



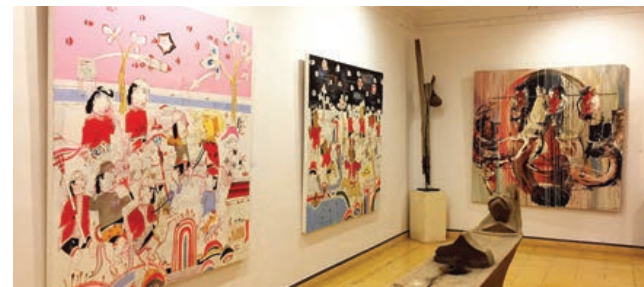
EP3 NEWS

The Edge-Mah Sing Millionaire Contest winner picks Icon Residence Mont'Kiara



EP7 DEALMAKERS

Coming into his own



EP8 HOME IDEAS

Island chic

BANDAR KINRARA set to grow further

This township in Selangor has seen very strong housing price growth over the years. More upside is expected in the future when the LRT extension of the Ampang Line is completed. It is also expected to gain from the growth of its neighbours — Bukit Jalil and Puchong.

BY TAN AI LENG

BANDAR Kinrara in Selangor is akin to the piece of puzzle connecting Puchong, Selangor, and Bukit Jalil, Kuala Lumpur. Its easy accessibility and affordability, especially in the early days of its development, have made it popular among homebuyers.

Island & Peninsular Group Sdn Bhd (I&P Group), the master developer of Bandar Kinrara, started with Bandar Kinrara 1 (BK1) in 1991 and gradually expanded up to Bandar Kinrara 9 (BK9).

Bandar Kinrara is strategically located 25km away from Kuala Lumpur city centre and Cyberjaya, 30km away from Putrajaya and 8km from Bandar Sunway.

It can be accessed through the Shah Alam Expressway (Kesas), Bukit Jalil Expressway, Lebuhraya Damansara Puchong (LDP), Maju Expressway (MEX), New Pantai Expressway (NPE) and Jalan Puchong.

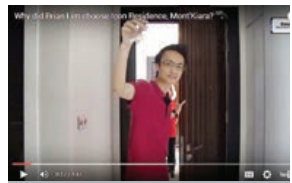
Early projects in Bandar Kinrara were mostly landed homes consisting mid-range 1 and 2-storey houses. As the working population grew, non-landed residences were introduced, especially low to medium-cost ones, including Kenanga Apartment, Sri Tanjung Apartment and Merak Apartment.

Knight Frank Malaysia managing director Sarkunan Subramaniam describes Bandar Kinrara as a well-planned integrated township, albeit with a conventional design. It offers a mix of commercial shophouses within residential areas and other amenities such as schools, recreational parks and places of worship, making the area a comfortable place to live.

CONTINUES ON EP4



ON
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The Edge-Mah Sing Millionaire on why he chose Icon Residence, Mont'Kiara



Bank Negara urged to relax lending guidelines

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NEWS ROUNDUP

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(From left) Au, Yam, Tee and Previndran at the panel discussion themed "Property Watch — Buy, Sell or Hold?" at the CPA Congress 2015. Photo by Haris Hasan / The Edge Property

Property prices to rise in future, say industry players

Industry players foresee property prices to rise in future as incoming supply falls, making it a good time to buy property now.

According to members of a panel discussion themed "Property Watch — Buy, Sell or Hold?" at the CPA Congress 2015 on Sept 22.

Previndran Singhe, group CEO and founder of Zerine Properties, said property prices will start to increase due to lower supply of homes as developers are holding back launches.

Other panellists were immediate past president of Real Estate and Housing Developers' Association (REHDA) Datuk Seri Michael Yam and Bina Puri Holdings Bhd group executive director Matthew Tee Kai Woon. The Edge Communications Sdn Bhd and The Edge Property Sdn Bhd managing director Au Foong Yee was the moderator.

Yam said most developers are adopting a wait-and-see strategy due to the discouraging market environment in the first half of this year due to the implementation of the Goods and Services Tax, and poor market sentiment caused by a weakening ringgit. Nevertheless,

he believed demand for housing remains strong.

Meanwhile, Tee said property prices will not be going down anytime soon as construction cost continues to rise including labour and building material costs.

Eco World buys 26 parcels of land for RM15 bil township

Eco World Development Group Bhd is acquiring 26 pieces of leasehold land in Kuala Selangor, with a collective land size of 2,198.40 acres for RM1.181 billion.

In a filing with Bursa Malaysia on Sept 22, Eco World said its wholly-owned subsidiary Paragon Pinnacle Sdn Bhd has signed five separate conditional sale and purchase agreements with four vendors for the proposed acquisition. The proposed acquisitions are expected to be completed by the second quarter of 2016.

Eco World said it intends to develop the parcels of land into a self-contained township with a potential gross development value of RM15 billion.

IMDB seeks buyers for Pulau Indah land

Malaysia Development Bhd (IMDB) has launched a tender

exercise for its 127ha (314 acre) land in Pulau Indah, Selangor. According to a statement on Sept 21, IMDB said potential purchasers are invited to register their interest with Savills (M) Sdn Bhd, which is advising IMDB on the exercise.

