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get away with ignoring the **Tribunal's awards?**





Property buyers would have noticed that the price of high-rise residences seems to increase the higher they are located. Does this mean they have more value? See Pages 6 and 7.





Platinum Victory's upcoming Vista Sentul to bank on affordability

> EP NEWS

FEATURE **Concluding deals** even if you can't meet vour clients

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The Edge Property Sdn Bhd 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 Assistant Editor Tan Ai Leng **Deputy Chief Copy Editor** James Chong Senior Writer **Rachel Chew** Writers Natalie Khoo, Chin Wai Lun, **Chelsey** Poh Senior Designer Jun Kit

For New Launches/Events/ Press Releases/News Tips 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 Managers lan Leong (012) 359 1668 Cecilia Too (012) 319 7666

Marketing Support & Ad Traffic Madeline Tan (03) 7721 8218 email: marketing@edgeprop.my

BUSINESS DEVELOPMENT Manager

Nimalen Parimalam (014) 324 3193 **AGENCY SALES Sales Manager** Stannly Tan (012) 538 1687

PRODUCT DEVELOPMENT & CUSTOMER ADVISORY Associates Omar Nawawi (012) 537 1687 Nazrin Hakimin (017) 368 6061

For enquiries and listings l: support@edgeprop.my Tel: (03) 7733 9000

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The Edge Malaysia

Publisher and Group CEO Ho Kav Tat

EDITORIAL Editor-in-chief Azam Aris CORPORATE **Chief Operating Officer** Lim Shiew Yuin **ADVERTISING & MARKETING Chief Commercial Officer** Sharon Teh (012) 313 9056 **General Manager** Fong Lai Kuan (012) 386 2831 **Senior Sales Manager** Gregory Thu (012) 376 0614 Head of Marketing

Support & Ad Traffic Lorraine Chan (03) 7721 8001

BNM cuts OPR by 25bps to record low of 1.75%

Bank Negara Malaysia (BNM) cut its overnight policy rate (OPR) by 25 basis points (bps) on July 7 to a record low of 1.75%, saying that the impact of the Covid-19 pandemic on the global economy is severe and that Malaysia's economic activity contracted sharply in the second quarter of the year due to measures introduced to contain the pandemic.

In a statement on July 7, the central bank said Malaysia's inflationary pressures are expected to be muted in 2020.

"The impact of Covid-19 on the global economy is severe. Global economic conditions remain weak with global growth projected to



NCT inks MOU with Huawei **Technologies on** smart campus technology

Property developer NCT Group has inked a Memorandum of Understanding (MoU) with Huawei Technologies Malaysia on a smart campus technology for NCT Group's projects.

"The smart systems implemented will be very beneficial for our customers and end-users in our projects especially in a very fast paced and technological environment where things like big data, mobile applications for property management and Internet of Things are vastly used," said NCT Group founder and managing director Datuk Seri Yap Ngan Choy during

HOTLINES

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be negative for the year. For Malaysia, economic activity contracted sharply in the second quarter of the year, due to measures introduced to contain the pandemic globally and domestically.

"Following the gradual and progressive re-opening of the economy since early May, economic activities have begun to recover from the trough in the second quarter. The fiscal stimulus packages, alongside monetary and financial measures, will continue to underpin the improving economic outlook.

"The projected improvement in the domestic economy is expected to be further supported by

a press conference on July 7.

Among the systems the group plans to utilise include the smart pole system which is used to control compound lighting and CCTVs in its developments, the vehicle access control system, and the video based patrolling system.

Nationwide **Express to sell Shah** Alam property at a RM3.8m loss

Nationwide Express Holdings Bhd has proposed to sell its property in Shah Alam, Selangor, for RM19.4 million, which will result in a net loss of RM3.8 million.

The courier service provider said the property — a three-storey office building, one-storey detached warehouse building annexed with two two-storey office buildings and ancillary buildings on a leasehold industrial land — had been advertised or sale for the past six months.

"The consideration (from real estate firm Rubicon Lexington Sdn Bhd) was the highest consideration received by (Nationwide Express' wholly-owned unit) Nationwide Express Courier Services Bhd from a closed tender undertaken for its disposal," it said in a filing with Bursa Malaysia on July 8.

Employers have to comply with new housing standards <u>tor workers</u>

Human Resources Minister M Saravanan has reminded employers that they have to comply with amendments to the Workers' Minimum Standards of Housing and Amenities Act 1990 (Act 446), FMT reported on July 7.

Saravanan warned that the authorities "will not hesitate to take action" if companies flout the rules.

The amendments came into force on June 1, which require a minimum space for workers' accommodation, basic facilities, and safety



a gradual recovery in global growth conditions. The pace and strength of the recovery, however, remain subject to downside risks emanating from both domestic and external factors. These include the prospect of further outbreaks of the pandemic leading to re-impositions of containment measures, more persistent weakness in labour market conditions, and a weakerthan-expected recovery in global growth," it said.

and hygiene benchmarks.

Saravanan said a grace period for employers of up to Aug 31 has already been given to allow them to make the necessary changes.

KPKT looking into blacklisting **PPR** rental defaulters

The Housing and Local Government Ministry is looking into blacklisting People's Housing Project (PPR) tenants, who fail to pay their rents, under the Credit Reporting Agency (CRA) including CTOS.

Minister Zuraida Kamaruddin said the move was among matters that would be detailed under the Strata Management Act 757 (Act 757) in the

She said the Act would enable a management of a strata property to include 'quit-rent' and insurance under maintenance fees as well as to

The 1.75% OPR is the lowest since the floor was set 16 years ago. It was the fourth rate cut this year, with a cumulative 125bps slashed so far.

Following the announcement, Hong Leong Investment Bank Research (HLIB) said it is not discounting the possibility that BNM will cut the overnight policy rate (OPR) by another 25 basis points (bps) to 1.50% by as early as its next Monetary Policy Committee (MPC) meeting in September.



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name in the message. enable tenants who did not pay rent

for 12 months to be charged interest. "The Act 757 is already a law but when it is not being enforced, it is not effective," she said.

In October last year, rental arrears involving Public Housing Projects (PPA) and PPR in the country was reported to be at RM58 million.



Paramount purchases land to expand Bukit Banvan

Paramount Corp Bhd has purchased 137.1 acres (55.48ha) of freehold agriculture land to expand its existing 520-acre Bukit Banyan township (pictured) in Sungai Petani, Kedah.

