments now come with well-equipped amenities, ease of access to highways and public transport, smaller and

Tan Sri Lim Soon Peng: Affordability — key to homebuyers' needs today

BY NATALIE KHOO OF THEEDGEPROPERTY.COM

affordable units, etc. The industry is facing strong competition due to scarcity of land, appreciation of land prices and the rising number of boutique developers in town.

We have definitely seen a slowdown in the property market in Malaysia that is curbed by the cooling measures that were implemented as an initiative to deter market speculation.

In the past, homebuyers' requirements were much simpler and less sophisticated. Location was key, obviously, but they were also seeking suitable space, affordable investment, and build quality.

Now, homebuyers not only want a roof over their heads but are looking to accommodate affordability with lifestyle demands. Hence, now developers have to put in more effort in adding sweeteners into our developments such as swimming pools, gardens, fitted interiors and even home appliances.

In terms of selling, the marketing back then was quite simple — for example, through newspapers and estate agents. Today, digital and social media technology has taken over. So property developers will need to ensure that we are well versed with social media and technology, in order to capitalise on these advancements and to improve our competitive edge and market visibility.

What was your most memorable project and why?

My most memorable project was the construction of the individual bungalow villas at Frasers Hill for the respective property owners. I was honoured to have had the opportunity to build for so many

renowned property owners and worked with such reputable architects and interior designers at that time. The project was an eye opener for me. It widened my vision with new ideas and drive to expand my company in the construction and property industry. It also built my passion and determination to go beyond building individual houses. For that project, I was only a builder for their holiday homes, but they gave me an opportunity to achieve bigger goals and my own dreams.

Buyers are getting younger. How do you engage them?

We engage them through every medium of communication, rationalising our marketing and advertising across "new" and "old" channels.

The Internet is certainly a powerful tool; we are able to run campaigns on social media, property websites, e-advertising, etc. In addition to that, we provide a personal touch by setting up roadshows, and comprehensive showrooms to engage our customers in person.

We understand the need for the younger generation to have the satisfaction of owning a home that they can afford. Therefore, we are developing and innovating our developments to cater to their demand and needs.

Titijaya is focused on developing pocket lands in strategic locations where amenities are abundant, a must to serve

the needs of today's modern lifestyle. We are also specially driven and focused on the design and concepts of projects that will catch the eye of buyers. In addition, we are designing affordable products that are ultimately the deciding factor for all our customers.

What are your investment tips for first-time homebuyers?

LOCATION, LOCATION, LOCATION.

How key is social media to your business — are you on social media?

Over the years, social media has played an increasingly important role in our business especially when it comes to marketing and communicating with our clients. Apart from the traditional advertising and local road shows, we allocate about 50% of our marketing and communications budget to digital and social media. These technology platforms reach out to the mass population of the technology savvy Gen Y.

Your property outlook for 2016/2017?

For 1HY2016, developers have been cautious and strategically launching their developments on a smaller scale. So far, there has been a good level of demand and bookings (for such launches); however, the real test will be converting the bookings into actual sales.

I believe the property market has and still is feeling the pinch. The market is still experiencing stringent approvals for property loans. Concurrently, we have seen a cut in the overnight policy rate and reduction in bank lending rates by some of the banks recently to stimulate the economy. Hence, we believe that allocating a portion of our developments towards the "affordable price tag" will help us sustain market interests and adapt to the changing property environment.

We believe that the property market, like any other industry, is susceptible to business and economic cycles, and Titijaya has been through these cycles. We have learnt from past experiences and we are always thinking ahead to ensure that we are well prepared to face downturns, which can also be turned into opportunities for long-term profits.

The factors that determine the success of a property developer are the ability to evolve, strategise and develop innovative products to fit market demands; and to be able to identify emerging developing locations to maximise project sales, values and to capture the interest of the market.

We do see catalysts that could excite the sector such as new public transport infrastructure, satellite towns which will be connected and be highly accessible, and also advancements in construction methodologies, which will result in more efficient construction and better building materials.

What is your aspiration for the Malaysian property sector?

My personal aspiration for the Malaysian property sector is to see an increase in the number of homeowners who are able to purchase a property within their financial comfort. Due to various macroeconomic factors and industry events, the balance between the "seller" and "buyer" market has been swayed. Adding to the challenge of buying their first home is the dynamics between the homebuyers' subjective desires and the objective reality. In buying a home, it is vital to consider these two dimensions in tandem (subjective preferences and the reality of economic resources).

For first-time and young homebuyers, there are various financial support made available from government schemes, financial institutions and developers. Property developers today are adopting a more innovative marketing approach to assist first-time buyers in financing their first home.

We also hope to see property prices stabilise so that we can develop the right products for genuine buyers in a sustainable property market. Hence, developers will be able to innovate and roll out projects according to market demands and simultaneously produce products that can meet the financial comfort of various homebuyers.

Homes Tan Sri Lim Soon Peng has built to date

NO.	PROJECT NAME	UNITS BUILT
1.	Mutiara Bukit Raja @ Klang	298
2.	E-Tiara Serviced Apartments @ Subang Jaya	339
3.	Klang Sentral Commercial Centre @ Klang	489
4.	Mutiara Point Business Park @ Klang	95
5.	Tiara Square Business Centre @ Klang	94
6.	Casa Tiara Service Suites @ Subang Jaya	721
7.	First Subang @ Subang Jaya	368
8.	One SOHO @ Subang Jaya	458
9.	The Galleria @ Klang	74
10.	Subang Parkhomes Phase 1 @ Subang Jaya	302
11.	Subang Parkhomes Phase 2 @ Subang Jaya	176
12.	Seri Alam Industrial Park Phase 1 & 2 @ Klang	95
TOTAL		3,509



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Tropicana Corp Bhd

Tan Sri Danny Tan Chee Sing, the founder and former group executive vice-chairman of Tropicana Corp Bhd (formerly Dijaya Corp Bhd), is a seasoned developer.

The 61-year-old established the company as Dijaya Corporation in 1992 and it changed its name to Tropicana Corp Bhd in 2003. Last year, he retired and left the running of the company to Datuk Yau Kok Seng who is group CEO, and eldest son Datuk Dickson Tan who is deputy group CEO.

