

EdgeProp.my

A PULLOUT EVERY FRIDAY WITH **THE EDGE FINANCIAL DAILY**

FRIDAY, MARCH 16, 2018 . ISSUE 2611/2018 . PP19055/06/2016(034530)

PRINT + DIGITAL



EP 03 NEWS

First semidees and bungalows in Eco Grandeur set to be launched



EP 03 DEALMAKERS

How real estate turned his life around



EP 08 FEATURE

MY HOME
By Malaysians For Malaysians

'Your dream home is not necessarily your ideal home'



AVAILABLE ONLINE + OFFLINE

WHERE DO I GET A COPY OF THIS WEEKLY PULLOUT?

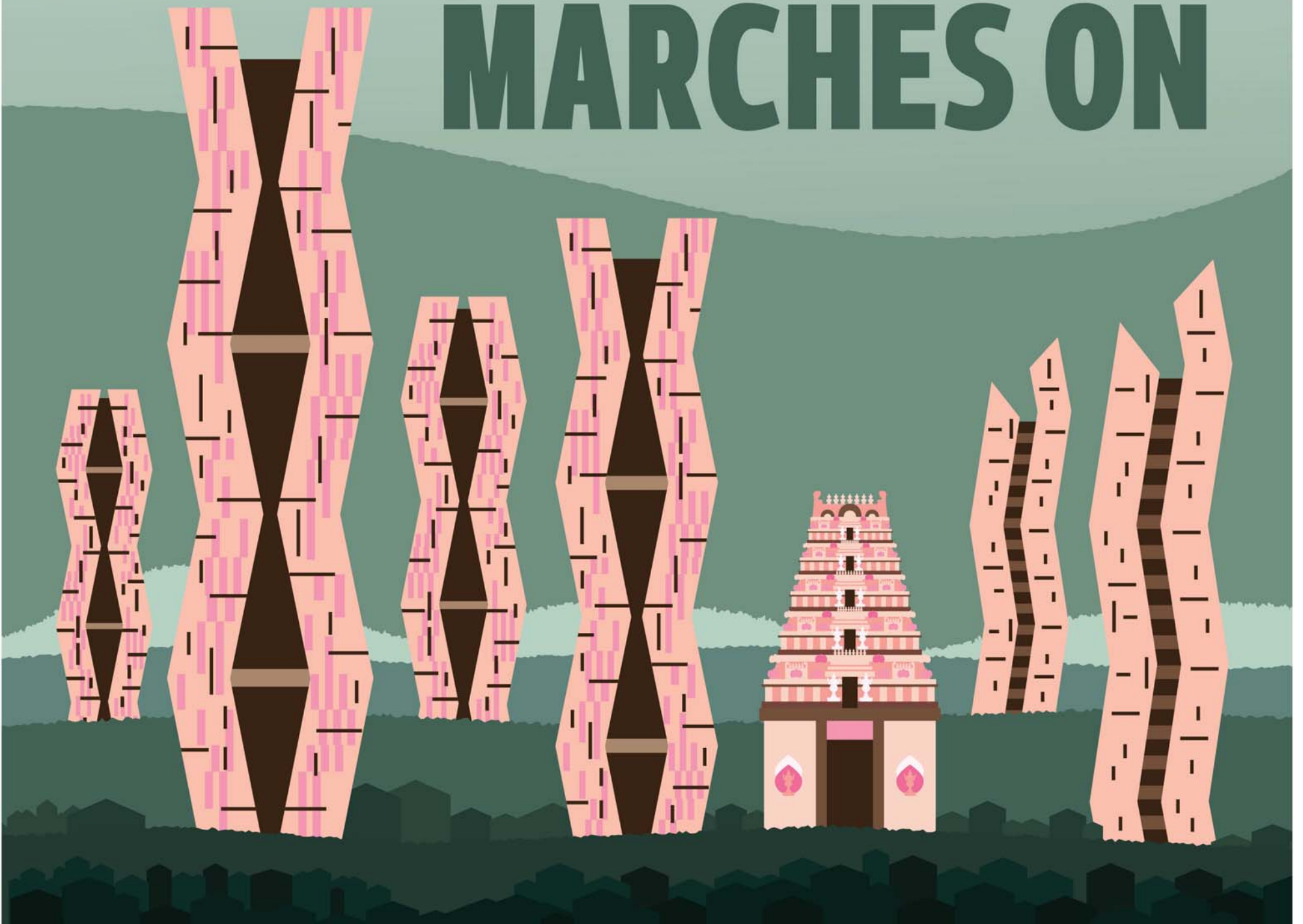
GO TO www.EdgeProp.my

TO DOWNLOAD FOR FREE

SENTUL

Prices of non-landed homes in Sentul, located north of Kuala Lumpur city centre, continue to rise as urban renewal efforts gain momentum. **See Pages 4 and 5.**

MARCHES ON



NEWS HIGHLIGHTS from www.EdgeProp.my**EdgeProp.my****The Edge Property Sdn Bhd**
(1091814-P)Level 3, Menara KLK,
No 1 Jalan PJU 7/6, Mutiara
Damansara, 47810 Petaling Jaya,
Selangor, Malaysia**EdgeProp.my****Managing Director/Editor-in-chief**
Au Foong Yee**EDITORIAL****Executive Editor** Sharon Kam
Editor Lam Jian Wyn**Deputy Chief Copy Editor**
James Chong
Copy Editor
Geraldine Tan**Senior Writer** Rachel Chew**Writers** Natalie Khoo,
Shawn Ng, Lum Ka Kay**Art Director** Sharon Khoh**Design Team**