"The IMDB land parcel in Pulau Indah, Mukim Klang, is on a single-large development site, measuring approximately 318 acres," the company said. "It is adjacent to the Port Klang Free Zone and other industrial developments."

The proposed land sale forms part of IMDB's rationalisation plan, which was presented to the Malaysian Cabinet on May 29. IMDB had earlier purchased the Pulau Indah land from Tadmax Resources Bhd at a revised price of RM294.38 million.

Asian Pac banks on Klang Valley and Johor projects

Asian Pac Holdings Bhd is banking on three product launches in the Klang Valley and Johor to ride out the challenging year ahead, managing director Datuk Mustapha Buang told reporters after the company's annual general meeting on Sept 21.

These projects include condominium project Damansara 8 @ Damansara Damai, a mixed-use development in Kepong, Kuala Lumpur and 30 units of shop offices in Phase 2 of Dataran Larkin in Johor, in financial year 2016 ending March 31, 2016 (FY16).

It is also in the midst of finalising plans for its maiden township on 400 acres of land in Labu, which is projected to be launched in 2017.

Ivory Properties counting on Penang Times Square, WorldCity for better FY16

Penang-based developer Ivory Properties Group Bhd is antici-

pating its earnings for the financial year ending March 31, 2016 (FY16) to be comparable with FY15, if not better, driven by two projects: the Penang Times Square and Penang WorldCity.

In FY15, it saw a net profit of RM23.51 million on a revenue of RM270.19 million.

Ivory chief operating officer Goh Chin Heng said the company still believes the market has buying power, and that property market sentiment will return.

The group aims to complete the remaining three phases of its five-phase Penang Times Square, which has a gross development value (GDV) of RM800 million, over the next three to five years. As for Penang WorldCity, its joint development with Tropicana Corp Bhd, which carries a GDV of RM10 billion, there are some 80 acres (32.37ha) left for development.

Al-Salam REIT's IPO oversubscribed 2.96 times

The general public portion of the initial public offering (IPO) of Al-Salam Real Estate Investment Trust (REIT) has been oversubscribed by 2.96 times. The REIT is en route to list on the Main Market of Bursa Malaysia on Sept 29.

In a statement on Sept 21, Malaysian Issuing House Sdn Bhd said the IPO received 2,442 applications totalling 45.92 million units for 11.6 million units that were available for public subscription. A total of 1,285 applications for 18.34 million offer units were received for the bumi-putera category, which represents an oversubscription of 2.16 times; while under the public category, 1,157 applications for 27.58 million offer units were received for an oversubscription of 3.76 times.

LAUNCHES & EVENTS

If you have any real estate-related events, email us at propertyeditor@bizedge.com. Events listed here will also appear on theedgeproperty.com.



Sunway's Mid-Autumn festival celebrations

Date: Sept 26 and 27 (Tomorrow and Sunday)
Venue: Sunway Eastwood, Jalan SE2, Taman Equine, Seri Kembangan
Time: 10am to 5pm
Contact: (03) 5639 9052
Sunway Bhd is celebrating the Mid-Autumn festival at several of its sales galleries. At Sunway Eastwood, it will be hosting a lantern festival with light refreshments while showcasing its premium semi-detached homes collection.

Venue: Sunway Lenang Heights show unit, Jalan Persiaran Bumi Hijau, Laman Tasik Pandan, Taman Molek, Johor Baru
Time: 4pm to 8pm

Contact: (019) 270 4218
Besides the Mid-Autumn festival celebrations featuring fun-filled activities, Sunway Lenang Heights will also be launching its bungalow show unit set in a garden resort setting.

Venue: Sunway Velocity, Jalan Cheras, Kuala Lumpur
Time: 10am to 5pm
Contact: (012) 318 9656
Sunway Velocity invites you and your family to its sales gallery for a snow skin mooncake DIY session and light refreshments.



New release of AYKON Nine Elms in London

Date: Sept 26 and 27 (Tomorrow and Sunday)
Venue: Mandarin Oriental Hotel, Level 2, Topaz Room, Kuala Lumpur

Time: 11am to 7pm
Contact: (012) 908 6318
Christine Wong/(013) 272 7875 Jeffri Rahim
Located in prime central London Zone 1, AYKON Nine Elms is the first branded residences in which the lavish interiors are designed by Versace Home. It consists of 360 residential apartments with various layouts including studio, one, two and three-bedroom units.

International Conference on World Class Sustainable Cities (WCSC)

Date: Sept 29 (Tuesday)
Venue: The Royale Chulan, Kuala Lumpur
Time: 8am to 5.30pm
Contact: (03) 7803 2978
REHDA KL/(03) 7877 0637
MIP/(03) 2693 4182 PAM
The World Class Sustainable Cities series provide a constructive platform to enlighten, educate and change the mind sets of city stakeholders, industry players, government agencies and the general public on the key challenges faced in the

planning and development of a 'World Class City'. Jointly organised by the Real Estate and Housing Developers' Association Malaysia Wilayah Persekutuan Kuala Lumpur (REHDA KL), the Malaysian Institute of Planners (MIP) and the Malaysian Institute of Architects (PAM), with the support of Kuala Lumpur City Hall (DBKL), the theme this year is 'Urban regeneration through smart partnerships'.

