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HIGH END, HIGH GROWTH

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& Ad Traffic**
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projects worth
RM710 million in
next six months**Land & General Bhd (L&G) plans
to roll out two new projects worth
a total of RM710 million in gross
development value (GDV) within the
next six months.It plans to launch the first phase of
Sena Parc in Senawang in No-
vember and Seresta @ Bandar Sri
Damansara in February next year,
L&G managing director Low Gay
Teck told the media after the com-
pany's annual general meeting on
Wednesday.Sena Parc is a township develop-
ment located in Senawang, Negeri
Sembilan. The first phase consists
of 533 terraced and semidee houses
with a GDV of RM230 million.Meanwhile, Seresta is part of
Foresta @ Bandar Sri Damansara,
Selangor. The serviced apartment
project comprises 452 units with a
GDV of RM480 million.**Eupe on to its
third Klang Valley
scheme**Kedah-based Eupe Corp Bhd has
its third Klang Valley project in the
pipeline and is looking to launch it
by end-2018 or 1Q2019.The serviced apartment project
— dubbed Vivus, which means "life"
in Latin — is located on a 3.22-acre
leasehold plot in Seputeh next to**IKEA Batu
Kawan to
open in
1Q2019****Malaysia's fourth IKEA store,
which is coming up in Batu Kawan,
Penang, will open its doors to the
public in 1Q2019.**According to IKEA Southeast
Asia managing director Christian
Rojkjaer in a press statement, the
433,000 sq ft IKEA Batu Kawan
is expected to cater for 825,000
households within an hour's drive
from the store.A ground-breaking ceremony
was held on Sept 12, which markedthe start of the construction at a
site in Aspen Vision City.IKEA Batu Kawan store man-
ager Pathmalingam Arumugam said
the new store will hire more than
300 local staff.Meanwhile, the third IKEA store
in Tebrau, Johor Bahru, is slated to
start its operations by year end.

The Japan Club of Kuala Lumpur.