The property tycoon is also the brother of Berjaya Corp Bhd's founder Tan Sri Vincent Tan. Both are Malaysia's top businessmen and are ranked among Forbes Malaysia's 50 Richest in 2016.

Tropicana is known for its flagship Tropicana township in Petaling Jaya which is anchored by the Tropicana Golf and Country Resort.

Despite retiring from the day-to-day running of his company, there is no doubt that his passion for the business remains deep. At The Edge Malaysia Property Excellence Awards 2015, Tan received the Outstanding Property Entrepreneur Award.

TheEdgeProperty.com: Building and selling homes — what was it like then and now?

Tan Sri Danny Tan: Rather than just buying a home, consumers today, especially the younger generation, favour value-added properties, especially holistic lifestyle properties equipped with great facilities, security, accessibility and connectivity.

In addition, developers are becoming more than just house builders as we are evolving into master builders of communities. We need more mixed-use developments that incorporate residential, commercial, entertainment, recreational and even cultural components.

These integrated developments will see homes, offices, restaurants, shops and entertainment outlets stacked vertically on top of each other or constructed within walking distance, thus reflecting the changing mindset of young homebuyers.

How many homes have you built?

We are the pioneer of resort-themed developments with over 42 completed and 16 ongoing developments across Malaysia.

With emphasis on our customers' needs, we have been innovating and redefining the art of living through the creation of integrated developments by incorporating residential and commercial components to create thriving townships that are strategically connected.

Our recent launches, Cheria Residences at Tropicana Aman, Dianthus Serviced Residences at Tropicana Gardens and Ridgefield Residences at Tropicana Heights are testament to our commitment in building quality homes that reflect the aspirations of a broad range of purchasers.

Tan Sri Danny Tan Chee Sing: Engage customers through social media wisely

BY TAN AI LENG OF THEEDGEPROPERTY.COM

What was your most memorable project and why?

My most memorable project has been Tropicana Golf & Country Resort (TGCR), as we were the first developer in Malaysia to come up with the gated community and resort-living concept when we launched TGCR as well as the first developer to offer free helicopter rides for prospective buyers so they could better visualise the vision of the resort. Until today, people still talk about that.

The luxurious township in Petaling Jaya was founded in 1995. It brings the comforts of resort facilities to thousands of affluent local and expatriate residents.

Set amid the landscaped greens of the 27-hole East and West championship golf courses, the 253ha resort is Tropicana's most established brand and one of the most prestigious developments in the country. It has won many international real estate awards.

Buyers are getting younger. How do you engage them?

As the younger generation makes up the biggest portion of Malaysia's population — 10.8 million or 38.2% of the population — their preferences are starting to transform the way business is done.

The younger generation relies on technology and most property buyers today search for properties online first before other forms of media. Gone are the days where we could just use traditional media such as billboards, newspapers and marketing collaterals to promote and sell property. While these media still have their place, our corporate website and social

"To stay in the game, we need to engage the young."

media platforms play a pivotal role in our marketing strategy.

To stay in the game, we need to engage the young. We have invested in delivering a seamless online experience for our customers with frequent updates of our group's news, events and products on our corporate website and social media sites so that everything about our company and our latest offerings are available on the web. Our customers can also use our corporate mobile app or our mobile-friendly corporate website, as well as sign up for alerts for new updates and events.

What are your investment tips for first-time homebuyers?

The first property purchased may be the largest purchase made in a lifetime, hence it is crucial to get it right the first time. Know your buying objective clearly be it for your own stay or for investment. Know what you can afford before you look for a property and study the market. Equip yourselves with the necessary information in order to obtain returns in terms of capital appreciation or rental yield.

Owning a home in a strategic location is always nice, but first-



Tan Sri Danny Tan's tips for first-time home buyers

1.

Know your buying objective clearly - for own stay or for investment

2.

Know what you can afford

3.

Equip yourself with the right market information to achieve maximum returns

MOHD IZWAN MOHD NAZAM / TheEdgeProperty.com

time homebuyers should always consider their financial positions so they do not end up being overly burdened for the next few decades.

How key is social media to your business — are you on social media?

I believe that social media is as important as online and traditional media. However, social media marketing is not just about having Facebook, Twitter or even WhatsApp. It is about creating, engaging and sharing within the virtual communities and networks. It requires upkeep and constant attention and it will only be an invaluable addition to complement our brand in the long term if implemented correctly.

We cannot simply have an idea and launch it on social media in the hope that it will gain traction and be adopted by the market.

We venture into the social media bandwagon to attract buyers and investors, build brand awareness, and promote in-house services and marketing events.

Your property outlook for 2016/2017?

Although the overall property market has remained soft in the first half of 2016, we nonetheless adopt a long-term positive view in Malaysia, due to the growing population backed by an expanding middle income group, and the fact that 80% of Malaysians are below the age of 50. These two factors will continue to ensure demand for properties.

We are cautiously optimistic that a recovery is underway in the second half of 2016, as we have seen significant activity in the market across all sectors — from first-time buyers through to RM1 million-plus property buyers — recently.

The promising take-up rate indicates that consumer strength is returning and there is still demand for landed properties and integrated developments in prime locations with accessibility to good amenities and attractive pricing.

What is your aspiration for the Malaysian property sector?

Since the slowdown in 1H2016, the property market has gained a gradual momentum. I am very positive about the property sector's outlook as we are moving in the right direction towards a buoyant property market in the not too distant future.

The winds of change are blowing more perceptibly, with property prices staying stable, more innovative deals being offered and government initiatives to increase affordable housing and to attract more foreign investment.

Property development is not just about building houses. It is about offering a lifestyle that people want and designing communities that people call home. Home is where the heart is and we believe in building homes that not only appeal to the eyes and minds of our customers, but to their hearts as well.



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PROPERTY CHAT



Property prices in 1957 and now

BY AU FOONG YEE



Can't imagine how much property cost in the year 1957? Not many would. Octogenarians would have been just past their teens during a time when real estate was not quite as hot a topic as it is

now with the twenty-somethings.