Sheda Property Expo 2015

Date: Sept 25 to 27 (Today to Sunday)
Venue: Borneo Convention Centre Kuching (BCCCK), Sarawak
Time: 10am to 9pm
Contact: (08) 236 5001
Organised by the Sarawak Housing and Real Estate Developers' Association (Sheda), there will be over 100 booths set up by housing and property developers, manufacturers and suppliers of building materials, home and lifestyle furnishing retailers, banks and other housing-related services under one roof to create a one-stop centre for house buyers.

KRI urges construction industry to improve productivity

Fragmented home building sector has to be consolidated

BY CHAI YEE HOONG & RACHEAL LEE

KUALALUMPUR: There is a need to incentivise the construction industry to modernise, but it must innovate and increase productivity first to prevent a housing crisis, said Khazanah Research Institute (KRI).

Malaysia inherited the structural business system from the UK and this fragmentation in the industry has been the norm for over 40 years. Meanwhile, the UK itself has found that such a fragmentation was a source of inefficiency, and has improvised its system since 1998, said KRI director of research for cities programme Dr Suraya Ismail during a forum entitled "Does Greater Prosperity Come with Less Housing Affordability?" on Wednesday.

She encouraged consolidating the building industry in terms of mass housing to address the concerns and demand for affordable homes, especially for those with monthly incomes of between RM3,000 to RM10,000. She said that government subsidies for this 70% of the country's population are not sustainable, and will fiscally incur

more debts for the government.

In order to do this, she highlighted three inter-linked policy recommendations by KRI based on three objectives it aims to achieve.

The first objective is to develop measures to improve the efficacy of the national delivery system to supply housing at affordable prices by creating a new designated procurement route. This will consolidate resources of the firms involved in delivering affordable houses.

The second objective is to reduce pressures leading to rapid escalation of house prices. She suggested the imposition of a moratorium period of five years for the supply of new stock of houses produced through the new procurement route.

"[Houses produced through the new procurement route] needs to be insulated from speculative activities in order for the initiative to be successful. Therefore, a moratorium is needed for the first batch of houses to create a buffer period for the second batch to be supplied at affordable prices. In the long run, a moratorium is no longer needed if all new batches of houses



Suraya says government subsidies for housing are not sustainable. Photo by Patrick Goh/The Edge Property

supplied are affordable," she explained.

However, she added that this will only be successful if the planning of housing units are done and displayed through the data captured in the proposed National Housing Survey,

which is the third objective. The survey will help the government plan for the effective demand and supply of housing.

Michael Yam, immediate past president of Real Estate and Housing Developers' Association Malaysia (REHDA), urged for higher productivity and better quality by focusing on training in skills, technocrats and professionals to tackle the issue of affordable housing.

"We should also focus on the greater use of Industrialised Building Systems (IBS). Investment in IBS plants are high and so grants by the Construction Industry Development Board (CIDB) are needed too," said Yam.

Suraya said some challenges faced in implementing IBS in the country include lack of skilled on-site operatives to execute this technology.

Other speakers at the forum also included KRI managing director Datuk Charon Mokhzani, National Housing Department director Murali Jayabalan and National House Buyers Association (HBA) Secretary-General Chang Kim Loong.

The Edge-Mah Sing Millionaire Contest winner picks Icon Residence Mont'Kiara

BY TAN AI LENG

KUALA LUMPUR: The winner of The Edge-Mah Sing Millionaire Contest, Brian Lim, has redeemed his dream home — a one-bedroom unit at Icon Residence Mont'Kiara in Kuala Lumpur — almost a month after winning the contest.

Brian is sharing ownership of the unit with his younger sister Crystal Lim Ai Ping. The siblings were accompanied by their parents — Danny Lim and Lily Yoong — to witness the signing of the sale and purchase agreement of their dream home last Thursday.

The unit he chose has a built-up of 1,115 sq ft and the kitchen comes fitted with appliances and cabinets.

Mah Sing Group Bhd group managing director and group chief executive Tan Sri Leong Hoy Kum and chief executive officer Ng Chai Yong, together with The Edge Communications Sdn Bhd and The Edge Property Sdn Bhd managing director Au Foong Yee, were at hand to witness the signing.

"I want to thank Mah Sing Group and The Edge for organising this wonderful contest, giving me a once-in-a-lifetime opportunity to own this beautiful home," said the 32-year-old IT project manager, who was so excited that he couldn't sleep the night before the signing.

Brian said he and his family had a long discussion about property choices, which included Ferringhi Residence in Penang, M City in Jalan Ampang, D'sara Sentral in Sungai Buloh and Southville City in Bangi.

Crystal said it was a difficult decision, as Mah Sing has many good properties to choose from. After nearly a month of consideration, they decided on a unit in Icon Residence Mont'Kiara.