Paramount group chief executive officer (CEO) Jeffrey Chew said its subsidiary Paramount Property (Utara) Sdn Bhd had entered into a sales and purchase agreement with BDB Land Sdn Bhd, a subsidiary of Bina Darulaman Bhd, on July 7 to buy two parcels of land (62.6 and 74.5 acres respectively) for a total consideration of RM24 million.

As at March 31, Bukit Banyan had 178 acres of undeveloped land and a remaining potential gross development value (GDV) of RM498 million. With the acquisition, the township will have 315.1 acres to be developed from now until 2030. Chew said Paramount expects a GDV of RM400 million from both residential and commercial properties to be built after the conversion of the land status.

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Tucked in the fast-growing Iskandar Puteri and just a stone's throw from the island city of Singapore, rests a private residential enclave that offers beautiful garden homes designed by UEM Sunrise, master developer of the international city.

Senadi Hills is UEM Sunrise's answer to private and secure homes suitable for multigenerational families, with beautifully landscaped gardens right outside the doorstep. A freehold residential development with easy access to expressways and close to the shopping centre, healthcare facilities, education institution and leisure amenities; Senadi Hills offers joyful living with Comfort, Convenience and Connectivity for its residents.

Phase 1A of Senadi Hills was officially unveiled recently, after the overwhelming response and much fanfare following its online preview in June, with 70% of the 112 units booked up already.

This exclusive gated mixed development community features comfortably designed double-storey link homes. Complemented with a neighbourhood commercial square, the 62acre development hosts a total of 398 freehold link residential units and 20 shop lots.

Easily accessible from the Lebuh Kota Iskandar and Jalan Ismail Sultan (Coastal Highway), the enclave offers convenient access to an unfettered drive to the Singapore Tuas Checkpoint along the Second Link Crossing and to Johor Bahru City.

UEM Sunrise's Chief Operations Officer (Southern) Zamri Yusof said that as one of Malaysia's leading property developers, UEM Sunrise instils sustainability as one of its main agenda.





"Not only is Senadi Hills built to incorporate greenery in its lush and tranquil surroundings, it is

This exclusive gated mixed development community features comfortably designed double-storey link homes

– Zamri Yusof

surgically tailored for the growing needs of our customers from the smallest detail like home fixtures, right to the strategic location of a burgeoning metropolis," he said.

Senadi Hills Phase 1A offers 4 Bedrooms and 3 Bathrooms tastefully designed within a built-up area ranging from 2,088 sf. to 2,241 sf in the $20' \times 70'$ space. The selling price starts at an affordable RM623,900 for an intermediate unit.

"In line with UEM Sunrise's aspiration to inspire joy and happiness, we do our best to also complement the development with sufficient facilities and convenient access to nearby amenities to help make living experiences much more fulfilling and valuable to the community that we serve," added Zamri.

Residents from all ages can enjoy wheelchairfriendly and fresh green spaces in the residential eco-sanctuary. The 2.5km jogging track, children's playground, outdoor gym, mini tai chi area and plaza will provide respite for the whole family to unwind and reconnect with each other after the daily grind.

Senadi Hills is also complete with an exciting retail space called "Senadi Square" which will be launched on July 27, the double-storey shoplots in a built-up area of 2,918 sf. Prices start from an affordable RM856,800.

Senadi Hills is conveniently surrounded by various amenities and attractions such as Legoland Malaysia, Mall of Medini, Gleneagles Medini, Horizon Hills, Aeon Bukit Indah and Puteri Harbour International Ferry Terminal, and numerous main arteries to connecting cities.

> Visit the UEM Sunrise Property Showcase in Imperia, Puteri Harbour or log on to **www.uemsunrise.com** to learn more about Senadi Hills.

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PROPERTY CHAT

Think you can get away with ignoring the Tribunal's awards?

he recent successful prosecution of cases involving failure to comply with awards handed down by the Strata Management Tribunal (SMT) is a milestone in the enforcement of the Strata Management Act 2015 (SMA). It sends an important message to stratified property stakeholders that awards given by the SMT must be treated seriously.

On July 2, 2020, the Subang Jaya Magistrate's (Municipal) Court convicted and fined a defendant (defaulting strata owner) who failed to comply with an award of the SMT ordering payment of outstanding charges and contribution to sinking fund within 30 days from the date of award. The presiding Magistrate, Barath Manian imposed a fine of RM5,500 on the defendant or in default one (1) month imprisonment. The prosecuting officer was Emyshimy Rizal Nasaruddin.

Earlier in February and March 2020, two other defendants were fined RM1.500 or in default five (5) days imprisonment (however the prosecution has filed Notice of Appeal to the High Court for a heavier sentence); and RM3,500 or in default three (3) days imprisonment respectively, by the same Municipal Court after pleading guilty to the same offence. This is certainly a positive development in the right direction.

SMT to hear disputes

Since coming into force on June 1, 2015, the SMA has become an important legislation as stratified developments (residential, commercial and mixed) have become a norm in densely populated areas such as Klang Valley, Penang and Johor Bahru. The SMA is by no means a simple piece of federal statute. It governs the relationships and interaction between developers, joint management bodies, management corporations, parcel owners, commissioner of buildings, managing agents etc.

It is primarily for this reason that the drafters of SMA saw it fit to establish a quasi-court in the form of the SMT to provide a speedy and efficient channel to resolve disputes between stakeholders of the SMA.

The SMT was established pursuant to the SMA to act as an adjudication body to hear disputes concerning strata management in a cost effective manner and thereafter to dispense awards (equivalent to a Court Order) without delay and within 60 days from the first hearing date of the case. The members of the SMT comprise officers of the Judicial and Legal Services as well as advocates and solicitors of not less than seven years' standing, who are experienced and well versed with laws in the SMA, its Regulations and its application.

The SMT has jurisdiction to hear disputes of various nature ranging from simple claims involving recovery of charges to more complicated ones involving exercise and performance of duty, power and functions pursuant to SMA and subsidiary legislation made thereunder by various stakeholders.

In short, it is a quasi-judicial body entrusted to hear and determine strata management related disputes.



Orders of the Tribunal

The Fourth Schedule, Part 2 [Subsection 117(3)] of the SMA states that the Tribunal may order a party to the proceedings to:

- 1. Pay a sum of money to another party.
- 2. The Tribunal may order the price or other consideration paid by a party to be refunded to that party.
- 3. The Tribunal may order the payment of compensation or damages for any loss or damage suffered by a party.
- 4. The Tribunal may order the rectification, setting aside or variation of a contract or additional by-laws, wholly or in part.
- 5. The Tribunal may order costs to or against any party to be paid.
- 6. The Tribunal may order interest to be paid on any sum or monetary award at a rate not exceeding eight per centum per annum.
- 7. The Tribunal may dismiss a claim which it considers to be frivolous or vexatious.
- 8. The Tribunal may make any order of which it has the jurisdiction to make under Part 1 of this Schedule or any other order as it deems just and expedient.
- 9. The Tribunal may make such ancillary or consequential orders or relief as may be necessary to give effect to any order made by the Tribunal.