Jun Kit, Rajita Sivan

For New Launches/Events/
Press Releases/News Tips
email: editor@edgeprop.my**Tel:** 03-7721 8211 **Fax:** 03-7721 8280**ADVERTISING & MARKETING****Associate Account Director,****Advertising & Marketing**

Heidee Ahmad (019) 388 1880

Senior Account Manager

Ian Leong (012) 359 1668

Account Managers

Khairul Amilin Ismail (019) 426 5101

Joane Tan (012) 377 2885

Maddox Wong (012) 342 2707

Joyceline Tan (012) 693 5826

Marketing Support & Ad Traffic

Madeline Tan (03) 7721 8218

email: marketing@edgeprop.my**NEGOTIATOR & CUSTOMER****ADVISORY SERVICE****Senior Manager** Elizabeth Lay**Senior Associate** Stanny Tan

For enquiries and listings

email: support@edgeprop.my**GL:** (03) 7721 8175/ 8172

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

The Edge Malaysia

Publisher and Group CEO
Ho Kay Tat**EDITORIAL****Editor-in-Chief** Azam Aris**CORPORATE****Chief Operating Officer**

Lim Shiew Yui

ADVERTISING & MARKETING**Chief Commercial Officer**

Sharon Teh (012) 313 9056

General Manager

Kingston Low (012) 278 5540

Senior Sales Managers

Fong Lai Kuan (012) 386 2831

Gregory Thu (012) 376 0614

Creative Marketing

Chris Wong (016) 687 6577

Head of Marketing Support**& Ad Traffic**

Lorraine Chan (03) 7721 8001

First lifestyle mall in Bintulu set to open mid-November

The first regional lifestyle shopping mall in Bintulu, Sarawak will open its doors to shoppers by mid-November 2018.

Dubbed the Spring Bintulu, the mall has currently achieved 70% tenancy. Among the key tenants are Parkson, MBO Cinemas and Ta Kiong Supermarket, according to The Spring Management Services (Bintulu) Sdn Bhd in a statement following the unveiling of key tenants recently.



It expects to open the mall with 90% occupancy in November. The mall is also expected to attract an estimated three million visitors in its first year.

Set at a sea-front premium location in the city centre, the RM245 million project offers a total retail space of about 390,000 sq ft, which will be able to accommodate up to 127 retail outlets. The mall is co-owned by Sarawak Land (Kemena Park) Sdn Bhd and Benlong Realty Sdn Bhd.

Elata Nova @ Setia Tropika almost 90% sold at launch

S P Setia Bhd's Elata Nova @ Setia Tropika, Johor Bahru recorded a take-up rate of close to 90% at its

Site-clearing at Taman Rimba Kiara begins

Residents in Taman Tun Dr Ismail (TTDI), Kuala Lumpur are "outraged" to discover that clearing work has begun at Taman Rimba Kiara (TRK), marking the start of the proposed high-rise development that is still pending a court hearing.

Property developer Memang Perkasa Sdn Bhd had started to remove trees to clear the upper section of TRK on Wednesday afternoon. According to the development notice board, the site will see the construction of an affordable housing scheme that is part of the controversial high-rise residential development proposed at the park.

The TTDI community has clearly expressed its objections to the proposed development,



but Wednesday's actions indicate that landowner Yayasan Wilayah Persekutuan and the developer are deaf to the views of the TTDI community and residents, said Save TRK lead strategist and coordinator Leon Koay in a joint statement by TTDI Residents Association and Save TRK.

A judicial review for the proposed development in TRK has its case management set on April 18, 2018. The proposed development involves the building of eight blocks of 42- and 52-storey high-end serviced apartments (1,766 units) and a 30-storey affordable housing block (350 units).

launch last Saturday (March 10), with homebuyers lining up at the sales gallery a day prior.

The double-storey terraced house collection named Elata Nova at Setia Tropika is targeted to be completed by mid-2020, said S P Setia general manager (property south) Saniman Amat Yusof.

"Just like the previous sold-out Elata Vita collection, which was launched last year, Elata Nova @ Setia Tropika is the perfect choice for those within the Gen-Y age group looking for starter homes, as its contemporary design gives the homes a modernistic twist yet remains functional for young family living," he added.

The landed development comprises 93 units of double-storey

homes with land areas of 20ft by 70ft and 20ft by 75ft, each with built-ups of 1,964 sq ft and containing four bedrooms and three bathrooms. Prices for the terraced homes start from RM701,800, translating into a GDV of RM66.1 million.

Colony to open second space at KL Eco City

Luxury co-working space Colony is set to open its second space at KL Eco City in June, said Colony Space Asia co-founder and executive director Timothy Tiah.

Dubbed Colony@KLEC, the over-20,000 sq ft space is spread across five floors. It can accommodate an estimated 300 guests and will feature

Colony's unique monochrome design and signature chic interior.

Aside from meeting rooms, there will be nap rooms, nursing rooms, massage rooms, kids' areas and an in-house cafe among its facilities. The total investment cost of Colony@KLEC is RM4.6 million.

Colony's first office, Colony@KLCC located in Jalan Kia Peng, had opened in July last year.