Brian said Mont'Kiara is considered a hotspot in the Klang Valley for its location



An aerial shot of the completed Icon Residence Mont'Kiara. Photo by Mah Sing

and nearby amenities, and the development itself is known for its catchy design. He believes that it will enjoy a very good appreciation rate.

"I plan to stay in the unit. Although other options such as renting it out have crossed my mind, I decided to make it my new home and enjoy all the facilities here," he said.

Leong, who became a millionaire at the age of 35, was happy to meet Brian yesterday. He said the contest not only gives the winner an opportunity to own a home, but also a good start in achieving a new milestone in life.

Leong said Icon Residence Mont'Kiara is a good choice as it is located in one of the most sought-after locations in the Klang Valley. It has enjoyed a take-up rate of 94% since its launch in 2012. The current average selling price of



(From left) Danny, Yoong, Crystal, Brian, Leong, Mah Sing marketing and special projects deputy general manager Rachel Leong, Au and Ng at the signing ceremony. Photo by Patrick Goh/The Edge Property

Icon Residence Mont'Kiara units stands at RM1,000 per sq ft.

Icon Residence Mont'Kiara was completed in June 2015. The development comprises three towers with 290 residential units with built-ups ranging from 1,100 sq ft to 4,000 sq ft. The project offers a range of one to 4+1 bedroom units, as well as penthouses and has only two to six all-corner units per floor with contemporary layouts.

Located 15 minutes from Kuala Lumpur city centre, Icon Residence Mont'Kiara is well connected via the the Sprint Expressway, the

Penchala Link, North-South Expressway, Damansara-Puchong Expressway and Duta-Ulu Kelang Expressway.

The Edge-Mah Sing Millionaire Contest is a collaboration between Mah Sing and The Edge. The contest ran from June 20 to July 31 and attracted thousands of participants. Twenty-one finalists were shortlisted and they battled it out in the grand finale on Aug 22 at Southville City @ KL South sales gallery in Bangi.

Brian successfully negotiated three elimination rounds and triumphed in the fourth and final round to emerge the winner.



Visit theedgeproperty.com for more stories, photos and videos on The Edge-Mah Sing Millionaire Contest.



After two decades of development, Bandar Kinrara has become a mature township.
Photos by Sam Fong/The Edge Property



The Zest is one of the most sought after condominiums in Bandar Kinrara.



The LRT extension project will be the next catalyst for Bandar Kinrara's growth.

Bandar Kinrara offers strong fundamentals

FROM EP1

"A developer's good reputation is also an assurance of capital appreciation. It's a highly populated township with a good sales and rental market," he says.

Great capital appreciation

In terms of capital appreciation, Michael Choy, senior real estate negotiator of Reapfield Properties Sdn Bhd, says prices of some landed residential properties in Bandar Kinrara have more than doubled from six years ago, while high-rise properties have seen steady price growth in the past three years. The hike in prices of landed homes has made high-rise properties more attractive to homebuyers.

"As an example, a 2-storey house in Qaseh at BK8, with a size of 24ft by 70ft, is going for RM1.5 million!"

"So, for people who can't afford it, they may shift their focus to high-rises, which are more affordable," he says.

In an analysis of transactions of non-landed residential properties by theedgeproperty.com covering areas from BK1 to BK9 as well as the neighbouring areas of Taman Kinrara and Taman Bukit Kuchai, the average price in 2013 was RM248.50 psf, compared with RM234 psf in 2012. As at 3Q2014, the highest average transaction price recorded was RM309 psf.

Choy says there is demand for low and medium-cost apartments, especially those in the price range of RM110 to RM380 psf, such as Enggang Apartment, with a built-up of 700 sq ft and selling for RM80,000, and Merak Apartment, with a built-up of 860 sq ft and selling for RM320,000, as shown in



Giant Kinrara in BK5 is close to a future LRT station.

transactions in the past 12 months.

However, he notes that newer condominiums with facilities in the higher price range of RM450 to RM600 psf are also seeing rising demand, resulting in strong capital appreciation.

He cites as example the smallest units at The Zest in BK 9 with a built-up of 1,191 sq ft, which were selling for RM230,000 during the launch in 2008. One of these units was sold for RM650,000 this year.

Incoming non-landed housing supply includes 8 Kinrara and Duet Residence. 8 Kinrara, an integrated development comprising retail and residential units by I&P, was launched in 2013 at an average price of RM600 psf, according to Choy. The project offers 35 storeys of residential units and shopoffices in one block. It consists of 236 serviced apartments with built-ups of 623 to 2,483 sq ft. The development is expected to be completed by 2018. Three storeys will be allocated

for shopoffices, and the rest will be residential units.

Duet Residence, which is located in BK6, is developed by Bandar Kinrara Properties Sdn Bhd. The 1.91-acre project comprises two blocks — 23 and 21 storeys — with a total of 232 units. The built-ups are between 1,029 and 2,596 sq ft. Duet Residence is slated for completion by the end of this year.

According to Montprimo Sdn Bhd, the marketing agent for Duet Residence, the remaining 20% of units for sale are now priced at an average RM635 psf, compared with RM500 psf during its launch in 2013.