An Order of Court

The decision and Order granted by the SMT upon a hearing is known as an 'award'.

Section 120 of the SMA provides that an award is final and is binding on all parties to the proceedings. The same provision further provides that awards shall be deemed to be an Order of Court and could be enforced by any party to the proceedings.

In the event an award is not duly complied with, a party whose award is in his favour, may request the secretary of the SMT to send a copy of the award to the Courts having jurisdiction in the place to which the award relates or in the place where the award was made, and the Court shall cause the copy of the award to be recorded. Once



After the hearing at the Subang Jaya Magistrate's Court on July 2. From left MPSJ Director of COB Section Sr. Mohd Marwan, Buhairi Jahlan of the Housing and Local Government Ministry, MPSJ deputy president Mohd Zulkarnain Che Ali and Chang

this is done, the party seeking enforcement The decision and Order may file enforcement proceedings at the Courts of Law.

However, the reality is far from ideal. Sometimes, a winning party may have financial difficulty to apply for enforcement in Court through the civil processes and is left with a paper award. In addition, the SMT will not seek to enforce its award. This situation, if left unchecked, may render SMT a toothless tiger.

In order to give more force to the awards granted by the SMT, the SMA has criminalised non-compliance with awards of SMT.

Section 123 of the SMA provides that any person who fails to comply with an award made by SMT commits an offence and shall, on conviction, be liable to a fine not exceeding RM250,000 or to imprisonment for a term not exceeding three years or to both, and in the case of a continuing offence, to a further fine not exceeding RM5,000 or every day or part thereof during which the offence continues after conviction.

MPSJ set the precedent

Since year 2015, there has not been any reported cases concerning prosecution for default of the SMT's awards and there are concerns that such awards could be treated Ministry of Housing and Local Government, the National House Buyers Association and public prosecutor have charged the award defaulters who were convicted subsequently.

The success of these cases bolsters the sanctity of the SMT's awards. The positive effect of these prosecution cases will hopefully not be confined to cases involving default in paying maintenance charges. It is expected that the successful prosecution will also send a chilling message down the spine of the defaulters and to members of the public and stakeholders to treat all SMT awards seriously or risk being penalised.

Notwithstanding the monetary fine sentence handed by the Magistrate in the three

granted by the SMT upon a hearing is known as an 'award'. Section 120 of the SMA provides that an award is final and is binding on all parties to the proceedings. The same provision further provides that awards shall be deemed to be an Order of Court and could be enforced by any party to the proceedings.

cases mentioned earlier, the High Court has power to impose heavier punishment within the limit of Section 123 of the SMA (namely RM250,000 fine or to imprisonment for a term not exceeding three years or to both) depending on the gravity of the offence and consequences of non-compliance with an SMT award.

It is worth highlighting that the punishment can also be extended to individuals having being responsible for the 'management and control' of the affairs of a body corporate that disobeys the awards. In this lightly or even neglected. In the prosecution regard, it is important for all committee cases narrated earlier, the Commissioner of members of management bodies to closely Buildings (COB) of Subang Jaya Municipal monitor the status of each case filed against Council (MPSJ) working together with the the management bodies at the SMT and take appropriate action to ensure compliance.

Strata unit owners are advised to get acquainted with the SMA, its rules and by-laws governing sub-divided buildings. If they do not understand the intricacies of the SMA. they should seek out the services of the professionals in this field.



Datuk Chang Kim Loong is the Hon. Secretary-General of the National House Buyers Association (HBA). HBA can be contacted at: Email: info@hba.org.my Website: www.hba.org.my Tel: +6012 334 5676

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BY CHELSEY POH

n newly-launched high-rise residential projects, units on higher floors are usually tagged at a higher price than those on the lower levels. This extra cost attached to the high-floor units is called the "floor premium".

Landserve Sdn Bhd managing director Chen King Hoaw tells EdgeProp.my that while there is no fixed formula to determine the floor premium, in practise, developers usually price their units by a few thousand ringgits more with every level up.

"There is a price difference because higher floor units are deemed to have better views of the surrounding and better security, although this does not apply to every development," Chen says.

He adds that the floor premium is reasonable when owners get to enjoy beautiful views from their units. "There is demand for such units and people are willing to pay more for it," he explains.

However, when higher floor units do not accord better views than the lower units, or worse, offer views that people would rather avoid, such as of a cemetery or a cremation site, a higher price may not be justified.

Not the case on the secondary market

Although floor premiums are attached to first-hand properties, a random check (see charts) shows there has been no clear trend of such premiums for similar units sold on the secondary market.

This is because other factors come into play, including the condition of the property, the renovations done, the neighbours and a buyer's preference.

Another factor is the quality of the property management in these high-rise residential projects. For instance, if the lifts often break down, the lower floor units would be preferred as people may need to take the stairs.

Hence, it is difficult to gauge the value of the higher floor units compared with the lower ones on the secondary market. In fact, for properties on the secondary market, it is common for the lower floor units to be sold or rented out at a higher price than those on the higher floors.

PA International head of research and project marketing consultant Evelyn Khoo points out that although many property valuers deem unobstructed views on a second-hand property as an added value, the increment may not correspond to the pricing premium set by developers when sold as new units.

She adds that prices of homes on the secondary market and the rental market are based more on the overall current market rate of the whole project rather than the original cost.

Since there is no guarantee that higher floor units would fetch corresponding capital appreciation, Khoo advises investors who are buying from developers to weigh their planned purchase carefully between interest savings and floor premiums.

"If the higher floor unit is significantly pricier than the lower one, smart investors would go for the lower floor unit," she says.

Khoo believes that floor premiums will continue to be a practice in the primary market as buyers have come to accept them. "However, due to the current tough market conditions, we have observed some developers changing their pricing strategy by charging floor premiums by sections instead of by floor," she adds. Is a high-floor unit really **quieter** than one on a lower floor?

CLICK HERE to listen to the noise recorded on different floors of a condominium in Mutiara Damansara.





Chen: There is a price difference because higher floor units are deemed to have better views of the surrounding and better security, although this does not apply to every development.