According to Eupe group man-
aging director Datuk Beh Huck
Lee, Vivus has an estimated GDV
of RM720 million. Tentatively, Vivus
will have 872 homes including 17
units of 2-storey villas.Meanwhile, Eupe is all set to
launch Parc 3 in Taman Pudu Ulu
on Oct 21. With a GDV of RM490 mil-
lion, the 2.73-acre leasehold project
will house 793 serviced apartments
within a 46-storey tower.The units will have built-ups be-
tween 592 sq ft and 1,470 sq ft, with
indicative prices from RM393,000 or
an average price of RM700 psf.**EWI to launch
second Aussie
venture by end-
September**Eco World International Bhd (EWI)
expects to launch Yarra One, itsHow do I get past issues of this weekly pullout?
Go to www.EdgeProp.my to download for free**LAUNCHES + EVENTS**If you have any real estate-related events, email us at editor@edgeprop.my.
Events listed here will also appear on www.EdgeProp.my.**Andira Park phase 2 launch****Date:** Sept 16 and 17 (Sat and Sun)
Time: 10am to 6pm
Venue: Andira Park Sales Gallery,
15, Jalan BP 7/13, Bandar Bukit
Puchong, Puchong, Selangor
Contact: (012) 760 6388Bukit Hitam Development Sdn Bhd,
a member of TAHPS Group Bhd, is
launching phase 2 of Andira Park
at Bukit Puchong, which comprises
64 exclusive 2- and 3-storey
link villas and 3-storey terraced
houses. There will be food trucks
serving pizza, burger, pasta and
milk shakes on the launch days.**Invest in Bangkok: Taka
Haus launch****Date:** Sept 16 and 17 (Sat and Sun)
Time: 10am to 5pm
Venue: Henry Butcher Malaysia, 25,
Jalan Yap Ah Shak, Kuala Lumpur
Contact: (017) 373 5580
/ (017) 703 2413
Jointly developed by Thai
developer Sansiri Plc andJapanese company Tokyu
Corp, Taka Haus is located at
Bangkok's popular Japanese
district. Henry Butcher Malaysia
welcomes interested investors
to this exclusive launch.**Sarapan pagi Malaysia****Date:** Sept 17 (Sun)
Time: 10am to 1pm
Venue: Setia Ecohill Welcome
Centre, 2, Jalan Ecohill 1, Setia
Ecohill, Semenyih, Selangor
Contact: (03) 8724 2255
Enjoy a Malaysian breakfast
together at Setia Ecohill. There
will be live Roti Canai Terbang and
Juara Asia Teh Tarik performances,
a garden tour and a kids' workshop.
Limited seats are available.**Cartoon Fiesta at Setia
Seraya Residences****Date:** Sept 16 (Sat)
Time: 11am to 5pm
Venue: Setia Putrajaya
Galleria, Lot 14124, JalanP15H, Presint 15, Putrajaya
Contact: (03) 8861 6500
In conjunction with Malaysia
Day, S P Setia Bhd will be
organising a Cartoon Fiesta
at Setia Seraya Residences.
The event will feature
various fun activities and
performances by cartoon
characters. Call to RSVP.**Art of Living at Akasa
Sales Gallery****Date:** Sept 16 (Sat)
Time: 12pm to 5pm
Venue: Akasa Sales Gallery @
Cheras South, 1, Jalan Balakong
Jaya 24b, Taman Balakong Jaya,
Seri Kembangan, Selangor
Contact: (03) 8964 9992
Join in the fun-filled event at Hap
Seng Land's Akasa sales gallery,
which will feature activities such as
a shoe-painting workshop and a
coffee-colouring workshop. There
will also be a high-tea buffet.**Celebrate Malaysia Day at
Eco Grandeur****Date:** Sept 16 (Sat)
Time: 2pm to 6pm
Venue: EcoWorld Gallery @ Eco
Grandeur, Lot 6232, Persiaran
Mokhtar Dahari, Eco Grandeur,
Bandar Puncak Alam, Selangor
Contact: (03) 3270 2525
Celebrate Malaysia Day at Ecosecond residential development
project in Australia with a GDV of
RM825.7 million, towards the end of
this month, said president and CEO
Datuk Teow Leong Seng."We have just completed the nec-
essary documentation and EWI is
ready to launch its new baby Down
Under," Teow told reporters after
launching an art exhibition, "The
World of David Bromley", at the EWI
Gallery.Slated for completion in the first
half of 2020, Yarra One comprises a
26-storey tower with 256 residential
units.**Ibraco to buy four
PJ land plots**Sarawak-based property developer
Ibraco Bhd has proposed to buy
four parcels of vacant freehold
land in Petaling Jaya, Selangor,
measuring a total of 15,811.16 sq m
for RM37.44 million.The land, which fronts the New
Pantai Expressway, had received a
development order from the local
authority, Petaling Jaya City Council,
for a mixed commercial develop-
ment, the developer said.The price for acquiring the Pet-
aling Jaya land has been adjusted
to around RM220 per sq ft, Ibraco
added.It has inked sale and purchase
agreements for the land parcels
with Milan Sanctuary Sdn Bhd and
Jurapat Sdn Bhd. The land acquisi-
tions marked its second venture in
West Malaysia.Grandeur with entertaining
cultural performances that
represent our unique and
colourful multi-ethnic society.**Preview of Bandar Puteri
Bangi link townhouse****Date:** Sept 16 and 17 (Sat and Sun)
Time: 9am to 5pm
Venue: IOI Galleria @ Bangi, 1,
Laman Puteri 2, Bandar Puteri
Bangi, Kajang, Selangor
Contact: (03) 8912 3333The first phase of link
townhouses at IOI Properties'
Bandar Puteri Bangi called The
Strata will be open for preview
this weekend. The Strata is a
combination of townhouse and
terraced house. It comes in
two built-up sizes of 1,539 sq
ft and 1,788 sq ft, with selling
prices from RM457,200.**Malaysia Day celebration
with Mah Sing****Date:** Sept 16 and 17 (Sat and Sun)
Time: 10am to 6pm
Venue: Lakeville Residence, Jalan
Ipoh, Kepong, Kuala Lumpur
Contact: (03) 9221 6888Celebrate Malaysia Day by
enjoying Malaysian cuisine from
10 different states. Also take
part in fun activities such as
windmill-making and keychain-
painting. Free admission.

Eco Ardence launching Dremien by end of this month

BY NATALIE KHOO

SHAH ALAM: Eco World Development Group Bhd (EcoWorld) is gearing up for the second residential launch at Eco Ardence in Setia Alam at the end of this month.

Called Dremien, this phase comprises 259 units of garden homes, semidees and bungalows — half of which the developer is planning to launch this September, worth a total gross development value (GDV) of RM290 million. The garden homes have built-ups ranging from 2,401 sq ft to 2,411 sq ft while the semidees and bungalows have built-ups ranging from 2,530 sq ft to 2,724 sq ft and 3,101 sq ft to 4,917 sq ft, respectively. Prices for the garden homes start from RM1.4 million while the semidees and bungalows are from RM1.6 million and RM2.4 million, respectively.

Speaking to EdgeProp.my, EcoWorld executive director Liew Tian Xiong said Dremien consists of homes overlooking a lake and will offer more bungalow units than the first residential phase Aeres.

“We see that there is a market [for the bungalows]. Aeres only had 12 units of bungalows and they were all sold out. There are growing families who want to upgrade to bigger units and there are also those who are living in big bungalows and want to downgrade to smaller bungalows. However, both will get an upgrade in the quality of living with the types of amenities we are providing. Each phase of Eco Ardence comes with its own clubhouse, so residents living in Dremien will have their own exclusive clubhouse as well,” said Liew.

Compared with Aeres, he said, Dremien homes will sport bolder colour schemes and cleaner lines, and its semidees will have more rooms — up to five bedrooms — to accommodate larger families.