Currently, there are only three parcels of vacant land left for residential developments in Bandar Kinrara, which Choy says, may see I&P launch additional blocks of serviced apartments near the Giant hypermarket and 8 Kinrara. The selling price is expected to be RM700 psf, he adds. Knight Frank's Sarkunan notes that the prices of low and medium-cost apartments

in Bandar Kinrara have been growing in tandem with the rise in prices of new launches.

"The existing landed residential properties in the affordable range are generally dated and require maintenance and renovations, which may increase the cost for future buyers. Thus, current buyers are likely to look for high-rise dwellings due to affordability issues as well as better returns," he says.

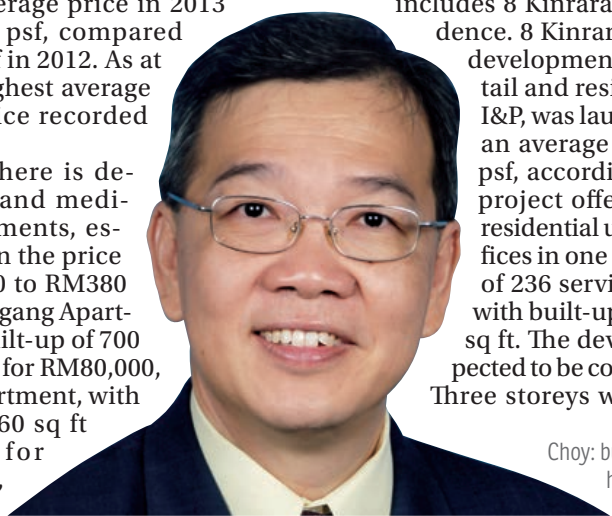
TPE Realty negotiator Belinda Lim, who is familiar with the area, concurs. "Most low to medium-cost, high-rise homes here are freehold and less than 15 years old. This is one of the reasons homebuyers and investors are interested in Bandar Kinrara's high-rise properties."

She says most condominiums and apartments are located in BK2 and BK3. Property prices in newer areas, such as BK5 and BK6, are higher than in the older areas such as BK1 to BK4.

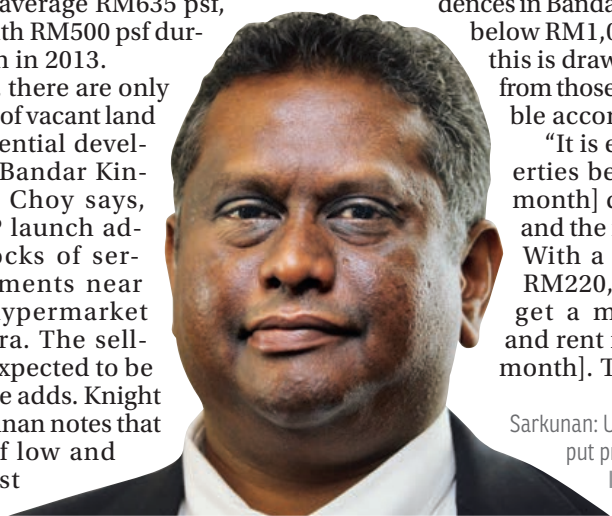
In terms of rental yields, property agents concur that those who bought the low to medium-cost apartments in Bandar Kinrara 5 to 10 years ago, have enjoyed good yields. According to Choy, the rental yields are between 5% and 6%.

He notes that the rents of high-rise residences in Bandar Kinrara are mostly below RM1,000 per month, and this is drawing strong interest from those looking for affordable accommodation.

"It is easier to rent properties below RM1,000 [per month] due to affordability and the rising cost of living. With a budget of around RM220,000, investors can get a medium-cost unit and rent it out for RM850 [a month]. That will generate a



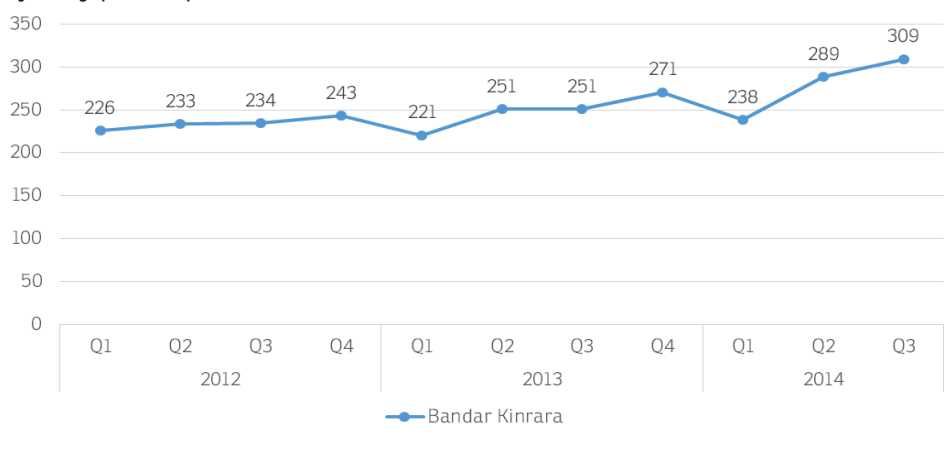
Choy: buyers shifting to high-rise properties due to affordability.