Khoo: Although many property valuers deem unobstructed views on a second-hand property as an added value, the increment may not correspond to the pricing premium set by developers when sold as new units.

Floor Broor Broor

There was no clear price trend that suggests upper floor units cost more



OUG Parklane, KL Total transacted units: 568



*Level 1 refers to the first level for residence, which may not necessarily be at ground level

COVER STORY

WHICH FLOOR TO

Due to scarcity of land, high-rise living has become harder to avoid in cities. Deciding on the project's location is step one but choosing a unit within the building is also an important consideration as the characteristics or features of the unit could affect the desirability of the property and its level of comfort.

Read on to find out some of the pros and cons of living on higher- and lower-floor units, according to residents. Their experience may help you decide which unit to go for.

Higher-floor residents

Annoying strong wind

Hon Chia Min can't say she enjoys staying on the 19th floor of a condominium in Setapak, KL, as she has a problem with the wind. If the balcony door is left open, strong wind would blow the

things in her unit everywhere and leave the place in a mess, but if the windows or doors are shut, the wind would be heard howling like in a horror movie. The wind also brings in dust and the place gets dusty quickly.

"Furthermore, it takes forever to wait for the elevator, especially during peak hours," she laments, adding that the bright side would be the amazing views and, she believes, fewer mosquitoes.

Hon's advice on choosing a unit:

- Choose a lower floor unit if you want to avoid strong wind, as units close to or higher than those on the 20th floor have higher chances of experiencing the strong wind phenomenon.
- Avoid units facing major noise sources such as main roads, schools, highdensity developments and crowded commercial spots.



Safety, views and cool environment

Boon Sing feels safer staying on higher floors as he believes they are not as accessible to intruders as the lower floors. He is currently residing on the 20th floor of a condominium in Kelana Jaya, Selangor.

Elevator access card is used to go to specific floors. He could also enjoy nice views and cool temperatures at night.

"However, the bad thing is the longer waiting time for the lifts, especially when you have left something at home and have to go back up to get it," he says.

Although his condominium is located right beside the busy NKVE highway, noise from the traffic is hardly a nuisance compared with the din coming from the LRT 3 line construction site nearby, which sometimes could be heard even at night. "I'm not a light sleeper but I can't say the same for others," he adds.

- Boon Sing's advice on choosing a unit: · Choose a unit based on your need. For example, choose a low unit if there are elderly people staying with you.
- Avoid the highest floor as the roof may leak or the lack of proper insulation may cause the unit to be too hot.
- When choosing second-hand units, check if there are any previous issues.

Lower-floor residents

Noisy but shady

Jasmine Lai, who stays on level six, is often disturbed by the noise from the traffic, especially from motorcycles at night, as her apartment in Kuala Lumpur's Bandar Sri Permaisuri is located close to a busy junction. "The noise is particularly loud because I

am staying on a low floor," she says. She also complains about the dust and mes from vehicles. "I would rather stay on a higher floor unit like on the 20th floor, to stay further away from the noise and have cleaner air," she opines.

Apart from this, she points out it is difficult to sun-dry laundry at lower floor units at her apartment, so "we usually depend on the wind to dry our clothes", she says.

Lai's advice when choosing a low-floor unit:

- Stay away from major noise and
- polluting sources such as busy roads. Pay attention to the direction of sunlight to avoid units that could be too hot or too shady at certain times of the day.

A homey feel

Voices of children playing at the swimming pool and people having party in the common area could be heard by Low Weng Yan, who stays on the fourth floor of a condominium in Taman Muda, KL, along with her husband and a four-year-old daughter.

"It is sometimes noisy but it also creates a lively ambience, giving us a 'homey' feel'," she shares. The condominium is located off the main road, hence the sound of traffic in the distance could sometimes be a nuisance, but Low deems the noise level tolerable.

She likes the accessibility of the unit, especially in the event of a lift breakdown or during an emergency evacuation. Overall, she finds it a rather nice place to live in.

Low's advice on choosing a low-floor unit:

- Visit the unit at different times of the day to observe the amount of sunlight that the unit gets and whether the noise level is tolerable during the day and night.
- Talk to people living there or its neighbours to find out whether there are any issues with the unit or the project.



WHO WINS?		
Higher floor	VS	Lower floor
Greater privacy from prying eyes	Privacy	More visible to passers-by
Less prone to vermin	Vermin	More accessible to creepy crawlies
Less obstructed view, though not necessarily desirable	View	Likely to be blocked by other buildings
Ample sunlight but could be hot at certain times	Natural light	May have limited sunlight
The direct sunlight could be hot but the strong wind could cool things down	Temperature	Probably cooler due to more shade, but stuffier due to less wind
Can be more exposed to dust and haze brought by the wind	Air quality	More exposed to pollutant sources such as road traffic
Further away from noise on ground level, but distant dins are audible	Noise	Within hearing range of surrounding buzz and nearby noises
Floor premium is not reflected in the secondary market	Price	Lower price but may need to pay more interest based on progress billing
Longer waiting time and lift rides as lifts have to stop at lower floors	Accessibility	Shorter waiting time and faster lift rides
Longer and tougher to climb up or down	Unforeseen cir- cumstances (i.e. lift breakdowns and emergency evacuations)	Faster and easier to climb up or down
More favourable Less favourable Neutral		

Conclusion

Comfort is subjective. There is no clear cut guide as to which floor is better because it very much depends on the outside environment, personal habits, tolerance and preferences.

For instance, someone who likes to keep windows shut and air-conditioners on may value easy accessibility on lower floors more, while those who place greater importance in fresh air and ventilation may appreciate the ample wind on higher floors more.

In short, the "best" unit would be the one that suits you and your family's needs. Hence it is important to consider factors that will affect your own comfort and find a good balance between the advantages and disadvantages.

FRIDAY JULY 10, 2020

FRIDAY JULY 10, 2020

EdgeProp.my **Virtual Fireside Chat**



INSIDE STORY: Managing high-end strata homes



Dato' Nabhesh Khanna Chairman. Solaris Dutamas



Kenneth Khoo Chairman, The Mansions @ ParkCity Heights



Khaw Chay Tee Past Chairman, Sri Penaga Condominium



MODERATED BY Au Foong Yee

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NEWS

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EP **9**

Platinum Victory's upcoming Vista Sentul to bank on affordability

BY CHIN WAI LUN

KUALA LUMPUR: For property developer Platinum Victory Group's upcoming project Vista Sentul, the target segment would be first-time homebuyers. With a development area of 2.38 acres, the freehold high-rise apartment project is located at Jalan Sentul, adjacent to Jalan Ipoh and close to Chong Hwa Independent High School (450m) in Kuala Lumpur.