According to Tiah, KL Eco City is located in the heart of what is considered the New Golden Triangle with an integrated rail system comprising Abdullah Hukum LRT Station and KL Eco City KTM Station, new link bridges and ramps accessing the Federal Highway and New Pantai Expressway as well as a two-tier internal road system.

**LAUNCHES + EVENTS**

How do I get past issues of this weekly pullout?
Go to www.EdgeProp.my to download for free.



If you have any real estate-related events, email us at editor@edgeprop.my.
Events listed here will also appear on www.EdgeProp.my.

Paramount Property Interstate Ride**Date:** March 18 (Sun)**Time:** 6.45am to 3pm**Venue:** Design Village Outlet Mall, 733, Jalan Cassia Barat 2, Bandar Cassia, Penang

Contact: (04) 506 0350
Paramount Property, in collaboration with Majlis Perbandaran Seberang Perai and G Club, is organising an inaugural interstate cycling ride (for 160km and 80km) this Sunday. Members of the public are welcome to support the event as well as to pay a visit to the Utropolis Batu Kawan sales gallery to view the newly completed show units of Suasana, a freehold serviced apartment development in Batu Kawan.

Preview of S P Setia's Vallaris**Date:** March 17 (Sat)**Time:** 10am to 6pm**Venue:** Setia Eco Gardens, Pejabat Tapak, Lot 2110, K.M 5.5, Jalan Gelang Patah-Ulu Choh, Johor Bahru, Johor

Contact: (07) 555 5525
S P Setia Bhd is having a preview of its Vallaris eco homes collection at Setia Eco Gardens, offering



special early-bird discounts to the first 50 homebuyers. Prices for the double-storey homes are priced from RM649,000.

MAPEX 2018**Date:** March 16 to 18 (Fri to Sun)**Time:** 10am to 10pm**Venue:** Setia City Mall, Seksyen 14, Shah Alam, Selangor

Contact: (03) 7806 4853
The Real Estate and Housing Developers' Association Selangor branch is having its fifth Malaysia Property Expo (MAPEX) this year, featuring more than 2,700 properties with prices starting from RM262,000. Admission is free.

Yoga at Tropicana Aman**Date:** March 17 and 18**(Sat and Sun)****Time:** 8.30am to 9.30am;

10am to 11am

Venue:

Tropicana



Aman Property Gallery, 2, Persiaran Aman Perdana 3, Bandar Tropicana Aman, Telok Panglima Garang, Selangor
Contact: (1700) 81 8868

Tropicana Corp Bhd is organising complimentary yoga sessions for the public. Please bring your own mat.

SkyWorld's KidzCity**Date:** March 17 and 18**(Sat and Sun)****Time:** 9am to 5pm**Venue:** SkyWorld Gallery @ Setapak, 17899, Jalan Ayer Jerneh, Taman Ayer Panas, Kuala Lumpur

Contact: (03) 4031 2999
SkyWorld's KidzCity is here! Get ready for a fun-filled weekend for your children as they learn about real-life jobs and get practical training too. Visit www.skyarena.com.my/kidzcity to register.

Grand launch of Ativo Suites**Date:** March 17 (Sat)**Time:** 2pm to 7pm**Venue:** Damansara Avenue Sales Gallery, Persiaran Perdana, Bandar Sri Damansara, Kuala Lumpur

Contact: (1800) 88 8082
Witness and celebrate a Tropical

Havana-themed grand launch of Ativo Suites by TA Global Bhd. There will be an acrobatic lion dance, health corner, adults' and kids' workshops and a party corner.

**ID sharing session****Date:** March 18 (Sun)**Time:** 2pm to 3pm**Venue:** The private clubhouse at Sky Condominium @ Bandar Puchong Jaya, Persiaran Puchong Jaya Selatan, Bandar Puchong Jaya, Puchong, Selangor

Contact: (03) 8947 8899
IOI Properties Group Bhd will be hosting an event where the design director of Sky Condominium @ Bandar Puchong Jaya, Phuy Ching, will be sharing tips on interior design for your home. Seats are limited, so register online now.

First semidees and bungalows in Eco Grandeur set to be launched

BY NATALIE KHOO

PUNCAK ALAM: Eco World Development Group Bhd will be rolling out the first phase of semidees and bungalows at Eco Grandeur, Bandar Puncak Alam, Selangor in 2Q18.

Dubbed Norton Garden, this phase comprises 773 units of semidees, bungalows and garden homes, the latter which will be launched later. It is also the first residential phase in the township to have full-fledged clubhouse facilities. The entire Norton Garden will have a GDV of RM850 million.

The bungalows will have built-ups from 2,959 sq ft to 3,466 sq ft with an indicative selling price from RM1.4 million, while the semidees will have built-ups from 2,159 sq ft to 2,670 sq ft indicatively priced from RM980,000. The garden homes will have built-ups from 1,973 sq ft to 2,142 sq ft but prices have yet to be determined.

"We will be launching around 160 units of bungalows and semidees first as we see the demand from those already living in the vicinity.

"When we launched the first homes at Eco Grandeur in 2016 — the Avenham Garden and Graham Garden terraced and garden homes — some of the purchasers had asked for bigger units," said Eco Grandeur divisional general manager Ho Kwee Hong.



Ho (right) and Tiong at the Eco Grandeur show gallery with a model of Norton Garden

She added that some people living in the area are also looking to step up from their existing homes to a more wholesome and secured environment with a good range of facilities.