Meanwhile, EcoWorld divisional general manager Ho Kwee Hong noted that Dremien has received strong interest especially from those who missed out on Aeres.

“We have less than 10% of units in Aeres left since our launch last year,” said Ho. Aeres comprises 432 units of pavilion homes (32ft



Ho and Liew with the scale model of a Dremien unit

by 75ft), semidees (35ft by 85ft and 38ft by 85ft) and bungalows (56ft by 90ft), which were launched last September. Prices for the units were from RM1.3 million.

EcoWorld is also preparing for the official opening of Ardence Labs in January next year. The 27-acre lifestyle commercial hub will feature eateries, a grocer, a pet hotel,

25 retail spaces, an urban garden, event spaces, two football academies, art spaces, a co-working space and an education hub. Sizes for the retail lots range from 290 sq ft to 2,000 sq ft.

“We want to create a unique place in our township, located right next to the lake. We hope to bring in home-grown and individ-

ually owned businesses.

“Ardence Labs is a mixture between a shopping mall and a shop lot, where you can experiment with the different things you want to do with your business — hence the name Labs,” offered Liew.

“Like having your own business in a shop lot, you can open and close your shop any time. On the other hand, Ardence Labs is like a shopping mall as we provide services such as security and landscaping,” Ho elaborated.

Having secured a tenancy of over 60% to date, Ardence Labs will reveal the names of some of the tenants next Tuesday. The group plans to operate the co-working space on their own and open it in the later part of next year.

The 533-acre freehold Eco Ardence development with a GDV of RM8.5 billion will be developed over the next 10 to 15 years. Located just after the Setia Alam Highway, the township is accessible via the North Klang Valley Expressway, Federal Highway, North-South Expressway Central Link and Guthrie Highway.





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Ba Sheng makes debut with Avara Seputeh

BY LUM KA KAY

PETALING JAYA: Ba Sheng Sdn Bhd will be launching its maiden project in Malaysia called Avara Seputeh at Old Klang Road, Kuala Lumpur this October.

Targeting small families and young executives, the 1.39-acre freehold serviced apartment project with an estimated gross development value (GDV) of RM320 million will have 366 units over two 35-storey towers, Ba Sheng managing director Alex Koh told EdgeProp.my.

"Built-ups will range from 667 sq ft to 1,216 sq ft while the tentative selling price will start from RM650,000," he said, adding that the development will also have eight retail units on the ground floor, where Ba Sheng's future corporate office will be housed upon completion.

"Old Klang Road is a location with a legacy. It is the only road that links KL all the way to Port Klang. It is also the oldest and first major road in the Klang Valley, built before the Federal Highway.

"This is a very strategic location, although it has been neglected due to lack of infrastructure before this. But now that we have many amenities in this area, I think it is high time for us to develop this piece of land," noted Koh.



LOW YEN YEING | EdgeProp.my

The boutique developer is already sourcing for more land parcels in KL.

"As a boutique developer, we would not like to have many projects on our hands at the same time. We want to emphasise more on quality in terms of safety and de-

tailoring of the product as well as on-time delivery," he added.

Although Avara Seputeh is the developer's first project in Malaysia, Koh is no stranger to property development. He is also the managing director of Khor Eng

Hock & Sons group of companies, which was founded by Koh's late father back in 1948. In 1988, Koh established Khor Eng Hock & Sons PNG Ltd (KEH PNG) to venture into Papua New Guinea (PNG) to develop executive housing there.

Its first project in PNG was an eight-unit executive townhouse project developed at a total construction cost of US\$2.3 million (RM9.84 million).

"Everything was funded internally as financing is nearly impossible in PNG and, unlike in Malaysia, homebuyers in PNG will only buy or rent when the properties are completed. The homes were well received by expatriates because of their quality and the location was near to an international school.

"Another thing I observed about PNG property investors is that they value service. So we help property buyers manage their properties up to five years to generate a certain level of income yield and maintain the property value, creating a win-win situation for us and them," said Koh.

Thus far, KEH PNG has completed projects worth a total GDV of about US\$49 million in PNG. It still has about US\$82 million worth of developments in the pipeline.

Referring to the name "Avara," Koh explained that in Hiri Motu (one of PNG's three official languages), "Avara" means "new dynasty" or "new era".

"We would like to bring the Avara brand from PNG back to Malaysia to continue our success story in PNG," he said.

Koh thinks the Malaysian property market will probably pick up by 2H2018 or 2019. Construction work for Avara Seputeh commenced last month and is slated for completion by July 2020.

Koh: We want to emphasise more on quality in terms of safety and detailing of the product as well as on-time delivery.

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Smart design towards greater affordability

How do we make housing more affordable? How can we make our daily lives easier without the need for deep pockets? Those are questions that are being asked globally and one solution could be through smart design including in city planning and construction or smart cities.