"We are also targeting investors as they can rent out the units to students especially those from Chong Hwa, with its international students and local ones from other states seeking to rent nearby the school," Platinum Victory executive director Gan Yee Hin told EdgeProp.my.

Vista Sentul comprises two blocks housing a total of 705 units and is expected to be launched sometime in 3Q2020. Pricing will start from RM329,800 with built-ups ranging from 689 sq ft to 1,216 sq ft. Meanwhile, maintenance fee is expected to be at RM0.35 psf.

Facilities include a surau, swimming pool, multipurpose hall, gym and convenience store. Vista Sentul is close to amenities such as Sentul Medical Centre, Sentul Timur LRT station and several other schools (SK Sentul 2, Chi Man Chinese Primary School, Convent Sentul Secondary School among others).

Despite sporting the Vista nameplate, the development is not part of Platinum Victory's Vista Essential Homes category of homes per quirements; hence most people will be able se. "We use the Vista branding due to the selling



(From left): Platinum Victory senior sales manager Matthew Wee, Platinum Victory senior manager marketing and branding Vincent Seow and Gan with the scale model of Vista Sentul.

affordable and competitive as those of Vista Essential Homes," shared Gan.

He explained that the Vista Essential Homes ties back to affordable housing schemes such as Residensi Wilayah (RU-MAWIP) or Rumah Selangorku which impose certain prerequisites (income bracket, firsttime homebuyers only and more).

"Vista Sentul is not bounded by these reto buy. Consider it somewhat an outlier in the

price of most units [in Vista Sentul] being as Vista Essential Homes category," said Gan.

"Within this price range, there are not many choices in the area except some premium ones by other developers. Response has been good, with many enquiries coming from the locals staying in Sentul," he said.

And it all boils down to affordability. Gan who has seen a surge of interest for affordable homes post Movement Control Order (MCO) period, especially after the announcement of the 2020 Home Ownership Campaign, believes this project will

meet buyers' needs and wants.

"More people are looking for new homes at affordable prices, especially first-time homebuyers and millennials in the workforce. This is what they need at the moment. The demand is there. Some developers may provide a higher range of products with more facilities.

"In the long run, we have to think about affordability. For us, we are doing something practical and yet be able to cater to the needs of homebuyers. We are still providing you the necessary facilities, but not in excess," said Gan, adding that Vista Sentul will be managed by an in-house property management company.

As for the higher-end market, the developer is not venturing into that territory for the time being. "We do have something down the pipeline. Planning wise, we are at the tail-end. However, it is not what we will be focusing on given the current situation. For the masses, they are just emerging from the MCO, looking for a bargain. Perhaps if timing permits, hopefully next year, we shall see," offers Gan.

Meanwhile, Platinum Victory has recently launched its Vista Danau Kota affordable housing project under its Vista Essential Homes product range. The project, which is a part of the Affordable Housing Scheme, Residensi Wilavah (also known as RUMAW-IP) is in Setapak, Kuala Lumpur.

Vista Danau Kota is a one-block development comprising 910 units priced at RM300,000 each.



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FEATURE

BY TAN AI LENG

anyhavedespaired at the implementation of the Movement Control Or-

der (MCO) from March 18 to May 12, followed by the Conditional MCO (CMCO) from May 13 to June 9, because their incomes have shrunk. However, with desperation being the mother of invention, the close-to-three-months of movement restrictions have forced many to discover survival skills they didn't know they had.

For real estate negotiators, they have learnt to stay agile and constantly engage with clients to stay relevant in the industry.

Centricity Realty real estate negotiator Lydia Sim for instance, had continued to engage with potential buyers and sellers via messaging applications when staying at home during MCO.

"Photos and videos were important tools as no viewings were allowed. By sending the buyers the photos of the properties, it gave them a better idea of how the property looked like," Sim tells EdgeProp.my.

Through constant communication, she managed to seal a deal for a shoplot between May 9 and 12 by sending the booking form to the buyer and seller to sign separately using a delivery service.

"Currently, the deal is pending loan approval. I felt gratified that a property deal could actually be done even during MCO," says Sim. The sale and purchase agreement was signed in mid-June.

Nevertheless, she notes that investors of commercial properties are more willing to buy without going through a physical viewing.

In this deal, the owner of the 3-storey shoplot in Sg Long, Selangor measuring 22ft by 75ft, cashed out with RM1.75 million for the 10-year old freehold unit which was purchased from its developer a decade ago.

As for Richland Properties senior real estate negotiator Kumar Arumugam, time was not wasted when he was forced to stay home.

Compiling and updating his listings' information helped him find a buyer for a double-storey semidee house in Saujana Impian, Kajang. He had previously failed to secure any takers despite having put it up in the market for over two years.

"The buyer is a couple who rented a house two rows away from this semidee. They have been looking for houses around Saujana Impian and approached me on May 4 when they saw my updated listing," says Kumar.

Kumar brought the potential buyers to view the property on the first day of CMCO, and after one week of negotiations, the semidee was sold for RM885,000 (asking price was RM980,000).

Meanwhile, for IQI Realty senior real estate negotiator Wennie Liew, who specialises in high-rise residential deals, her focus shifted from finding buyers to finding landlords and collecting new listings.

In fact, she ended up receiving quite a number of new listings from property owners. "Many have terminated their tenancies as their busi-

SOLD

Concluding deals even if you can't meet your clients



Sim: Interested purchasers were doing some 'shopping' when they were staying at home.



Sim successfully concluded the sale of a 3-storey shoplot in Sg Long using photos and videos as well as constant communication with customers.



Kumar: For sellers who can't wait, they must reduce the asking price to attract buyers.



Liew: MCO has made some renters rethink their needs, especially those who are staying far from their offices.



With the updated information, Kumar was able to sell this double-storey semidee in Kajang which has been on the market for years.

PICTURES BY LYDIA SIM



Photos were an important tool when viewing activities were not allowed during MCO.

nesses or incomes had been affected by the Covid-19 pandemic, even before MCO started," she says.

Besides new listings, there are quite a number of "solid" enquiries from tenants who are looking for accommodation near their offices, friends or families, for fear of the possibility of another MCO, she adds.

"MCO has made some renters rethink their needs, especially those who are staying far from their offices or friends and family members. I got a tenant who decided to move to a condominium close to his office," Liew says.