Details on real estate prices six decades ago are scant. So we have to thank the late Datuk Ravindra Dass for giving us a glimpse of the market place then. Ravindra Dass was the first Malaysian director-general of valuation. He retired in 1990.

Tracing the real estate landscape in his book *Estate to Real Estate*, Ravindra Dass documented the following:

In Kuala Lumpur:

- A bungalow in Lake Gardens in the KL city centre cost only RM60,000
- A good building site 2km from the city centre could be bought at 90 sen psf
- Shops on Jalan Pudu were worth RM10,000 each
- Quarter-acre building lots at the 2.5 mile of Old Klang Road were going for RM5,000 each
- Agricultural land near the inhab-

ited area in Kuala Lumpur was on the market for RM1,000 an acre

- A bungalow on Jalan Pantai could be bought for RM34,000
- Land in Kuala Lumpur's Pantai Hills was priced at a mere RM2 psf
- Semi-detached houses in the Lake Gardens area were rented for RM250 a month.

In Petaling Jaya:

- Land could be bought for just 30 sen psf
- Bungalow rentals were about RM150 a month but those in Section 5 fetched double the amount.

in principle for the building of serviced suites or serviced apartments.

A report in May this year said that the Hong Kong-based Nan Fung Group is believed to be planning the disposal of several parcels of land in Kuala Lumpur and these include two parcels in Jalan Ampang (6.35 acres), one in Ulu Klang near Bukit Antarabangsa (25 acres) and one in Desa Petaling (1.82 acres).

Nan Fung was said to be hoping to sell the Jalan Ampang land for as much as RM2,500 psf — this is following the RM2,600 psf benchmark set a year ago by the sale of the 7.98-acre French embassy land, bought by Putrajaya Ventures Sdn Bhd.

In April last year, Malaysian Resources Corp Bhd bought the German Embassy land on Jalan Kia Peng in KL for RM3,188 psf or a total of RM259.15 million.

Meanwhile, S P Setia Bhd paid RM2,200 psf in 2012 for the 3.07-acre former British High Commission land.

Malaysia has endured several property downturns but data would show that values have always managed to bounce back each time before reaching a new high in the preferred locations.

Economic growth, land scarcity in choice locations and enhanced connectivity has everything to do with this. Property has been a significant benefactor of the opening up of highways, as with the LRTs and the MRTs.

Though it won't be another 10 years or so before the Kuala Lumpur-Singapore High Speed Rail takes off, the positive impact of HSR on Malaysia, not just the Malaysian property sector, is clear.

Happy Merdeka!

Au Foong Yee is the managing director/editor-in-chief of *TheEdgeProperty.com*. She was formerly the executive editor of *Property and Retailing of The Edge Malaysia*. She can be contacted at afyee@bizedge.com

Put into perspective, in 1957, a good part of the Klang Valley was enveloped in lush plantations and Ravindra Dass had identified these as Kampung Tunku, Taman Tun Dr Ismail (TTDI), Kelana Jaya, Subang Jaya and Section 14 in PJ.

Five sen could get you a big bowl of steaming noodles. One sen for an ice-cream potong or a packet of keropok (prawn crackers).

Now fast forward to the present. The aging 1-storey terraced houses in KL's sought-after Bangsar area have long passed the RM1 million price mark. Those in TTDI are lingering at or have crossed over RM1 million, depending on their condition and exact location.

Some investors are still hoping that prices in these preferred locations will drop — but they have been disappointed so far.

On the commercial land front, in 2014, the Singapore-listed UOL Group Ltd, which owns and operates the Parkroyal and Pan Pacific brands, sold a 171,149 sq ft tract in KL to KSK Land Sdn Bhd for RM3,572 psf — making it one of the highest priced psf deals in recent years. KSK Land is now building the prestigious 8 Conlay project on the site and will be introducing Kempinski Hotel and Residences.

Last month, according to *The Edge*, Berjaya Assets Bhd was looking at selling its freehold land of 41,990 sq ft in Imbi, Kuala Lumpur, for some RM130 million, with the indicative price of between RM3,300 and RM3,500 psf. The land, located next to the integrated Berjaya Times Square commercial development, was acquired some 22 years ago. It is believed to have received approval