When one talks about smart cities, the idea is not to create a new city from scratch but to find ways of improving people's lives by using technology, according to Hong Kong-based Ho & Partners Architects Engineers & Development Consultants Ltd deputy managing director Nicholas Ho.

For instance, transit-oriented developments (TODs) could be a solution to more affordable housing as they connect people living in the suburbs to the city centre where they work, enabling them to own a comfortable home without being financially over-stretched.

"For example, TODs improve people's mobility while the usage of mobile devices like tablets and mobile phones enables people to work anywhere. A smart grid energy strategy could also help a city conserve energy.

"Technology could also help improve the living environment by reducing pollution or using a smart mobile system that promotes walkability in cities, as well as help users plan their route to avoid traffic congestion. All these are designs that are moving towards the creation of a smart city," he explained.

He stressed that the "smart city" concept should be targeted at building sustainable environments, improving water and energy efficiency, and making people's lives easier, physically as well as financially, Ho told the audience during his talk titled "How SMART can you AFFORD to be?" at the Future Forward Forum 2017 on Sept 7.

Themed "Trends: Insite", the forum was organised by Rehda Youth, the youth division of the Real Estate and Housing Developers' Association Malaysia, in partnership with Nippon Paint Malaysia. EdgeProp.my was the official media partner.

Looking into the crystal ball, he sees the "smart" concept being more and more present in all aspects of our lives — at work, wellness, play and even in preventing natural disasters.



Ho: The government needs to take the lead in building a sustainable city together with private sectors.

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wastage and pollution in the construction process. For instance, the implementation of the Design For Manufacture and Assembly techniques or approaches, where one focuses on ease of manufacture and efficiency of assembly, could help reduce wastage and labour as well as speed up the building process.

The cost-saving may encourage developers to build more affordable and good-quality homes for the mass market.

Government has to take the lead

Ho noted that the government needs to take the leading role in encouraging private sectors to move towards the direction of building sustainable and smart cities.

This could be done through incentives or tax reliefs for developers or business operators who are willing to take the initiative in promoting the smart and sustainable city concept which improves the living environment.

"The incentives and friendly policies could also attract foreign investors in bringing in their investment, technologies and talents into the country," he told EdgeProp.my.

He noted that international investors, such as Hong Kong and China developers, are keen to invest in smart city developments. However, they are looking for places that could provide them good returns or have policies that welcome foreign investors.

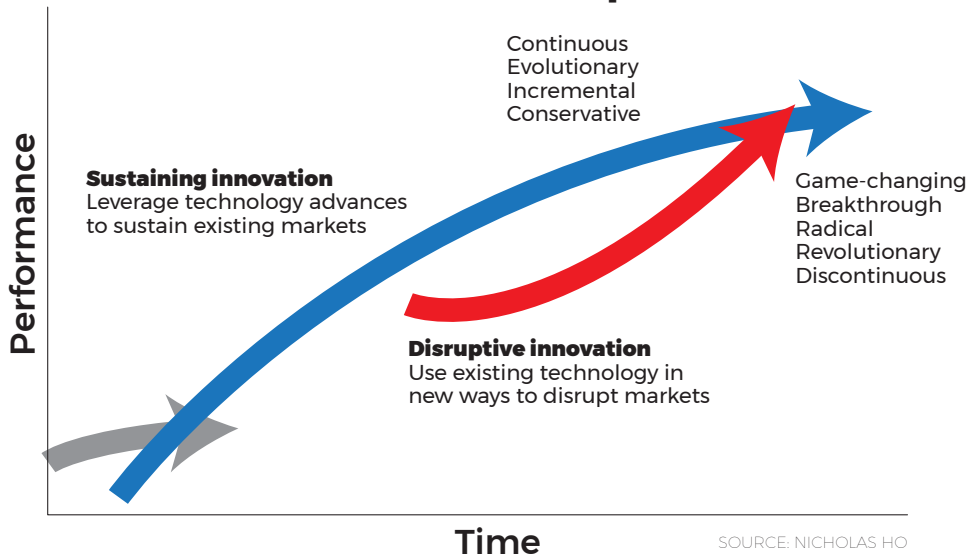
Despite the great opportunities that could be explored in developing a smart city, Ho stressed that the government also needs to strike a balance between smart city development and the welfare of its people. It may even need to take the route of sacrificing people's jobs during the transition period into a smart city.

However, human resource training to equip wage earners with new skills can be done to avoid the majority of people from losing their jobs when automation or technology takes place in production.

"Striking a balance is a terrible and difficult task for the government. The disruption of technology will definitely cause the diminishing of certain work opportunities.

"Every country has its own way of striking a balance. This will challenge the flexibility of the government structure and will depend on the aggressiveness of private companies in pushing the threshold in redesigning the city," Ho remarked.

Incremental vs Disruptive Innovations



"This could be done through incremental and disruptive innovation. However, this will take time to realise," he said.

He explained that incremental innovation focuses on enhancing the competitiveness of existing products and services by reducing costs while adding extra features.