The tenant who worked at Dataran Sunway in Kota Damansara, Petaling Jaya, decided to move from Subang to a unit in I Residence located at Kota Damansara which is 1.5km from his office in Sunway Giza Mall.

The 579 sq ft studio unit was rented out for RM1,300 a month, says Liew, adding that the tenant who approached her during MCO immediately signed the agreement after viewing the unit in May at the start of the CMCO.

More serious buyers looking for good bargains

Centricity Realty's Sim was surprised to receive more enquiries on commercial properties during the MCO period, against the general perception that the market is weak.

"With so much negative news on the property market, I think people get the impression that property prices are dropping. Hence, interested purchasers were doing some scouting and 'shopping' when they were staying at home," she says.

No doubt, when times are slow like now, property owners who are willing to reduce their asking prices will have a higher chance to dispose of their properties. For instance, in a deal which she concluded recently, the shoplot owner was originally asking for RM2 million although transacted prices of similar shoplots in the area have decreased to RM1.8 million in 2019 compared with RM1.9 million a year before.

"After explaining the current market conditions and past years' transaction prices, the seller eventually agreed to adjust the price. After all, he purchased the unit at around RM600,000 a decade ago so, although the profit may be less than what he wanted, he is not selling at a loss," she emphasises.

Kumar from Richland Properties shares about a landed house that had failed to get a buyer for years because the owner had refused to reduce the asking price.

"It's a nice landed house located next to a golf course. The environment is superb with green views and cool air. However, with increasing supply of new launches nearby, the owner will need to wait longer to see the property price appreciate. For those who can't wait, they must adjust the asking price," he points out.

IQI Realty's Liew concurs, adding that rental rates also need to be reduced to attract tenants.

"In fact, many owners have realised it's unrealistic to expect high rentals. Many of them have reduced their asking rental by around 20% to 30% to get tenants," she says.

♦

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SPOTLIGHT

Properties for sale and rent







RM730,000

Chemara Hills, Seremban, Negeri Sembilan Type: Terraced House Tenure: Freehold Built-up: 2,557 sq ft Land size: 1,923 sq ft Bedroom: 5 Bathroom: 5

Aimi Zamzuri (REN 27363) FIRDAUS & ASSOCIATES PROPERTY PROFESSIONALS

SDN. BHD. (VE (1) 0091/3) 📞 +6017 300 6640



RM1.350.000

Anjali North Kiara, Segambut, **Kuala Lumpur**

Type: Condominium Tenure: Freehold Built-up: 1,788 sq ft Bedroom: 4 **Bathroom:** 4

Catherine (REN 09255)

CBD PROPERTIES SDN BHD (E (1) 1197) **\$**+6012 383 9275



RM11,107,800

Alam Jaya, Kuala Selangor, Selangor Type: Industrial land Tenure: Leasehold Land size: 130,680 sq ft

CK Lau (REN 11536) CID REALTORS (E (3) 1820)

\$+6016 221 2279



RM31.400/mth

Q Sentral, KL Sentral. **Kuala Lumpur** Type: Office Tenure: Freehold Built-up: 4,187 sq ft

Felicia Lee (REN 22331) IQI REALTY SDN BHD (E (1) 1584) **\$**+6019 381 2638



RM700,000

Wisma Cosway, KLCC, **Kuala Lumpur** Type: Office Tenure: NA Built-up: 1,056 sq ft Bedroom: 2

RM7,200/mth (RM3.90 psf)

When: February 2020

Serviced apartment, DC Residensi, Damansara Heights, Kuala Lumpur Concluded by: Kelly Tan (PEA 1960 of IQI Realty Sdn Bhd (+6012 266 0695)

Angelia Kong (REN 03495) FIRST REALTORS AGENCY (E (3) 0788) **\$**+6017 292 3977

RENTED FOR

Noteworthy

• Built-up: 1,851 sq ft

• Fully furnished unit with

MRT station, corporate

offices, shopping malls,

public and international

schools like Stella Maris

hotels, restaurants,

International School,

School and Gardens

Easy access to main roads like Jalan Johar

and Jalan Beringin, as well as highways such

as the Damansara Link,

the SPRINT Highway

and New Klang Valley Expressway (NKVE)

Cempaka International

International School, as

unblocked city views

• Amenities nearby:

• Freehold

• 3 bedrooms;

3 bathrooms



RM2,000,000

.....

Located in Damansara Heights,

City project – a transit-oriented

According to Kelly Tan from

IQI Realty, who concluded the

rental deal, Damansara Heights

DC Residensi is part of the

development, which was

developed by GuocoLand

is one of the most sought

after high-end addresses. It is

close to amenities and easily

the serviced apartment for

is part of the Damansara

City development which

has multiple components

offices. The property is also

rental returns as DC Residensi

including retail mall, hotel and

located within walking distance

The apartment has been

to the Pusat Damansara MRT

(mass rapid transit) station,"

rented to an expat from

Italy who chose the unit as it was fully-furnished and

has a balcony offering an

unobstructed panoramic view

.....

"The owner had purchased

Malaysia Bhd.

accessible.

she said.

8.5-acre freehold Damansara

DONE

DEAL

Seksven 9. Shah Alam. Selangor Type: Bungalow Tenure: Leasehold Built-up: 3,350 sq ft Land size: 13,274 sq ft Bedroom: 5 Bathroom: 4

of the area. Although the deal

was concluded in February,

the commencement of the

outbreak.

tenancy agreement only began

in mid-June due to the Covid-19

"The tenant was in Italy after

the agreement was signed but

could not return to Malaysia

when the country's borders

closed due to the Covid-19

owner agreed to extend the

commencement date of the

rental agreement considering the

current circumstances," Tan said.

transaction at DC Residensi in

2019. The unit sold for RM1.3

2018, two units were sold for

an average RM1.98 million or

were 36 units listed for sale

on EdgeProp.my with the

As at July 2, 2020, there

average asking price at RM1,527

psf. There were also 16 rental

listings asking for an average

monthly rental of RM7,000 or

million or RM1,388 psf. In

RM1.376 psf.

RM4.43 psf.