This is the first time the township is launching residential units that have built-up sizes of 2,000 sq ft and above, she told EdgeProp.my. Norton Garden is expected to be completed by end-2020.

"We are also targeting the incoming professional staff of UiTM Hospital, which is

currently under construction and set to complete by 2020," Ho added. UiTM, or Universiti Teknologi MARA, is located just 10 minutes' drive away.

The double-storey homes sport a modern Victorian concept design and a 20ft back garden. Each unit will also have a balcony on the top floor that is accessible via louver doors from the bedroom.

Meanwhile, the township is set to see the completion of Grandeur Lab, a retail area that comprises 10 to 15 retail blocks of 1,000 sq ft

to 1,500 sq ft built-up each by the middle of next year. It saw its first tenant, the INK Library Cafe, in July last year.

Launched in 2016, the 1,400-acre Eco Grandeur township developed in tandem with the adjacent Eco Business Park V — EcoWorld's first gated-and-guarded green business park — has an estimated total GDV of RM9 billion.

The township is accessible via five major highways — the Guthrie Corridor Expressway, Kuala Lumpur-Kuala Selangor Expressway, North-South Expressway and two upcoming highways currently under construction, namely the proposed Damansara-Shah Alam Expressway and the West Coast Expressway, which will be completed by 2019. Other major roads include Persiaran Mokhtar Dahari, Jalan Meru Tambahan and Jalan Kuala Selangor.

Meanwhile, Eco Grandeur assistant manager Tiong Siow Yin added that there are educational institutions nearby such as the Saujana Utama secondary school, SJK(C) Kuang primary school and SMK Puncak Alam Fasa 2 and 3.

"We are also in talks with Brainy Bunch International Islamic Montessori and another international school, which we hope to be able to reveal the details in the next few months," said Tiong.



DEALMAKERS

How real estate turned his life around

BY RACHEL CHEW

"Life was like a box of chocolates. You never know what you're going to get." This popular quote from the movie Forrest Gump very aptly describes Desmond Tho's journey in real estate.

"When you have a wife and two growing kids and your business is failing with a six-digit debt when you're only 30-something, you have two ways to find quick money — rob the bank or do some commission-based job," says Tho, the director of Hartamas Real Estate (OUG) Sdn Bhd. And since the former was not an option, he became a real estate negotiator.

Looking back, Tho seems amused by those difficult times. After taking a hospitality and catering course in 1996, he became a bakery outlet supervisor.

"I like food, so I chose the F&B industry. I applied to be a pastry chef after graduating but I was offered to be the bakery outlet supervisor instead. I decided to take on the challenge," he recalls. He did well and, after a few years, ventured out on his own as a pastry brand franchisor.

"But the business didn't work out so I returned to my ex-company and stayed for another six years. It was a fairly stable job but I needed more to support my growing family, so I did other jobs in between, dabbling in insurance and direct sales. I also did some stock trading," he says.

In 2007, Tho decided to once again start his own business. It failed after two years.

"I was in a lot of debt, partly because of the business and partly because of the stock trading. I had only RM5,000 in savings. I tried to figure out how to pay off my debt. The only thing I could think of were commission-based jobs such as being an insurance agent, direct selling and property agent," he recalls.

He chose the latter. "I had tried insurance and direct selling and they did not really work out so I put all my hope in real estate."

A fresh start

The first month was tough for Tho, as there was no one to guide him. "Back in 2009, the industry was still conservative and negotiators or agents were often left on their own, especially newbies like me. And because I couldn't afford to fail yet another time, I put in my 100% effort," he says.

To build his network, he attended almost every free real estate-related seminars and talks in town. "I had no other way to gain industry knowledge or widen my network. This is the cheapest and most efficient way I could think of."

He was happy to close his first deal in the second month although it was a co-broking rental deal and his commission was only RM300. But that was the turning point.

"I started to see hope in the third month. I realised it is a very fair industry, where you reap what you sow. I began to know more

people and close bigger deals. A year and a half later, I cleared my debt and my boss offered me the opportunity to open my own branch," he says.

Coincidentally, he was also offered a similar opportunity by two other agencies — one of which was Hartamas Real Estate.

"When I first stepped into Hartamas Real Estate's headquarters, it looked nothing like the conventional shophouse agency. It is a corporation with proper meeting rooms and even a gym room for the staff. I was impressed. I never thought a real estate agency can be anything like a corporation. I also liked the agency's business development direction," he says, adding that the positive impression led him to join the agency from that very first meeting.

Three months later, the Hartamas Real Estate (OUG) branch was open for business in 2013 with only 11 negotiators. By early 2018, it had grown to 46 negotiators, with 12 of them already having earned accolades as the group's top sales agents and negotiators in 2017.

The Hartamas OUG branch had also gained 100% annual revenue growth in 2016 and 50% revenue growth in 2017. "Money simply will not drop from the sky. Real estate is something essential in both good and bad times — you need to find the market gap, be focused and be sensitive to changes in buyer behaviour."

"Most importantly, to all negotiators, don't take this job as 'just another sales job'. It is a profession that provides solutions and service to both property buyers and sellers," Tho advises.

You need to find the market gap, be focused and be sensitive to changes in buyer behaviour."
— Tho



COVER STORY



SENTUL

CONTINUES ITS UPSWING



YTL Land's projects such as The Capers (building on the left) and The Fennel (right) as well as other new developments are changing the skyline of Sentul.