Disruptive innovation, on the other hand, refers to the use of existing and new technologies, products or services that create their own new market and value network, which would eventually disrupt the existing market and value network.

Affordable housing

The issue of affordable housing is close to Ho's heart as Hong Kong is well-known for its high cost of living; many low-income families are living in "mosquito" apartment units of less than 180 sq ft in an unhealthy environment.

According to the 13th Annual Demography International Housing Affordability Survey: 2017 conducted by Wendell Cox Consultancy, Hong Kong, Sydney in Australia and Vancouver in Canada have topped the list of the 10 least affordable housing markets in the world.

Being "smart" in the construction process can help reduce the cost of building as the use of new technology can reduce



SELANGOR'S best-performing high-end houses in 2016

BY NATALIE KHOO

Data released by the National Property Information Centre (Napic) in the Property Market Report 2016 showed that landed homes with transacted prices of more than RM1 million in 15 areas in Selangor recorded double-digit growth in 2016!

The top 10 locations where values of their multi-million-ringgit homes have risen by a whopping 10.7% to 22.9% last year are:

- 1) Section 13, Shah Alam
- 2) Taman Equine, Seri Kembangan
- 3) Taman Bukit Serdang, Seri Kembangan
- 4) SS 21 Damansara Utama, Petaling Jaya
- 5) Section 14, Petaling Jaya
- 6) Taman Bukit Tengku, Shah Alam
- 7) Bandar Baru Sri Damansara, Bandar Sri Damansara
- 8) Section 5, Petaling Jaya
- 9) USJ 5, Subang Jaya
- 10) Bandar Puteri Puchong, Puchong.

So, what makes the high-end homes in these areas stand out?

Shah Alam's Section 13 and Taman Bukit Tengku

Leading the list of best performers were the 3-storey semidees in Section 13, Shah Alam, which recorded a 22.9% y-o-y growth.

Shah Alam area specialist Ecoland Realty real estate negotiator Syibratul Safwah Mohaidi shares with EdgeProp.my that Section 13 stands out because of the many facilities and educational institutions in the vicinity.

"Buyers for the semi-detached homes [in Section 13] are usually upgraders with families who are looking for bigger houses. There are many amenities nearby including supermarkets such as AEON, Tesco and Giant as well as the 'pasar tani' every Sunday morning. There are also colleges nearby such as the Management and Science University, Politeknik Shah Alam and KDU University College at Glenmarie," says Syibratul.

According to her, the average selling price of a 2- and 3-storey semidee in Section 13 is about RM1.5 million and above and RM1.8 million to RM2 million respectively.

Another area in Shah Alam — ranked sixth on the list — is Taman Bukit Tengku.

According to GS Realty real estate negotiator Francis Ng, most of the houses in Taman Bukit Tengku comprise 2-storey detached homes with the exception of a few 2.5-storey detached bungalow homes.

"The average market price of the 2.5-storey detached homes with built-ups ranging from 3,000 to 4,000 sq ft is around RM2.2 million to RM2.4 million. Although Taman Bukit Tengku is not as close to amenities and shops nearby, one point that stands out is that the housing area is located in a nice environment just beside the Bukit Cherakah Forest Reserve. Most of the homeowners living here are families and businessmen," Ng shared with EdgeProp.my. Napic's data

showed a 13% y-o-y growth for the 2-storey detached homes in Taman Bukit Tengku.

Seri Kembangan's Taman Equine and Taman Bukit Serdang

Second and third on the list are two areas located in Seri Kembangan. Dreamvest Realty project leader and real estate negotiator Clay Tan tells EdgeProp.my that Taman Equine and Taman Bukit Serdang have attracted more homebuyers recently owing to their improving connectivity and amenities. The 2-storey semidees in Taman Equine and Taman Bukit Serdang have seen a growth rate of 17.8% and 15.4% respectively in 2016.

"With the Mass Rapid Transit (MRT) Sungai Buloh-Serdang-Putrajaya line and its current ongoing construction including S31 Equine Park with park-and-ride facility and S32 Taman Putra Permai, the area is now very much sought after as a residential and commercial area.

"In addition, the Maju Expressway, which cuts across Taman Equine and Bukit Serdang, has reduced travelling time between Bandar Putra Permai/Taman Equine and Bukit Jalil/Seri Petaling to 15 minutes while KL city takes only 20 minutes," says Clay.

The presence of established developers such as Sunway Property, IOI Properties Group, Hap Seng Land and Trinity Group have added further excitement to this area, she adds.

In fact, Clay has recently concluded a deal for a bare 2-storey semidee unit for RM1.25 million and another 2-storey bungalow for RM3 million in Alam Sanctuary, Bandar Putra Permai.