EdgeProp.my data showed

outbreak. However, the

that there was only one

Asyran Laidin (PEA 2350) IREAL PROPERTY SDN BHD (E (1) 1747) **\$**+6012 429 9573



RM560.000

You Vista, Batu 9, Cheras, Selangor Type: Serviced apartment Tenure: Freehold Built-up: 774 sq ft Bedroom: 1 Bathroom: 2

Carmen Teoh (REN 27223) IQI REALTY SDN BHD (E (1) 1584) **\$**+6012 303 3133



RM1,680,000

Eco Sanctuary, Telok Panglima Garang, Selangor

Type: Semidee house Tenure: Freehold Built-up: 2,743 sq ft Land size: 3,060 sq ft Bedroom: 5 Bathroom: 5

Chris Chiam (REN 27288)

REAPFIELD PROPERTIES (SJ) SDN BHD (E (1) 0452/2) **\$ +6019 317 7060**



RM660,000 USJ13. Selangor

Type: Terraced house Tenure: Freehold Built-up: 1,200 sq ft Land size: 1,200 sq ft Bedroom: 3 Bathroom: 3

Eugene Koo (REN 00311)

I-PROP REALTY (USJ) SDN BHD (E (1) 0452/2) **\$**+6017 212 3948



RM2.000/mth

PJ Midtown, Petaling Jaya, Selangor Type: SoHo Tenure: Leasehold Built-up: 613 sq ft Bedroom: 1 Bathroom: 1

Fong Tan (REN 38422) REAL ESTATE FINDERS (MY) SDN BHD (E (1) 1516) **\$**+6012 370 9874



RM22,000/mth

Jalan Ampang, Ampang, **Kuala Lumpur** Type: Commercial land Tenure: Freehold Land size: 18,500 sq ft

James Lee (PEA2496) LEADERS REAL ESTATE (E (3) 1204) **\$**+6010 773 0073



RM3.398.000

Harrington Suites, Kota Kinabalu, Sabah Type: Condominium Tenure: Leasehold Built-up: 2,860 sq ft Bedroom: 4 Bathroom: 5

Jenny Wong (REN 31278) IQI REALTY SDN BHD (E (1) 1584/9) **\$**+6019 881 3803

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RM1,193,888

KL Eco City, Mid Valley City, Kuala Lumpur Type: Office Tenure: Leasehold Built-up: 1,035 sq ft

Low Chee Hoong (REN 22437) REAPFIELD PROPERTIES (HQ) SDN BHD (E (1) 0452) \$+6012 318 8473



RM2,200/mth

Velox Rawang, Rawang, Selangor Type: Factory Tenure: Freehold Built-up: 2,300 sq ft Land size: 2,000 sq ft Bathroom: 2

Lue (REN 18679)

HARTAMAS REAL ESTATE (MALAYSIA) SDN BHD (E (1) 1439) **\$ +6014 626 4929**



RM1,800,000

Aria Luxury Residence, KLCC, Kuala Lumpur Type: Serviced apartment Tenure: Freehold Built-up: 1,159 sq ft Bedroom: 2 Bathroom: 2

Michelle Ong (REN 11532)

GATHER PROPERTIES SDN BHD (E (1) 1536) +6012 230 9666



RM650,000

Taman Warisan Putra Fasa 2, Jenderam, Dengkil, Selangor Type: Terraced house Tenure: Freehold Built-up: 1,920 sq ft Land size: 2,898 sq ft Bedroom: 5 Bathroom: 3

Mohd Hazli Aziz (REN 35744) IW PROPERTIES (E (3) 1334/1) \$+6012 666 0984



RM3,188,000

Pavilion Residences, Bukit Bintang, Kuala Lumpur Type: Serviced apartment Tenure: Freehold Built-up: 1,509 sq ft Bedroom: 2

Bathroom: 3 Josephine Tan (REN 05324) CBD PROPERTIES SDN BHD (E (1) 1197/12) \$ +6012 390 9498



RM1,300,000

Stonor 3, KLCC, Kuala Lumpur Type: Serviced apartment Tenure: Freehold Built-up: 871 sq ft Bedroom: 2 Bathroom: 2

Justin Lee (REN 32527)

FULL HOMES REALTY SDN BHD (E (1) 1501/8) +6016 618 9568



RM660,000

Taman Perindustrian Bukit Rambai, Melaka Type: Industrial land Tenure: Freehold Land size: 44,562 sq ft

Kheng Fatt (REN 04422) CHESTER PROPERTIES SDN BHD (E (1) 1321/15) \$+6012 329 6931

RENTED FOR RM2,900/mth (RM4.75psf) Serviced apartment, 188 Suites,

Kuala Lumpur

Concluded by: Meifen Low (REN 06451) of One WSM Property Sdn Bhd (E (1) 1823/6 (+6012 653 0714) When: May 2020

Noteworthy • Built-up: 610 sq ft

Mid-floor unit
Fully furnished
1 room; 1 bathroom
Facilities: Sky gymnasium, sauna,

infinity lap pool and whirlpool Nearby amenities: Suria KLCC, Quill City Mall, KLCC Park, Bukit Nanas

monorail, Dang Wangi LRT station and free GO KL City Bus stations Accessible via Ampang-Kuala

Lumpur Elevated

Highway (AKLEH

highway), Jalan

Jalan Ampang

Sultan Ismail and



location, residents here enjoy comprehensive conveniences. The Petronas Twin Towers, Suria KLCC shopping mall and KLCC Park are less than 1.5km away. Various means of public

transportation are available around the area, including the Bukit Nanas monorail, Dang Wangi light rail transit (LRT) station and the free GO KL City Bus station within walking distance.

This unit was rented out in May 2020 to a foreign citizen working nearby. Meifen Low from One WSM Property Sdn Bhd, the negotiator who concluded the deal, said the tenant decided to rent it immediately after viewing it. "He likes the convenience of the location as well as the

.....

I) 823/6)

> pleasant environment there," she explained.

According to Low, given that there are a number of vacancies in the building, the owner, who is an investor, was lucky to have secured a tenant during the Covid-19 Movement Control Order period.

"Furthermore, the deal was concluded soon after the previous tenant moved out," she adds.

According to data from EdgeProp.my, as at end-May 2020 there were 11 rental listings of 188 Suites with the average asking rent at RM5,509 or RM5.66 psf per month.

Meanwhile, there were eight units listed for sale with the average asking price of RM963,175 or RM1,132 psf. The last transacted unit was in 2018, which sold for RM700,000 or RM1,204 psf.