BY SHAWN NG

Sitting north of Kuala Lumpur city centre, Sentul has seen its non-landed residential properties perform well over the years, showing steady growth in values. Data collated by EdgeProp.my showed Sentul's best-performing non-landed residential property in the first nine months of 2017 (9M17) by average transacted price psf was The Capers. It registered an average price of RM633 psf based on 11 transactions recorded during the period. This was followed by The Saffron at RM620 psf and The Tamarind at RM545 psf, with nine and 11 transactions respectively. All three projects are by YTL Land & Development Bhd, which has been redeveloping parts of Sentul since 2002.

Overall, the average transacted price of non-landed homes in Sentul was RM459 psf over 9M17, with 66 transactions recorded. The highest average transacted price achieved since 2012 had been RM565 psf in 3Q17. This was an increase of 22.03% y-o-y from RM463 psf in 3Q16 and 58.71% over five years from RM356 psf in 3Q12.

The transacted prices of units in the other projects — including 1 Sentul, Pelangi Condominium, Pangsapuri Mawar, Menara Orkid, Pangsapuri Villa Angkasa, Sentul Utama Condominium, Sri Suajaya Condominium, Anjung Villa, Villa Mutiara Serviced Apartment and Bayu Sentul — ranged from RM218 psf to RM522 psf over 9M17.

There is no denying that one of the main drivers of growth in Sentul is the urban renewal initiative undertaken by YTL Land. Introduced in 2002, YTL Land's urban renewal plan is made up of Sentul East and Sentul West. The two are divided by the existing Sentul KTM Komuter Station and tracks. The redevelopment aims to embody the spirit of urban renewal while preserving the heritage and charm of the area, which was once an early settlement for low- to mid-income rail transport workers and their families that can be traced back to the late 1800s or early 1900s. The redevelopment master plan involves the devel-

opment of non-landed homes, commercial offices and retail outlets over phases, as well as the establishment of the Kuala Lumpur Performing Arts Centre and Sentul Park, which is now an established landmark in Sentul.

As Hartamas Real Estate (OUG) Sdn Bhd senior real estate negotiator Joycelin Yap points out, YTL Land's projects such as The Fennel at Sentul East have changed the perception of many homebuyers and investors towards Sentul, leading to greater demand by buyers and tenants, thus elevating property values and the image of Sentul in general.

Completed only last year, The Fennel is a freehold luxury condominium development along Jalan Sentul. It consists of 916 units in four 38-storey towers that sport a unique asymmetric design with full glass facades.

Incoming supply

Sentul can generally be divided into two sections. On the north side of the Duta-Ulu Kelang Expressway (DUKE) is Sentul Pasar, which comprises old landed dwellings, while on the south side of the highway is Sentul Raya, made up of newer and more modern high-rise residential and commercial buildings.

The regeneration in the southern parts of Sentul has taken most of the limelight in recent times but the spillover effect on the Sentul Pasar area is becoming more apparent, says PA International Property Consultants Sdn Bhd managing director Jerome Hong.

Indeed, in the last two years, new high-rise developments have mushroomed around Sentul Pasar. According to PA International's estimate, as at end-2017, the incoming supply of non-landed residential properties in Sentul Pasar is at 5,411 units while new planned supply is about 300 units. The incoming supply will come mainly from four projects — namely Sky Awani Residensi, One Maxim, Sentul Point and M Centura — which are expected to be completed in the next three to four years.

Meanwhile, the 300 condominium units in the pipeline will be from RUMAWIP, or the Federal Territories Affordable Housing Scheme, to be

THE EDGE



Hong: Sentul will not be short of new launches in the future especially in Sentul Pasar. The locality is poised to be an emerging hot spot.

located at Sentul Point, a mixed development by UOA Development Bhd.

"With the upcoming projects made up mainly of high-rises, the skyline of Sentul continues to be transformed with modern and attractive building facades," says Hong. They will add to the existing non-landed housing supply, which totals about 5,848 units as at end-2017.

An affordable place

Besides the redevelopment by YTL Land, another reason for the strong price appreciation of non-landed homes in Sentul could be the relatively lower price points of the non-landed residences here compared with similar properties in nearby localities such as Segambut, Titiwangsa, Wangsa Maju and Gombak.

According to Hong, non-landed homes in Sentul are generally considered affordable by Kuala Lumpur standards as most projects are priced below RM500 psf on the average, with the



The Kuala Lumpur Performing Arts Centre is now an established landmark in Sentul.



Incoming supply of non-landed homes in Sentul Pasar in the next three years

Project	Development type	Developer	Launch date / target completion	Built-up (sq ft)	Launch price (RM psf)	No. of units
Sky Awani Residensi	Affordable housing development under RUMAWIP	SkyWorld Development Sdn Bhd	2015 / 2019	800	375	1,226
One Maxim	Mixed development comprising serviced apartments and retail spaces	Maxim Holdings Sdn Bhd	2016 / 2020	650 - 844	474 - 525	420
Sentul Point (Block B) – Phase 1	Mixed development comprising suite apartments and commercial spaces	UOA Development Bhd	2016 / 2020	721 - 1,109	603 - 647	700
Sentul Point (Block C) – Phase 1			2016 / 2020	721 - 1,109	635 - 683	700
Sentul Point (Block A) – Phase 2			2017 / 2020	700 - 1,152	681 - 706	952
M Centura	Condominium development	Mah Sing Group Bhd	2017 / 2021	646 - 1,001	523 - 536	1,413
Total incoming supply						5,411

PA INTERNATIONAL PROPERTY CONSULTANTS

Location
Strategically situated only 5km from Kuala Lumpur city centre

Accessibility
Well connected to the city centre and other conurbations within the Klang Valley via public transit system

Ongoing regeneration
The area is supported by improved road and rail infrastructure; wide range of amenities augurs well for its future appreciation

Affordability
Non-landed homes generally priced below RM500 psf

SOURCE: PA INTERNATIONAL PROPERTY CONSULTANTS

exception of selected projects by YTL Land, which have breached the RM650 psf mark.