Past transactions (2012-June 2016) of non landed and detached houses

SOURCE: NAPIC / TheEdgeProperty.com

YEAR	NON-LANDED UNITS				DETACHED HOUSES				
	AVERAGE BUILT-UP (SQ FT)	AVERAGE PRICE (RM)	AVERAGE PRICE PSF (RM)	NO OF TRANSACTIONS	AVERAGE LAND AREA (SQ FT)	AVERAGE BUILT-UP AREA (SQ FT)	AVERAGE PRICE (RM)	AVERAGE PRICE PSF BASED ON LAND AREA (RM)	NO OF TRANSACTIONS
DAMANSARA HEIGHTS									
2012	1,518	991,935	501	30	6,060	—	4,626,000	680	5
2013	1,582	1,147,783	576	35	6,771	4,693	4,371,563	555	7
2014	1,518	982,647	591	17	21,786	4,844	5,154,344	604	9
2015	1,518	1,153,933	594	15	10,678	3,003	5,625,000	543	2
2016 *	1,582	1,343,333	715	3					
TAMAN TUN DR ISMAIL									
2012	1,141	761,551	476	170	6,179	4,661	4,081,101	596	13
2013	1,270	802,254	504	135	10,355	3,778	4,439,000	715	10
2014	1,378	836,663	565	101	6,006	3,703	3,688,333	691	6
2015	1,259	913,013	685	78	3,993	2,680	4,796,667	765	6
2016 *	1,141	905,611	615	18	5,996	2,713	4,375,000	730	2
PANTAI DALAM/KERINCHI									
2012	764	351,969	352	330	4,607	2,723	432,167	68	6
2013	764	393,651	394	243	6,781	1,528	640,000	94	1
2014	657	381,860	374	198	5,813	936	700,000	120	1
2015	764	454,648	452	190					
2016 *	764	408,919	406	47					
JALAN KLANG LAMA (OLD KLANG ROAD)									
2012	926	230,696	226	362	5,673	1,862	2,055,847	273	25
2013	926	345,919	391	506	8,719	3,208	1,990,000	302	16
2014	926	378,792	388	465	6,674	2,239	2,231,581	438	14
2015	926	379,072	390	487	7,556	1,389	2,191,606	295	17
2016 *	969	379,997	375	59	11,539	3,208	4,000,000	406	2
PETALING JAYA									
2012	872	309,720	294	945	3,272	850	1,947,022	259	168
2013	872	403,900	352	1,196	4,489	904	1,902,765	286	172
2014	1,023	370,019	331	878	6,362	2,120	1,827,742	272	139
2015	872	421,511	370	555	4,381	1,722	2,205,892	306	85
2016 *	1,195	540,834	446	60	5,328	2,110	1,941,606	278	33
KELANA JAYA									
2012	570	366,682	298	237	6,674	4,080	2,400,400	318	15
2013	570	462,037	388	314	6,232	4,080	2,743,158	407	19
2014	570	347,978	301	345	5,597	3,789	2,664,889	356	18
2015	570	289,621	249	284	8,170	2,573	2,948,333	353	6
2016 *	570	382,432	306	38	8,342	2,799	2,825,000	402	2
KLCC									
2012	850	1,593,075	917	395					
2013	850	1,746,133	1,068	594					
2014	2,056	1,620,228	1,091	344					
2015	1,485	1,656,927	1,073	264					
2016 *	614	1,867,598	1,073	45					
KL CITY									
2012	797	540,398	448	270					
2013	797	717,353	682	500					
2014	1,615	838,044	695	264					
2015	1,389	869,574	761	219					
2016 *	1,421	1,198,713	708	55					
PUDU									
2012	1,905	443,018	554	249					
2013	753	499,559	646	254					
2014	570	511,726	568	174					
2015	710	519,234	583	107					
2016 *	732	441,523	498	18					

* From Jan to Jun 2016

Editor: The size, facing and level of a non-landed unit will impact on the price psf

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SOURCE: TheEdgeProperty.com



Those who want one of Bandar Utama's terraced houses would need to prepare at least RM1.2 million

Bandar Utama's terraced house prices remain stable

BY NATALIE KHOO

The bustling Bandar Utama's story began in the late 1980s when property developer See Hoy Chan Holdings Group began the development of the township on the 1,000-acre former oil palm estate land in Petaling Jaya.

Bandar Utama neighbours older and more mature developments such as Damansara Utama and Taman Tun Dr Ismail and the newer townships of Mutiara Damansara and Kota Damansara. It has excellent connectivity via major routes such as the SPRINT Highway, Damansara-Puchong Highway, New Klang Valley Expressway and Penchala Link.

The township is anchored by the world's fourth largest mall, 1 Utama Shopping Centre (according to CNN Travel and *Forbes*), which spans five million sq ft of gross floor area spread over six retail levels and offering over 700 retail shops.

Already one of PJ's best addresses, property prices here are expected to be buoyed further by new public transport infrastructure, namely the Mass Rapid Transit (MRT) Sungai Buloh-Kajang Line with a station at 1 Utama and in the future, the proposed light rail transit (LRT3) Bandar Utama-Klang Line due by 2020 which will start at 1 Utama.

Educational institutions abound with SK Bandar Utama Damansara 1, 2 and 4, SMK Bandar Utama Damansara 1, 2, 3 and 4, British International School and First City University College.

Stable prices in Bandar Utama

Bandar Utama mainly offers terraced houses with large built-ups. The housing areas are generally divided into two parts by the bridge/flyover on the Sprint Highway. Sections BU1 to BU10 are located on one side while Sections BU11 and BU12 are on the other.

According to data collated by TheEdgeProperty.com, the average transacted price psf of Bandar Utama's terraced houses peaked in 2Q2015 at an average price of RM730 psf. This represents a 3.25% increase y-o-y from RM707 psf in 2Q2014.

Since its peak, prices have contracted slightly and have generally stabilised, hovering just below RM700 psf early this year (1Q2016). The average transacted price was RM698 psf in 1Q2016, up 4% from RM671 psf a year ago. Meanwhile, transaction volume for terraced homes in Bandar Utama has declined since 2Q2012 when there were 32 units sold to just 10 units in 1Q2016.

Those who want one of Bandar Utama's terraced houses would need to prepare at least RM1.2 million as the lowest average transacted price recorded in 2015 was at BU7 at RM1.215 million.

Highest transacted price

BU6 recorded the highest transacted price in 2015 at RM1.5 million. Most of the terraced houses in BU6 comprise 2.5-storey terraced homes and they have the highest built-up size among the terraced houses in Bandar Utama at an average 2,616 sq ft. The BU6 housing area is one of the newer housing estates in the township and was completed sometime in the mid-2000s alongside BU7 and BU10. In comparison, the BU1 to BU4 housing areas were among the early phases (1991).

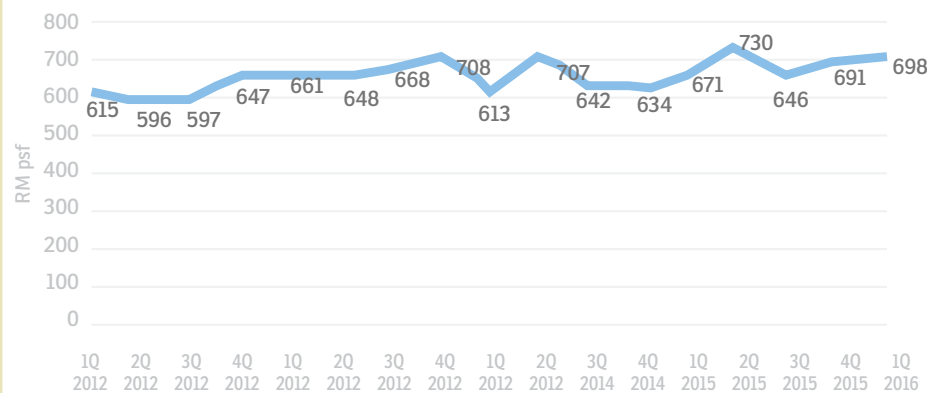
The next highest transacted price in 2015 were seen in BU3 and BU1 at an average transacted price of RM1.47 million and RM1.46 million, respectively. BU3 and BU1 are close to schools and to 1 Utama Shopping Centre. The average built-up of terraced houses in BU1 is 1,729 sq ft while BU3 houses have an average built-up of 1,810 sq ft.