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RM2,850,000

Seri Pilmoor, Ara Damansara, Selangor

Type: Semidee house Tenure: Freehold Built-up: 4,628 sq ft Land size: 3,600 sq ft Bedroom: 4 Bathroom: 6

May Leong (E 2769) JUBILEE REALTY (E (3) 1853) \$ +6012 779 0798



RM890,000

Alam Sari, Bangi, Selangor Type: Terraced house Tenure: Freehold Built-up: 2,000 sq ft Land size: 3,702 sq ft Bedroom: 4 Bathroom: 3

Mohd Azhar (REN 14427) HUNT PROPERTIES SDN BHD. (E (1) 1498) +6010 771 7542



RM2,700,000

Nadia Rohim (REN 08342)

(VEPM (1) 0331) **\$ +6012 358 2950**

Pulau Langkawi, Kedah Type: Bungalow Tenure: Freehold Built-up: 4,000 sq ft Land size: 31,000 sq ft Bedroom: 3 Bathroom: 3

DZ ANGKASA PROPERTY CONSULTANTS SDN BHD

RM2,650,000

Long Branch Residences @ Kota Kemuning, Selangor Type: Bungalow Tenure: Leasehold Built-up: 7,148 sq ft Land size: 7,427 sq ft Bedroom: 6 Bathroom: 8

Ong Chee Yong (REN 22613) POLYGON PROPERTIES SDN BHD (E (1) 1714) \$+6018 366 8687



RM320,000

Pangsapuri Jati 2, Subang Jaya, Selangor Type: Condominium Tenure: Leasehold Built-up: 935 sq ft Bedroom: 3 Bathroom: 2

Philip CK Ong (REN 32684)

I-PROP REALTY (USJ) SDN BHD (E (1) 0990/2)

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RM1,350,000

Villa Heights, Seri Kembangan, Selangor

Type: Detached house Tenure: Leasehold Built-up: 3,500 sq ft Land size: 3,500 sq ft Bedroom: 5 Bathroom: 5

Roger Lee (REN 28996)

REAPFIELD PROPERTIES (HQ) SDN BHD (E (1) 0452) **L** +6016 723 4867



RM1,980,000

Taman Tun Dr Ismail, **Kuala Lumpur** Type: Terraced house Tenure: Freehold Built-up: 2,000 sq ft Land size: 2,000 sq ft

Sharifah (REN 05245) KIM REALTY (E (3) 0211) **\$** +6012 627 9011

Bedroom: 5 Bathroom: 3



RM2.190.000

Sierra Damansara. Kota Damansara, Selangor Type: Semidee house Tenure: Leasehold Built-up: 3,000 sq ft Land size: 3,200 sq ft Bedroom: 4 Bathroom: 3

Siew Lee Tan (REN 01666)

TECH REALTORS PROPERTIES SDN BHD (E (1) 1492) **\$**+6012 458 3016



RM30,000,000

Selangor Type: Industrial land Tenure: Freehold Land size: 7 acres

REAPFIELD PROPERTIES (HQ) SDN BHD (E (1) 0452)



RM4,950,000

Kota Damansara, Selangor Type: Semidee house Tenure: Freehold Built-up: 7,453 sq ft Land size: 8,133 sq ft Bedroom: 6 Bathroom: 6

Tay Yen Sing (REN 29659)

TECH REALTORS PROPERTIES SDN BHD (E (1) 1492) **\$**+6012 335 0520



RM6,000.000

Damansara Heights, Damansara, **Kuala Lumpur**

Type: Bungalow Tenure: Freehold Built-up: 3,000 sq ft Land size: 8,260 sq ft Bedroom: 4 Bathroom: 3

Wendy (E 1653)

PA INTERNATIONAL REAL ESTATE (KL) SDN BHD (E (1) 0500/6) **\$ +6012 385 6622**



RM650,000

Pandan Indah, Ampang, **Kuala Lumpur** Type: Terraced house Tenure: Leasehold Land size: 1,400 sq ft Bedroom: 4 Bathroom: 3

Zuraidah (REN 17983) LEGACY REAL PROPERTY SDN BHD (E (1) 1925) **\$**+6019 221 5106



RM998,888

Seaview Court, Bintulu, Sarawak Type: Condominium Tenure: Leasehold Built-up: 1,776 sq ft Bedroom: 4 Bathroom: 4

Thomas Thi (REN 31138) WEREG PROPERTIES (E (3) 1867) **\$**+6016 260 2880



RM2,290,000

Bukit Jelutong, Lagenda Waterfront Phase 3, Selangor Type: Terraced house Tenure: Freehold Built-up: 4,856 sq ft Land size: 4,182 sq ft Bedroom: 6 Bathroom: 6

Winny Su (REN 00355)

TECH REALTORS PROPERTIES SDN BHD (E (1) 1492) **\$** +6017 298 1800



RM480,000 Sungai Merab, Bangi, Selangor Type: Residential Malay Reserve land Tenure: Freehold Land size: 7,600 sq ft

Mohd Syam (REN 15084) JUSTE LAND BHD (E (3) 0205) **\$**+6013 639 6454



RM31,200/mth

Mercu Mustapha Kamal, Damansara Perdana, Selangor Type: Office Tenure: NA Built-up: 10,400 sq ft

Victor Lim (REN 09135) CBD PROPERTIES SDN BHD (E (1) 1197) **\$**+6019 280 2788



RM16.100.000

Paroi, Seremban, Negeri Sembilan Type: Agriculture land Tenure: Freehold Land size: 805.032 sq ft

William Tan Koon Leng (PEA 1315) IQI REALTY SDN BHD (E (1) 1598/1) **\$** +6014 313 1931



RM230,000

Sri Raya Apartments, Kajang, Selangor Type: Condominium Tenure: Freehold Built-up: 997 sq ft Bedroom: 3 Bathroom: 2

Juzri (REN 35407) HUNT PROPERTIES (BANGI) SDN BHD (E (1) 1498/3) **\$**+6016 220 6104







RM1,680,000

Ara Hill Condominium, Ara Damansara, Selangor Type: Condominium Tenure: Freehold Built-up: 2,390 sq ft Bedroom: 5 Bathroom: 6

Wenda Tee (REN 31380) REAPFIELD PROPERTIES (HQ) SDN BHD (E (1) 0452) **\$**+6013 348 9163



RM1,128,000

Mutiara Oriental, Tropicana, Selangor Type: Condominium Tenure: Freehold Built-up: 2,970 sq ft Bedroom: 3 Bathroom: 5

Yoong Shiun Yan (PEA 1320) HARTAMAS REAL ESTATE (MALAYSIA) (E(1) 1439) **\$**+6019 288 2356



RM 1,150,000

Ara Damansara, Selangor Type: Terraced house Tenure: Freehold Built-up: 2,000 sq ft Bedroom: 4 Bathroom: 3

May Leong (E 2769) JUBILEE REALTY (E (3) 1853) **\$**+6012 779 0798

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