“Such medium-end category of housing products continue to be well received despite the high supply pipeline,” notes Hong.

Nevertheless, he raises some concerns over the influx of new developments, particularly large-scale integrated projects like Sentul Point, One Maxim and M Centura.

“If these developments are occupied in the future, better public transportation will be required to cope with the heavier traffic volume in Sentul, particularly along the main roads which are already facing congestion especially during peak hours.

“The area is congested because there are limited new or alternative routes leading up to Jalan Sentul and Jalan Sentul Pasar. Safety and security are also a concern,” he says.

Nevertheless, he believes that overall, properties in Sentul offer potential for future capital appreciation as the area continues to undergo regeneration, supported by improved road and rail infrastructure, as well as a wider range of amenities such as malls. “Sentul will not be short of new launches in the future especially in Sentul Pasar. The locality is poised to be an emerging hot spot,” he adds.

Hartamas Real Estate’s Yap also foresees greater vibrancy in Sentul, which will have a positive impact on property prices and rental growth. “Perhaps it won’t be conspicuous within a short period, but Sentul will certainly become another gem in the Kuala Lumpur area,” she says.

Furthermore, Sentul’s location, which is just 5km away from the city centre, and its accessibility via public transportation — such as the Sentul Timur LRT (Light Rail Transit) Station, Sentul KTM Station and the upcoming Sentul West MRT (Mass Rapid Transit) Station and via roads such as the DUKE, Jalan Kuching, Jalan Tun Razak and the Middle Ring Road 2 — will continue to stand it in good stead. The Sentul West MRT Station of the upcoming MRT Sungai Buloh-Serdang-Putrajaya Line will be located at Jalan Sultan Azlan Shah. It is expected to be completed in July 2022.

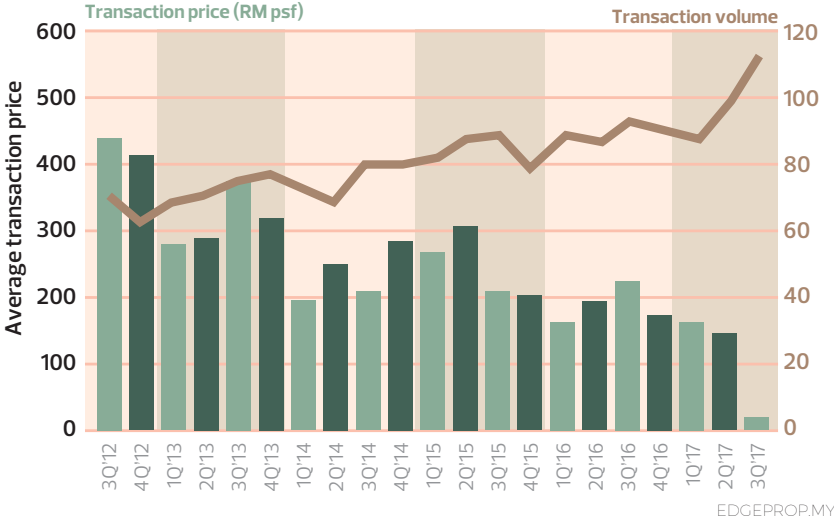
“The slowdown in the overall property market in 2017 has significantly affected demand for properties in Kuala Lumpur city. However, the decline for apartments and condominiums in Sentul was insignificant as there were still many purchasers in this area buying properties for their own stay. The main draw was because Sentul is so near Kuala Lumpur city centre with easy access to KLCC, Petaling Jaya and KL Sentral,” says Yap, who is familiar with the area.

Demand focus

Although YTL Land’s projects in Sentul have raised the benchmark for luxury living in the area, the overall population profile in the locality continues to be dominated by the low-middle- to middle-income groups, notes Hong.

“Sentul is a ready secondary market where demand for affordable homes continues to exceed supply, particularly those located near the exist-

Average price psf and transaction volume of non-landed homes in Sentul



EDGEPROP.MY

Pros

Regeneration in the area is creating a more modern and vibrant place with better **infrastructure** and **public transportation**.

The skyline of Sentul is set to be **transformed** with modern and attractive facades.

Properties in Sentul are still considered **affordable** considering its location near the city centre, with good prospects for **future property price growth**.

Cons

Safety and security issues – Sentul is still identified with a large squatter population and as a railway residential area.

The low-cost areas come with its usual **social stigma**.

Congested due to heavy traffic particularly along the main roads. There are limited new or alternative routes leading up to Jalan Sentul and Jalan Sentul Pasar.