In terms of average transacted price on a psf basis, terraced houses in BU6 also recorded the highest price psf at RM801 psf. This was followed by terraced houses in BU4 and BU7 transacting at an average price psf of RM739 and RM721, respectively. Typically, a terraced house in BU4 has an average built-up of 1,866 sq ft while terraced houses in BU7 have average built-ups of 1,938 sq ft.

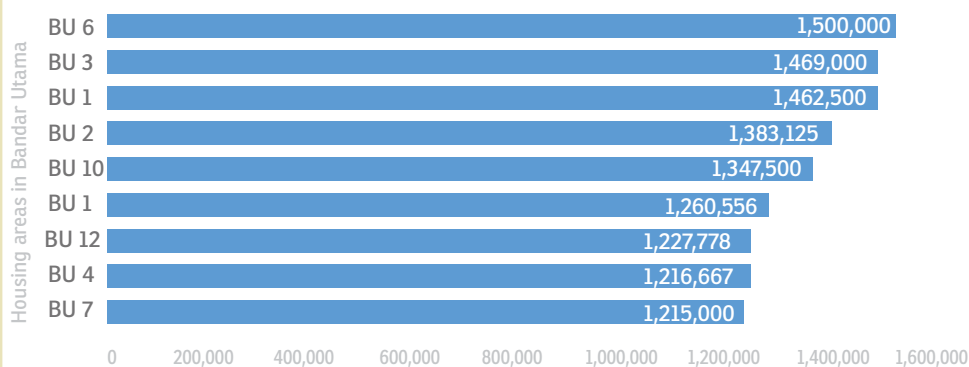
Asking prices as of August 2016

According to listings as of August 2016 on TheEdgeProperty.com, the BU6 housing area dominates the asking prices of terraced

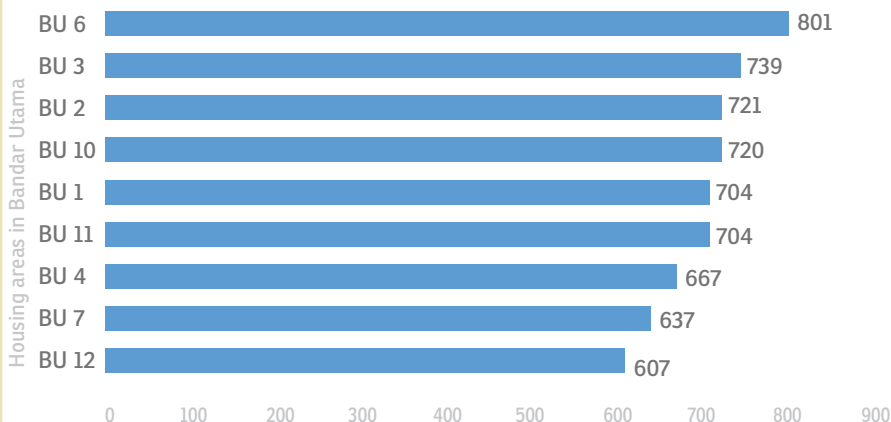
Bandar Utama terraced houses transacted price movement on a psf basis from 1Q2012-1Q2016



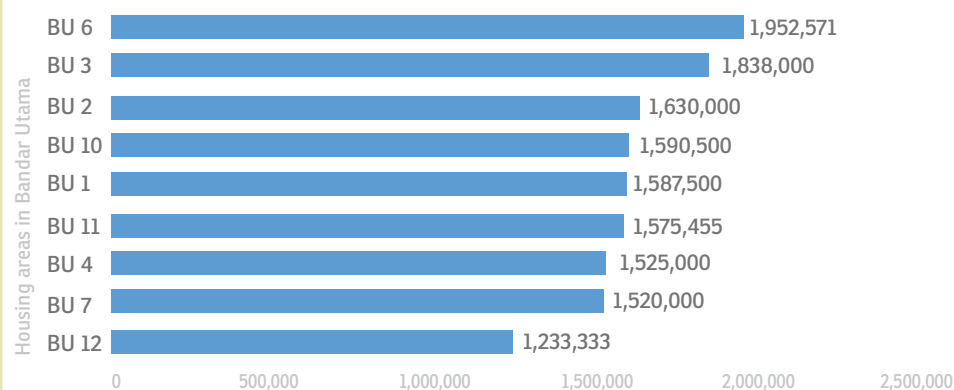
Average transacted price of terraced houses in Bandar Utama in 2015 (RM)



Average transacted price psf of terraced houses in Bandar Utama in 2015 (RM psf)



Average asking price of terraced houses in Bandar Utama as at August 2016 (RM)



homes in Bandar Utama at an average price of RM1.95 million. This is followed by terraced homes in BU3 with asking prices of RM1.84 million and BU2 with asking prices of RM1.63 million.

Meanwhile, based on the average asking price psf, BU11 tops the chart with an av-