Sarkunan: Upcoming supply will put pressure on price growth.
Photo by Haris Hassan/The Edge Property

Source: theedgeproperty.com

Chart 1: Bandar Kinrara non-landed residential average price by average price (RM/psf)



yield of around 5%, which is higher than fixed deposit rates,” Choy explains.

Currently, the average monthly rent for older medium-cost apartments range from RM600 to RM750, while newer ones are fetching RM1,000.

However, for new launches that exceed RM500 psf in price, Choy notes that the rental yield will not be as attractive as the older ones.

Next growth catalysts

While Bandar Kinrara properties have experienced strong capital growth over the years, Sarkunan says the price growth of high-rise residential properties is expected to moderate due to incoming supply in and around the township. The current tight financing conditions and uncertainties in the economy and property market may affect price growth as well.

PROJECT NAME	TRANSACTION PRICE (RM PSF)	
	2014	2015 (AS AT AUGUST)
The Zest	495-498	529-560
Koi Kinrara	345-360	441-455
Koi Legian	278	355
Suria Kinrara	246	323
Merak Apartment	358	372
Kesuma Apartment	349	345
Eggang Apartment	140	128

Source: JPPH/Knight Frank Research

According to him, future supply, including projects under construction — Duet Residences (233 units), 8 Kinrara (236 units) and The Linq at Kinrara Uptown (684 units of serviced apartments) — are slated for completion by 2018.

“The existing and impending supply of high-rise residential units will create a

more competitive rental market that favours tenants. This may inevitably reduce rental yields going forward, with tenants spoilt for choice,” says Sarkunan.

He notes that stratified homes in neighbouring residential areas, such as Bukit Jalil, Pinggiran Putra and Seri Kembangan, are competitively priced and may put pressure on price growth as well.

“Some of the projects under construction, particularly those under the DIBS (Developer Interest Bearing Scheme) where low downpayments were required for property purchases, may see the soon-to-be-completed units put up for sale at competitive prices amid the challenging property market conditions,” he adds.

TPE Realty’s Lim is also cautious of the near-term price movement, especially of the newer projects if market sentiment remains sluggish.

“Investors who have purchased the apartments or condominiums five years ago or earlier are enjoying good rental returns. However, for recent buyers, they may face difficulties in getting tenants or the rent may be insufficient to cover their monthly instalments,” she says.

However, Reapfield’s Choy says although transactions are few, demand remains strong as the number of enquiries for Bandar Kinrara properties has not let up. “People still want to buy, but affordability is their main concern.”

He notes that in terms of pricing, Bandar Kinrara tends to be a market follower as it relied on growth in neighbouring townships, such as Puchong, Bukit Jalil and residential areas along Jalan Puchong, for leads.

“In order to grow further, Bandar Kinr-

ara needs new catalysts. The light rail transit (LRT) extension project and Bukit Jalil City development could be the drivers for future growth,” he says.

The LRT extension project for the Ampang Line, which starts from the Sri Petaling station, passes through Kinrara before ending in Putra Heights. There will be two stations in Bandar Kinrara — Alam Sutera and BK5.

The Alam Sutera station is located in between BK1 and BK9, about 10 minutes’ walk from The Zest, and the BK5 station is located in between BK2 and BK5, right in front of the Giant hypermarket and 8 Kinrara. The distance from the two stations is 3.5km.

Bukit Jalil City is just 5km away from these two locations. The 50-acre integrated development, a collaboration between Malton Bhd and Kuala Lumpur Pavilion Sdn Bhd, is slated for completion in 2019.

The project has four major components, including a two million sq ft Pavilion Bukit Jalil shopping mall (also known as Pavilion 2) and The Park Sky Residence, which comprises 1,098 serviced apartments, 444 units of 2 and 3-storey shoplots and 3 and 5-storey retail offices.

Although the market is cautious in the near term, reflecting the current economic conditions, the real estate agents and consultants believe that with good fundamentals, Bandar Kinrara’s maturity as a residential development is well poised for the next phase of growth in the future.

See property listings for this area on [Market Watch EP6](#)

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Tenure: Freehold
Asking price: RM700,000
Built-up area: 1,191 sq ft
Bedroom(s): 3 + 1
Bathroom(s): 2
Description: Fully renovated and fully furnished unit in move-in condition. Comes with air conditioner, cooker hob and hood, water heater, swimming pool view and two parking bays. Accessibility: Bukit Jalil Highway, Lebuhraya Damansara-Puchong (LDP), Sungai Besi Highway, Shah Alam Expressway (Kesas), KL-Seremban Highway and walking distance to upcoming MRT station. Amenities nearby: Giant Bandar Kinrara Mall, IOI Mall, AEON BiG Sri Petaling, Sunway Pyramid, schools, Sunway University College, International Medical University, Asia Pacific Institute of Information Technology (APIIT), Limkokwing University of Creative Technology, Alice Smith School, Australian International School, Sunway Medical Centre and Columbia Asia hospital.
Agent/ negotiator: Andy Tee of Property Exchange
Tel: (012) 209 7573
Email: andytcj@hotmail.com