SOURCE: PA INTERNATIONAL PROPERTY CONSULTANTS



Yap: Perhaps it won't be conspicuous within a short period, but Sentul will certainly become another gem in the Kuala Lumpur area.

ing LRT and the upcoming MRT stations,” he says.

The area has long attracted budget-conscious working executives or young couples who work in Kuala Lumpur city centre and first-time homebuyers. However, a number of new homeowners in Sentul are the younger generation of current residents who prefer to stay in the same area as their parents or families.

“It is not uncommon for parents to help their children get on the property ladder by buying houses close to them or in nearby localities so that they are within easy reach of their families,” Hong says, adding that the majority of such buyers focus on the vicinity of Sentul Pasar, particularly off or along Jalan Sentul Pasar.

On the contrary, property investors would focus on developments close to public transportation, especially those within walking distances to LRT, MRT or KTM stations, which are largely within Sentul Raya.

Hartamas’ Yap suggests that those looking to settle down in Sentul should keep an eye out for new projects that offer very low or even zero entry costs, attractive incentives and rebates.

“For investors, they should consider old condominiums or apartments located in strategic locations or close to the LRT and MRT stations. They could purchase these affordably-priced properties and lease them out to earn a stable rental income after refurbishing the houses. These old units can offer decent rental returns, enough to offset instalment and maintenance costs,” she shares.

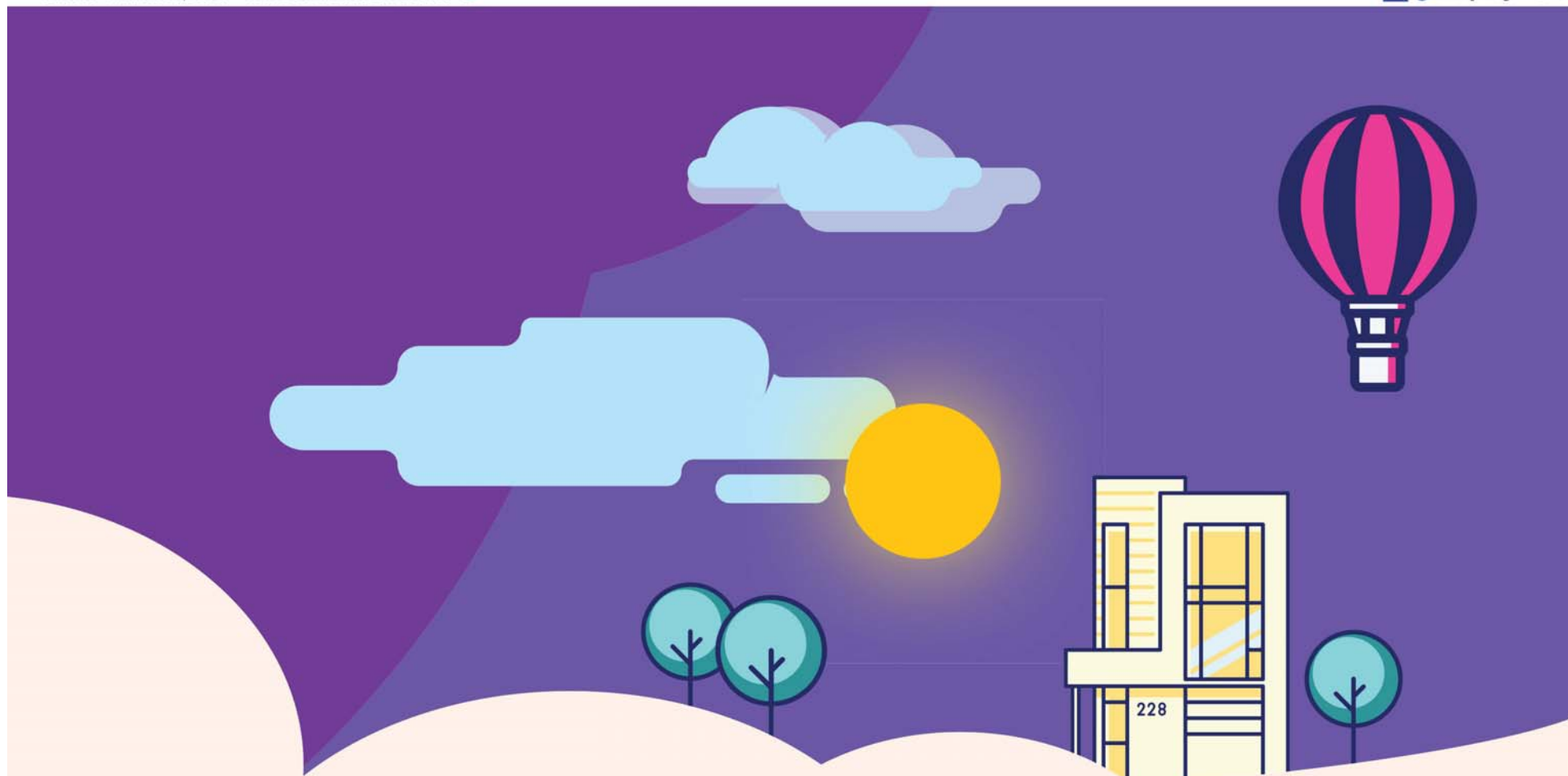


What is an **IDEAL HOME?**

Join us today to co-create
Malaysia's IDEAL HOME!