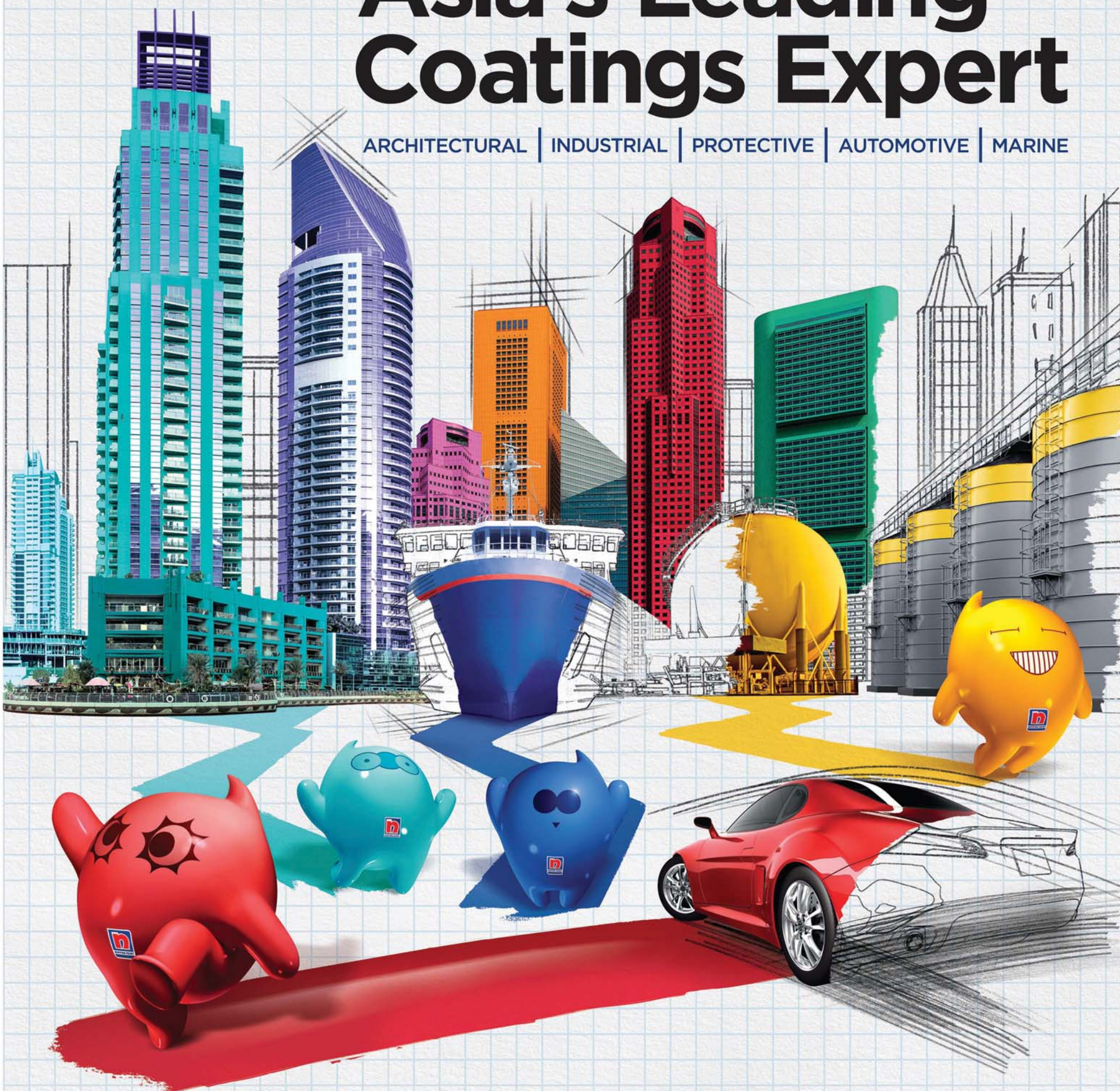
erage asking price of RM802 psf followed by RM753 psf and RM686 psf in BU4 and BU6, respectively. Rental of terraced houses in Bandar Utama falls in the range of RM2,240 to RM2,867, which translates to RM1.21-RM1.57 psf. Rental yields range from 1.68% to 2.46%.

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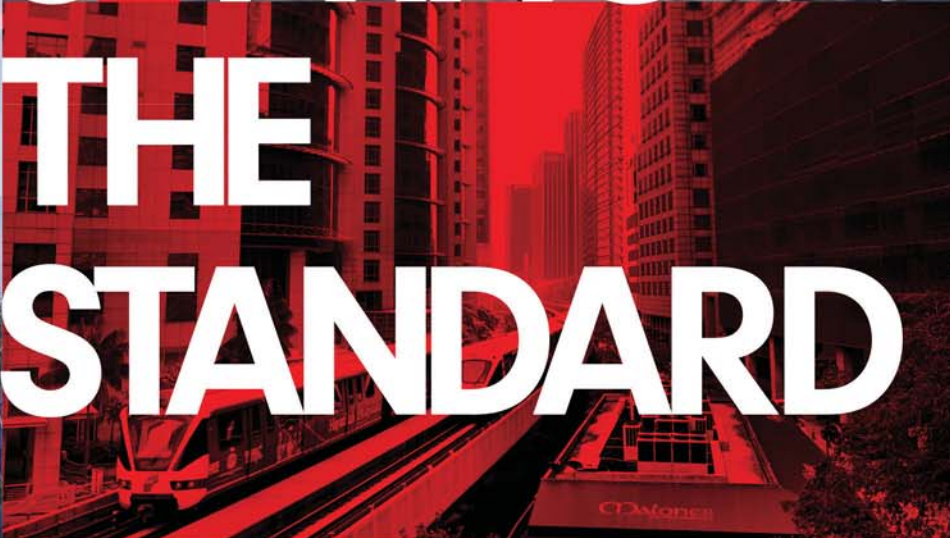
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Villa In The Sky Next To Mid Valley City Setia

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KUALA LUMPUR

WHAT'S TRENDING 5

- More shopping centres to go on sale
- Crunch time for malls
- Via Residences at KL Eco City to be launched...
- EcoWorld unveils Eco Grandeur township at L...
- Johor Bahrui still digesting existing and inco...