The Zest

Type: Condominium/ serviced residence
Tenure: Freehold
Asking price: RM698,000
Built-up area: 1,205 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: None
Agent/ negotiator: Lorna Lim of NTC Estate Agency Services
Tel: (012) 204 8864
Email: lornalimsf@gmail.com

Sierra Residency

Type: Condominium/ serviced residence
Tenure: Freehold
Asking price: RM475,000
Built-up area: 907 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Comes with one parking bay. Located near Giant, Tesco, IOI Mall and SetiaWalk. Unit in Block A; low floor unit.
Agent/ negotiator: Simon Tan of Vivahomes Realty
Tel: (018) 383 7222
Email: simontan7222@hotmail.com

Sierra Residency

Type: Condominium/ serviced residence
Tenure: Freehold
Asking price: RM450,000

Built-up area: 907 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Unit comes with one air conditioner, fans in all rooms, grilles, lights, kitchen cabinet and one parking bay. Unit on the fifth floor.
Agent/ negotiator: Willa Wong of Vivahomes Realty
Tel: (012) 632 1123
Email: willa.wongwei@gmail.com

Koi Legian

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking price: RM480,000
Built-up area: 1,087 sq ft
Bedroom(s): 3
Bathroom(s): 3
Description: Renovated with built-ins. Well maintained. Low density. Easy access. Convenient — near schools, IOI Mall, restaurants, convenience stores and other amenities.
Agent/ negotiator: Chan of Goldman Properties
Tel: (012) 299 4660
Email: kimprop9178@gmail.com



Vista Lavender

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking price: RM330,000
Built-up area: 1,017 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Corner unit on the ground floor. The condominium is in Taman Kinrara Section 3. It is within the growth area of neighbourhoods such as Old Klang Road, Taman Bukit Kuchai, Taman Kinrara and Taman Paik Siong. It is also accessible through Jalan Puchong and LDP. Vista Lavender is in a mature neighbourhood where all the facilities and amenities are in place, including grocery shops, schools, restaurants, laundry shops, hardware stores, night market and so on.
Agent/ negotiator: Ee Ling of Oriental Realty
Tel: (013) 247 9888
Email: eeling_sun@gmail.com

Vista Lavender

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking price: RM340,000
Built-up area: 1,017 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Low floor unit with balcony, air conditioner, water heater and city view. Condo is in a prime location.
Agent/ negotiator: Admen Ng of Starcity Property
Tel: (012) 270 7228
Email: admenng.gs@gmail.com

Kinrara Ria

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking price: RM300,000
Built-up area: 932 sq ft
Bedroom(s): 3

Bathroom(s): 2
Description: Basic unit with fans, lights and grilles. Low floor corner unit. Comes with one parking bay. Easy access to Kesas Highway, Jalan Puchong or Old Klang Road; less than 10 minutes' drive to Mid Valley Megamall or Puchong.
Agent/ negotiator: Bryan Cheng of Dutama Properties
Tel: (017) 881 6331
Email: bryanproperty86@gmail.com



Suria Kinrara

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking price: RM235,000
Built-up area: 712 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: This is a well-kept unit that has just been painted.
Agent/ negotiator: Josh Chong of Reapfield Properties
Tel: (016) 322 9197
Email: joshchong@reapfield.com

Suria Kinrara

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking price: RM250,000
Built-up area: 753 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: None
Agent/ negotiator: Esther Ng of Hartamas Real Estate Sdn Bhd
Tel: (017) 200 8703
Email: estherng888@gmail.com

Casa Riana

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking price: RM260,000
Built-up area: 813 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Facilities in the apartment include allotted parking space, lifts, swimming pool, playground, surau and jogging track. It also features 24-hour security with guards and a card access system. Amenities within walking distance are eateries and shops. Schools nearby include Taman Puncak Jalil secondary school, Taman Desaminium primary and secondary schools and Taman Universiti national school. It is also a short drive to Universiti Putra Malaysia, AEON Taman Equine, Giant Bandar Kinrara Mall and Pasar Borong Selangor. The apartment is within walking distance of a bus stop and taxi stand. It is easily accessible via various highways including the LDP, Maju Expressway, New Pantai Expressway (NPE), New Klang Valley Expressway (NKVE) and North-South Expressway.
Agent/ negotiator: Yen Yen of Global Link Properties (Selangor) Sdn Bhd
Tel: (017) 227 2255
Email: yyen2255@gmail.com

FOR RENT [in Bandar Kinrara, Selangor]

Taman Puncak Kinrara Apartments

Type: Condominium/ serviced residence
Tenure: Freehold
Asking rent: RM800
Built-up area: 800 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Top floor unit in good condition with city view. Peaceful and nicely maintained area. About 10 minutes to IOI Mall, Giant and Tesco. Five minutes to Puchong Jaya town centre, 10 minutes to Sunway Pyramid, 10 minutes to Petaling Jaya, 15 minutes to Mid Valley Megamall, easy access to Kesas Highway and LDP.
Agent/ negotiator: Admen Ng of Starcity Property
Tel: (012) 270 7228
Email: admenng.gs@gmail.com