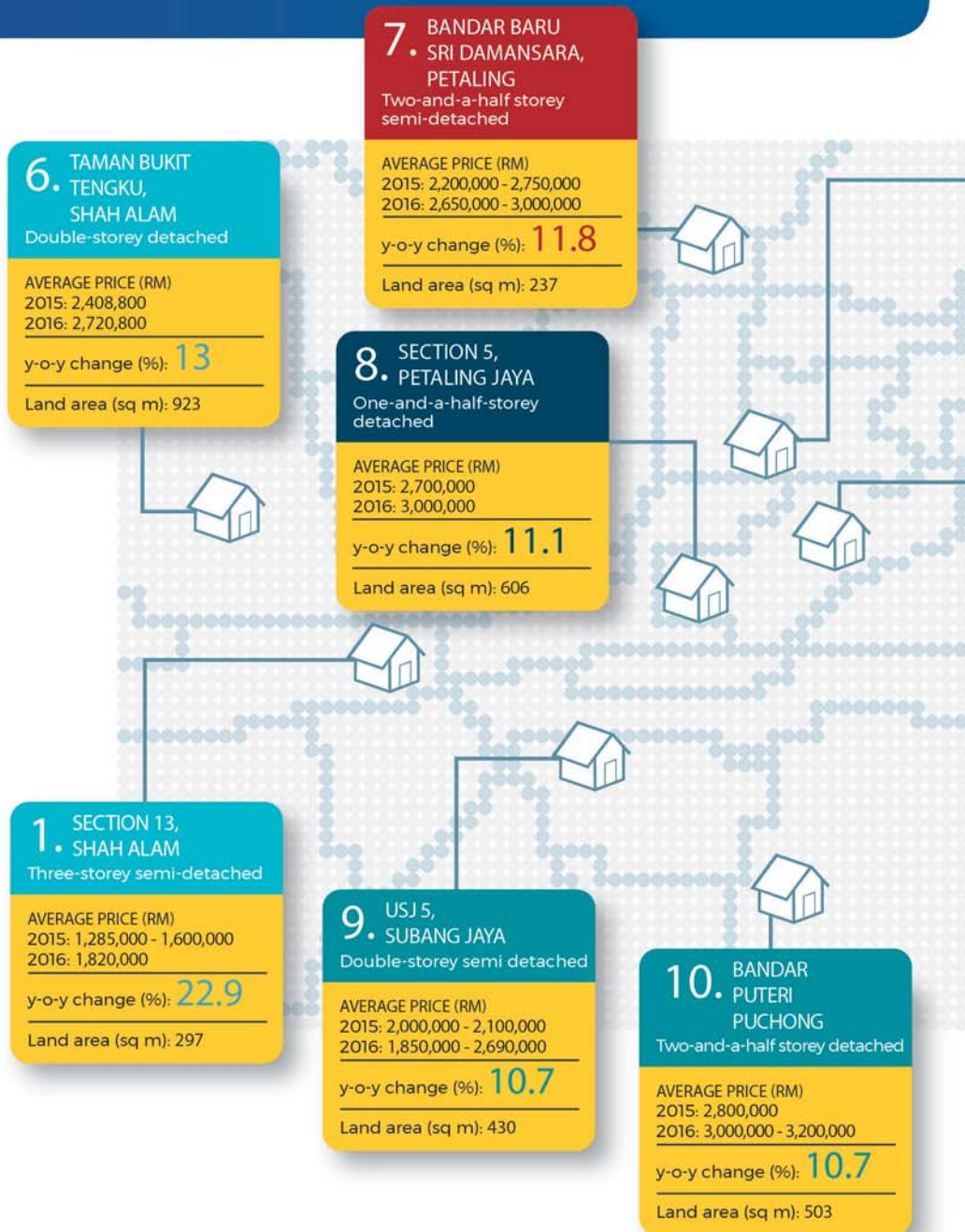
She notes that there are many opportunities to own landed homes there especially 2-storey semidees for RM1.25 million to RM1.6 million per unit, which could only get you a 2-storey terraced house in Bandar Utama and other prime Petaling Jaya areas.

Petaling Jaya's SS 21, Section 14 and Section 5

Fourth on the list is SS 21 in Damansara Utama in Petaling Jaya, which GMAC Realtor real estate negotiator Adrian Tan notes is an old matured neighbourhood that has easy access to 1 Utama Shopping Centre in Bandar Utama and the newly opened Starling Mall in Damansara Uptown. Napic data showed that the 2-storey semidee homes in this area saw a 14.7% y-o-y growth last year to an average transacted price of RM3.7 million.

"The Uptown commercial centre is a big draw especially if one is working or studying nearby. Commuting to Kuala Lumpur city or other places is not a problem as it has great access to Lebuhraya Damansara-Puchong (LDP), Sprint Highway and New Klang Valley Expressway (NKVE) via the main artery of Jalan SS 21/1," says Adrian.

There are also a few good schools nearby such as the SJK(C) Puay Chai 2, British International School and St Joseph's International School, he adds.



Syibratul: Section 13 stands out because of the many facilities and educational institutions in the vicinity.