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IS YOUR FENG SHUI PROSPEROUS?
Joey Yap

EDGE PROPERTY TV

New product
EcoWorld unveils Eco Grandeur township
August 11, 2016 6:28PM

LATEST IN DEPTH LIFESTYLE

- Setia Sky Seputeh — The Treasure Trove of Carstairs 12 Aug 2016
- Luring customers back to the mall spaces with Boboimom G... 12 Aug 2016
- Fare is key for HSR, say real estate consultants 12 Aug 2016
- Let's ride on the Pokemonia wave and 'catch 'em all!' 12 Aug 2016
- DONE DEAL: Kiaraville condominium at Mont Kiara, Kuala Lumpur 12 Aug 2016
- UEM Sunrise's RM1.5 bil sales target a challenge 11 Aug 2016
- Penang opts for costlier elevated LRT system, less social 11 Aug 2016
- Mah Sing to launch RM2 bil projects in FY16 10 Aug 2016
- Tadmax's unit gets RM170 mil banking facility to fund Kepong 11 Aug 2016
- Crunch time for malls 10 Aug 2016
- New age offices 10 Aug 2016
- Calm & collected 10 Aug 2016
- Benin's Afro-Brazilian heritage risks crumbling away 10 Aug 2016
- Quaint finds: Artisan Gallery 9 Aug 2016
- Rowling's Inspiration: On the Harry Potter trail in Portugal 1 Aug 2016

JUST IN FOR SALE

- Bukit Idaman, Selayang RM 900,000
- Taman Batu Permal, Taman Mastiara RM 780,000
- Setia EcoHill, Bandar Rincing, Tasik Kesuma RM 528,000
- De Eco Inn, Bayu Perdana RM 6,490,000

JUST IN FOR RENT

- Riana Green RM 2,500
- Summit USJ RM 2,300
- NOUVELLE INDUSTRIAL PARK, LORONG TEKNOLOGI 8, KOTA DAMANSARA RM 16,000
- Section 7 RM 6,500

JUST IN FOR AUCTION

- TAMAN SUNGAI KAPAR INDAH RM 230,000
- H9-9-15, Block H, Pangapuri Angsana, Persiaran Mewah, USJ 1, Subang Jaya RM 85,000
- H9-9-15, Block H, Pangapuri Angsana, Persiaran Mewah, USJ 1, Subang Jaya RM 85,000
- 502, Block 4, Flat PKNS, Jalan 4m, Ampang Jaya, Ampang RM 110,000

EVENT CALENDAR 7

- 12 Aug: Showcase of Vervea and Vertu Resort at Aspen Vision City
- 13 Aug: Add to your Pokédex at Cerrado's Tower B launch
- 14 Aug: Sneak peek of Reserve by Mirvac
- 14 Aug: Launch of Eureka terraced houses at D'Mayang Sari, Nilai

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MORE EVENTS

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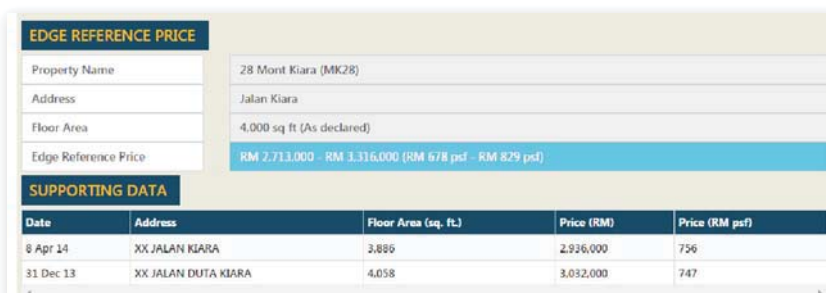
7 What's happening where

8 View the latest Sales, Rent and Auction listings

1 ANALYTICS

EDGE REFERENCE PRICE

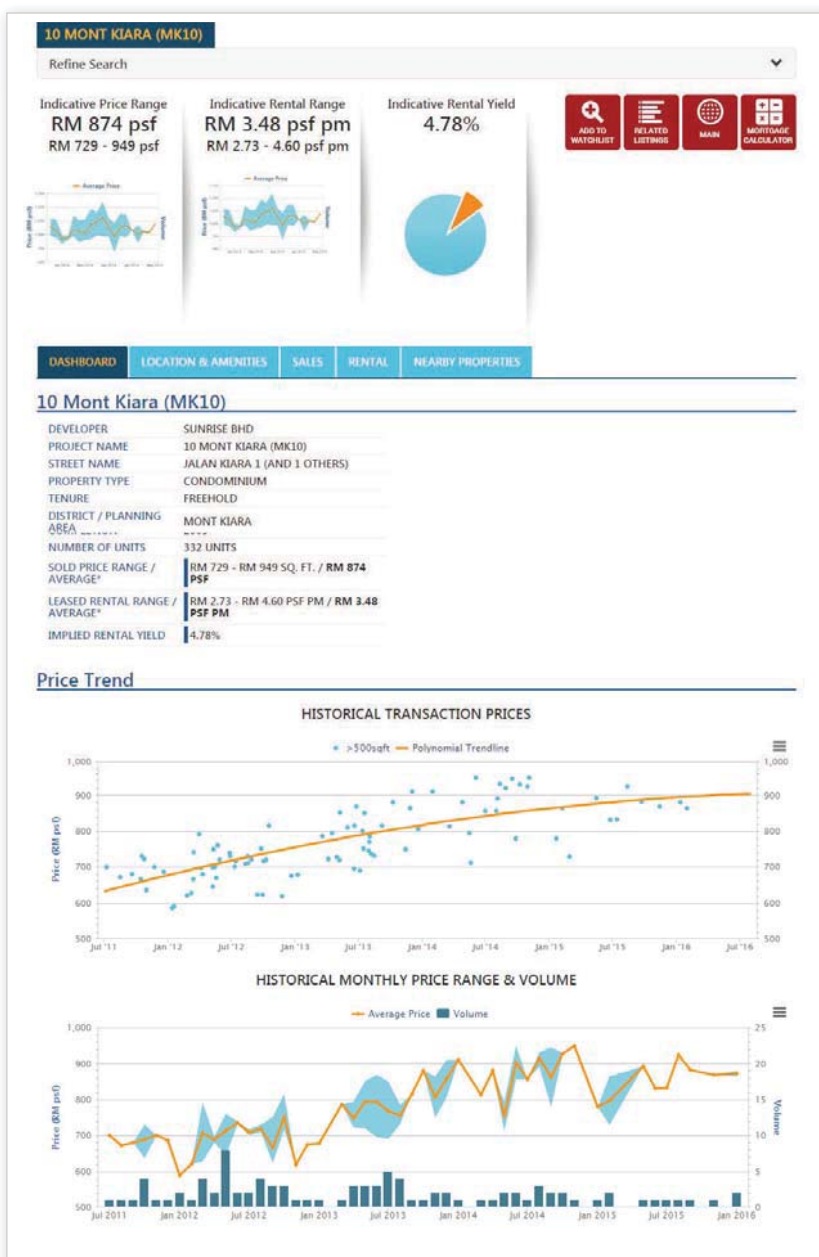
Find out the indicative value of a property