ORGANISERS





First, **take the survey** on what works for you and what doesn't

Your input will be **collated and analysed**

A home showcasing your input **will be built**

Finally, **Malaysia's IDEAL HOME** will be **put on the market!***



TAKE THE SURVEY!

Be part of the unique first-in-Malaysia initiative called **Lafarge-EdgeProp MYHOME**, jointly undertaken by Lafarge Malaysia and EdgeProp.my. Scan the QR code or visit:

www.EdgeProp.my/MYHOME



* Terms and conditions apply.

PARTNER

Setia

SUPPORTERS

Feruni
CERAMICHE
designed for luxury

LIGHTCRAFT
...light. Years ahead.

THE COATINGS EXPERT
NIPPON PAINT

Panasonic

FEATURE

‘Your dream home is not necessarily your ideal home’

BY **NATALIE KHOO**

Ask a child what kind of house he or she wants to live in and you may probably get a reply that they want a place with a large play area indoors and a playground outside. If the same question is posed to a fresh graduate or a newly married couple, perhaps they will say their ideal home is one located in areas with good accessibility so they can travel to work with ease, and of course at a price tag that would not break the bank.

And if you were a grandparent who wishes to see your children and grandchildren as often as possible, your ideal home may be a big bungalow where every member of the family can live comfortably together. Suffice to say, the idea of an “ideal home” varies for different people.

For EdgeProp.my’s managing director and editor-in-chief Au Foong Yee, an ideal home is not necessarily one’s dream home, and vice versa.

“Frustration often sets in when one is unable to live out a dream. So, I tend to be a realist who stays optimistic at the same time. I believe in cutting my clothes according to the cloth I have. Being able to sleep at night is important to me. Ultimately, home is where the heart is — where one finds love and tranquillity. Frills and luxury will be a bonus,” says Au.

As for Lafarge Malaysia’s president and CEO Thierry Legrand, an ideal home is a place where he can feel really comfortable in.

“Our home is the single biggest investment in our lifetime for the majority of us. It is therefore crucial that our home is well built and designed, taking into account what is most important to us and our loved ones. For me, my ideal home is a chalet in the mountains,” shares Legrand.

Both Legrand and Au believe that every homebuyer expects his or her ideal home to be of good building quality, durable and sustainable. Over time, connectivity and convenience have become more important to homebuyers as well.

“Accessibility, building quality and sustainability are key as property prices continue to climb, way ahead of the affordability of many,” Au adds.

While we all have our preferences, there may be some characteristics of an ideal home that we all share. But what are they? To find out, EdgeProp.my and Lafarge Malaysia have initiated Lafarge-EdgeProp MYHOME, which gives Malaysians the opportunity to co-create their ideal home. All they have to do is answer 28 questions in a survey and the results will be used as the basis for the design of homes that will be built by Malaysia’s top developer S P Setia Bhd. Supporters for the initiative are Nippon Paint Malaysia, Panasonic Malaysia, Feruni and Lightcraft. The survey runs until March 31.



What is the favourite part of your home?

**Au Foong Yee**

It would be a toss between the kitchen island and my bedroom. The former because that's where the family gathers while the latter is my haven.

**Thierry Legrand**

The living room where the family gathers. Home is where our loved ones are.

**Datuk Khor Chap Jen**

My favourite part of the home is the dining area because it has become a place to connect with family members. In this fast-paced life that we live in, sharing a family meal together can be a rare affair for some.

“Technology enables homebuyers to be better informed in their choices. They want to be engaged and have more say in what their final house will look like,” Legrand shares.

Meanwhile, S P Setia president and CEO Datuk Khor Chap Jen has observed that homebuyers today give much emphasis to connectivity when choosing a home, as many prefer to live in locations that allow them to get to and from work in the fastest time possible.

While it is the wish of many to own an ideal home in an ideal location, perhaps one of the biggest challenges would be the cost of owning one.

“Naturally, homebuyers are on the lookout for a property that matches their needs and expectations in terms of amenities, a conducive environment and at a preferred location.

“In Klang Valley in particular, purchasers are now open to the concept of living in Greater Kuala Lumpur where the prices of homes are more in line with their budget. Any developer that manages to cater to these demands will be able to get a good response in terms of take-up rates,” says Khor.

Nevertheless, he says demand is clearly present for landed homes. “A good example



is our Starter Home series, Careya, which offered 93 units of 20ft by 65ft 2-storey terraced homes in Setia Alam — all of which were snapped up within three hours of being launched early this year,” he shares.

And because affordability is a major challenge, homebuyers have to decide on the elements in a home that are most important to them, says Legrand, while Au reminds all to be realistic in considering one’s budget.

“A wishlist is not quite the same as a must-have list,” she reiterates.

“With Lafarge-EdgeProp MYHOME, we set out to develop the inspired HOME for everyday Malaysians. We name this initiative to truly reflect the emotional connections to a home. The idea is to work hand-in-hand with Malaysians to design and ultimately build a quality home that incorporates your inputs,” says Legrand.



Turn your ideal home into reality

All of us have an ideal home in our minds, but how often does it ever translate into brick and mortar? Now is your chance! Share what your ideal home is in the Lafarge-EdgeProp MYHOME survey and the results of the survey will form the basis of homes to be built by S P Setia Bhd. Go to www.EdgeProp.my/MYHOME to take part in the survey. The survey closes on March 31.

ORGANISERS



PARTNER



SUPPORTERS