Clay: Taman Equine and Taman Bukit Serdang have attracted more homebuyers recently owing to their improving connectivity and amenities.



Adrian: The purchasers for these multi-million ringgit landed residences would mostly be from the T20 income group.

Another old but vibrant neighbourhood in Petaling Jaya is Section 14, which is fifth on the list. Adrian highlights that the Petaling Jaya City Council has allowed the 1-storey houses in that area to be rebuilt upwards to two storeys except for the houses along Jalan Kemajuan.

"Parts of Section 14 are nicely tucked away in quiet enclaves. Similarly, the accessibility to healthcare such as Columbia Asia Hospital and malls such as Jaya Shopping Centre and Jaya One makes this a great place for settling down. I would say for about RM1.4 million, most purchasers would buy the 1-storey detached homes with land area of 5,000 to 6,000 sq ft, after which they will usually knock down the old house and rebuild," Adrian adds. Data from Napic showed that 1-storey detached houses in Section 14 saw a 13.7% y-o-y price growth in 2016.

Yet another old area in Petaling Jaya is Section 5, which came in eighth on the list. Its proximity to amenities and highways such as the Federal Highway and New Pantai Expressway as well as the forest reserve nearby is the area's main draw for homebuyers, Adrian says.

"This area is very peaceful and almost

exists in its own bubble. Each time I come here, I feel like I have travelled back to the '70s. It's also located next to the Gasing Hill Forest Reserve — the air quality here is amazing, especially in the morning," Adrian enthuses. The 1-and-a-half-storey detached houses in Section 5 saw a capital appreciation of 11.1% in 2016 from 2015, to an average price of RM3 million.

Bandar Baru Sri Damansara

Ranked seventh on the list, Bandar Baru Sri Damansara saw the 2.5-storey semidees in the area experiencing an 11.8% y-o-y price growth in 2016 to an average price of between RM2.65 million and RM3 million.

This area is located only about 15 minutes' drive away from Petaling Jaya and KL. It is well-connected via several highways such as the Duta Ulu-Klang Expressway, NKVE, Penchala Link and LDP.

"In the near future when MRT Line 2 is ready, that area will have two stations — the Sri Damansara East and Sri Damansara West stations. The proximity to Kepong and Desa ParkCity is favourable as some of the main fa-

4. SS21, DAMANSARA UTAMA

Double-storey semi-detached

AVERAGE PRICE (RM)
2015: 3,200,000 - 3,250,000
2016: 3,700,000

y-o-y change (%): **14.7**

Land area (sq m): 376

5. SECTION 14, PETALING JAYA

Single-storey detached

AVERAGE PRICE (RM)
2015: 1,275,000
2016: 1,450,000

y-o-y change (%): **13.7**

Land area (sq m): 502

3. TAMAN BUKIT SERDANG, SERI KEMBANGAN

Double-storey semi-detached

AVERAGE PRICE (RM)
2015: 1,300,000
2016: 1,500,000

y-o-y change (%): **15.4**

Land area (sq m): 346

2. TAMAN EQUINE, SERI KEMBANGAN

Double-storey semi-detached

AVERAGE PRICE (RM)
2015: 1,140,000 - 1,600,000
2016: 1,186,000 - 1,600,000

y-o-y change (%): **17.8**

Land area (sq m): 325



LOW YEN YEING | EdgeProp.my

The average selling price for a 3-storey semidee in Section 13 is about RM1.8 million to RM2 million.

cilities and amenities such as eateries, health-care and schools can easily be 'borrowed' by the area," says GMAC Realty's Adrian.

There are ample amenities in the vicinity such as schools including Sekolah Sri Bestari and International School @ ParkCity, as well as convenience stores and eateries at places such as Ativo Plaza. Just a toll and a 10 minutes' drive away are shopping complexes such as The Curve, 1 Utama Shopping Centre, IKEA and Ikano Power Centre.

The area is seeing several upcoming projects; one of which is Damansara Avenue, the first mixed-use development spanning more than 48 acres of freehold land. It will feature serviced residences, retail and commercial lots, strata offices, corporate office towers, an integrated sports complex, a performing arts and convention centre, and a shopping mall by TA Global Bhd.

USJ 5 and Bandar Puteri Puchong

Making up the top 10 best-performing high-end landed homes in Selangor are USJ 5 in

Subang Jaya and Bandar Puteri Puchong. The 2-storey semidee homes in USJ 5 and the 2.5-storey detached homes in Bandar Puteri Puchong recorded the same price growth at 10.7% last year to the range of RM1.85 million to RM2.69 million and RM3 million to RM3.2 million, respectively.

Adrian notes that although USJ 5 is not covered by the MRT, it is only a five-minute drive away from the USJ 7 light rail transit station.

"It is also a stone's throw away from Taipan, a commercial area with shops and restaurants, and yet shielded by another neighbourhood, USJ 11. So USJ 5 has the best of both worlds, tucked away in peace and quiet, and yet only a short distance to amenities.