(Captured on 8 Aug 2016)

PRICE TRENDS

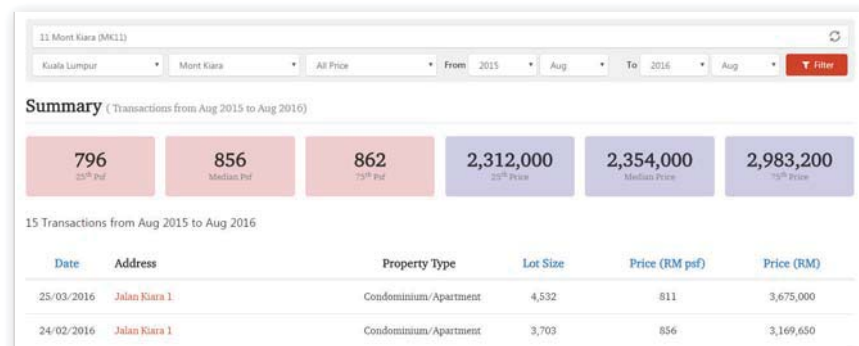
Project details, location, nearby amenities and projects, price movements and estimated rental yield



(Captured on 8 Aug 2016)

TRANSACTION FINDER

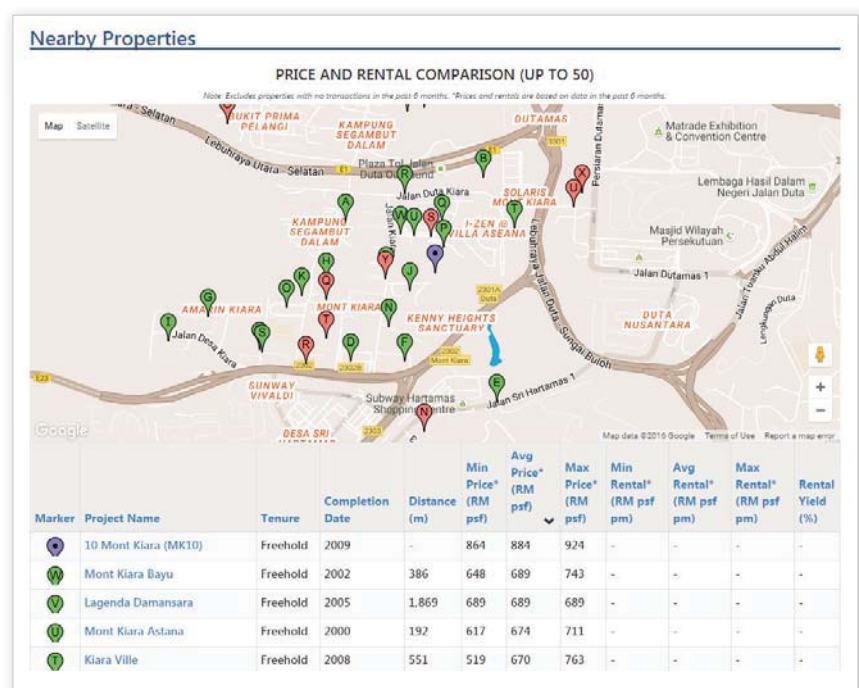
Find out the historical transaction data of a property



(Captured on 8 Aug 2016)

NEARBY PROPERTIES

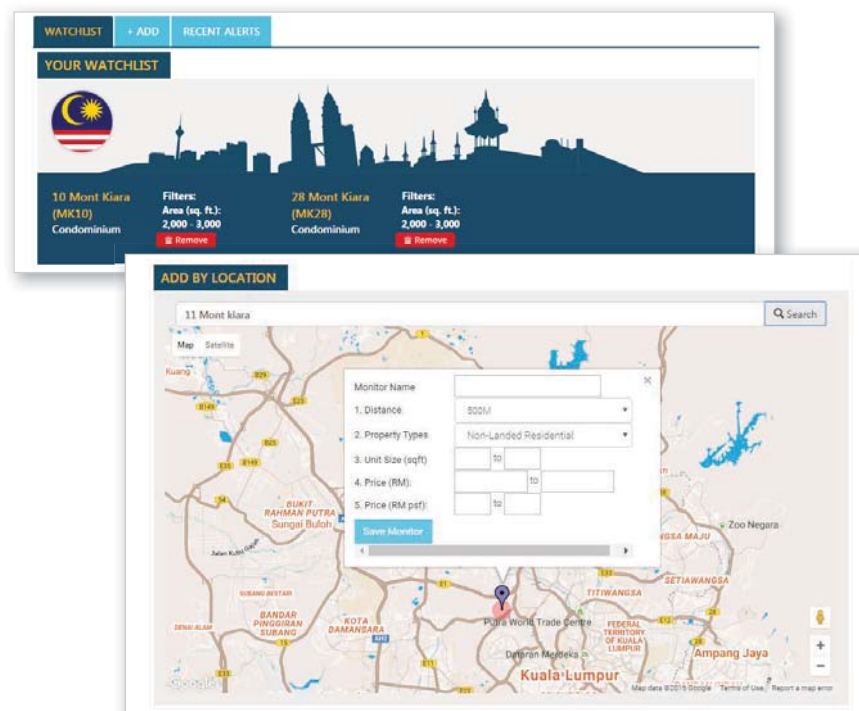
Price and rental comparison



(Captured on 8 Aug 2016)

WATCHLIST

Be notified when tracked property is transacted or listed



(Captured on 8 Aug 2016)



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To democratise property investment and help you make better decisions

HOW?

We provide breaking news, new property launches, property listings, transaction data and analytics that will level the playing field for all investors.

RESEARCH IS KEY

When you are buying, selling, leasing out or looking to rent a property, be it your first or 100th, the first and crucial step is to do your research.

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