"In addition to the good access via Persiaran Kewajipan, the new MRT line linking to areas like SS 15, which is also an education hub, makes it a great residential area especially if household members are studying in that area," says Adrian.

As for Bandar Puteri Puchong, Dreamvest's Clay says it is a well-planned development offering landed and stratified residences.

"The people staying here are mostly businessmen, professionals and retirees, which has somewhat raised the perception of Bandar Puteri as being more upmarket. The various high-end developments such as bungalows and townhouses by IOI Properties have also strengthened the perception.

"Bandar Puteri also offers hilltop developments typically favoured by businessmen. The houses are also near the hiking point towards the Ayer Hitam Forest Reserve, an attraction for those who like to live near to forest areas," she adds.

She shares that 10 years ago, 2.5-storey terraced houses (22ft by 75ft) here were launched at approximately RM250,000 to RM400,000. "In recent years, transacted prices for similar houses range from RM950,000 to RM1.2 million and some have asking prices of RM1.1 million to RM1.6 million."

Who are buying these houses?

According to Adrian, the purchasers for these multi-million-ringgit landed residences would mostly be from the T20 income group (median income of RM11,600) who usually buy for their own stay.

"A simple calculation based on a 90% margin of financing for a RM2 million property at an interest rate of 4.5% over a tenure of 35 years equals a monthly instalment of RM8,400! According to the Department of Statistics Malaysia, in 2014, the average household income in Selangor is RM8,252 and the average Malaysian household income is RM6,141. So, I would say the profile of these buyers would not be your typical Malaysian. I do not think affordability would be the issue here for this class of purchasers," Adrian opines.

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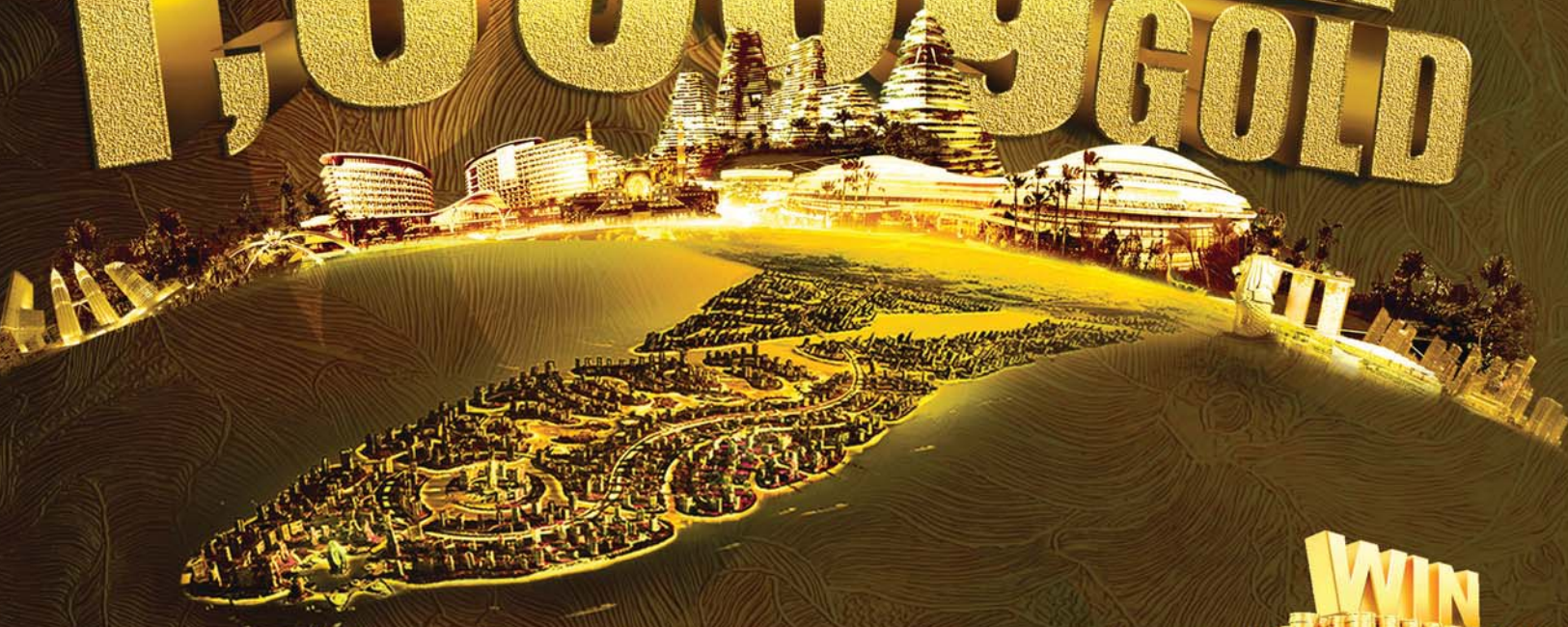
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