The Zest

Type: Condominium/ serviced residence
Tenure: Freehold
Asking rent: RM1,800
Built-up area: 1,200 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Fully furnished with four air conditioners, two water heaters, cookware, fridge, microwave oven, wardrobe and TV. It comes with two covered parking lots. High security with access card.
Agent/ negotiator: Wayne Chong of Tech Real Estate
Tel: (012) 383 9294
Email: waynechong.tech@gmail.com

The Zest

Type: Condominium/ serviced residence
Asking rent: RM1,800
Built-up area: 1,205 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: This is a high-floor corner unit previously owner occupied. Kept in meticulous condition. Very windy, spacious and comfortable. Full kitchen cabinetry for both wet and dry kitchens with sliding divider doors, curtains, air conditioners, water heater, dining set, sofa + coffee table. Broadband optional with pool and KL views.
Agent/ negotiator: Joey Leong of Reapfield Properties (Mont'Kiara) Sdn Bhd
Tel: (012) 231 8667
Email: joyleong303@gmail.com

Suria Kinrara

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking rent: RM850
Built-up area: 712 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: This unit is partly furnished with fans, lights, grilles, fridge, air conditioners and water heaters. Ready to move in. Comes with one parking lot. Easy access to Kesas Highway, Jalan Puchong or Old Klang Road. Less than 10 minutes' drive to Mid Valley Megamall or Puchong. Facilities: Swimming pools, IT centre, surau, playground and multipurpose hall.
Agent/ negotiator: Bryan Cheng of Dutama Properties
Tel: (017) 881 6331
Email: bryanproperty86@gmail.com

Vista Lavender

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking rent: RM1,000
Built-up area: 1,017 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Corner unit, partly furnished, kitchen cabinet, air conditioners, bed frame and water heater. Well-kept and in move-in condition. About five minutes to Chinese school, Kesas Highway, Giant hypermarket, restaurants, clinics and banks. About 15 minutes to Sunway Medical Centre and IOI Mall. Available immediately.
Agent/ negotiator: Edmund Chan of Rina Properties
Tel: (010) 766 8208
Email: winproperty1488@gmail.com

Koi Legian

Type: Condominium/ serviced residence
Tenure: Leasehold
Asking rent: RM1,300
Built-up area: 1,200 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Partly furnished unit with air conditioners, water heater, cooker hob and hood, and kitchen cabinets. Well-kept and in move-in condition.
Agent/ negotiator: Edmund Chan of Rina Properties
Tel: (010) 766 8208
Email: winproperty1488@gmail.com

Pangsapuri Seri Kasturi

Type: Condominium/ serviced residence
Tenure: Freehold
Asking rent: RM1,100
Built-up area: 886 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: Top floor unit, available now. Facilities: Playground, 24-hour security, swimming pool, covered parking and so on. Location and accessibility: About five minutes' drive to Old Klang Road/ Bukit Jalil/ Serdang and Petaling Jaya; 10 minutes' drive to Jalan Puchong, LDP and Kesas Highway.
Agent/ negotiator: Jimmy Low of Goldman Properties
Tel: (012) 681 1666
Email: jimmylow666@gmail.com

D'Cahaya Apartment

Type: Condominium/ serviced residence
Asking rent: RM1,100
Built-up area: 900 sq ft
Bedroom(s): 3
Bathroom(s): 2
Description: High floor unit. Unfurnished.
Agent/ negotiator: Emily Tai of TPE Realty
Tel: (012) 286 3325
Email: tsemily@gmail.com

Coming into his own

Chester Properties' Jei Chew on his career choice and the importance of reputation in the real estate industry

BY TAN AI LENG

Jei Chew, marketing director of real estate agency Chester Properties Sdn Bhd, used to be a happy-go-lucky guy with no thought for tomorrow. However, one incident moved him so greatly that it changed him and led him to the path to become a real estate negotiator.

"I saw a woman carrying her baby and wanting to withdraw some money from the automated teller machine (ATM). But I noticed that she only had a little more than RM100 in her account and she looked at a loss. I still remember her forlorn face. I started to think, what if I couldn't earn enough money for myself, will I or my future wife end up like that lady?" recalls the 29-year-old from Taiping.

Driven by a strong sense of insecurity following the experience, Jei began to think more seriously about his future. A medical science student in Universiti Sains Malaysia at the time, he could have chosen a career in the medical field. However, he decided to pursue a different vocation. After graduating in 2010, he joined Chester Properties — founded by his elder brother Howard Chew — as a real estate negotiator.

Jei's decision was prompted by one reason — he wanted to earn a lot of money. He soon realised, though, that in order to achieve this, he had a long way to go and more to learn. But he was determined and committed to make real estate negotiating his profession.

"As a professional negotiator, I need to know everything about the industry, especially the transaction process. It took me about two years to study the rules and regulations, the details in the sale and purchase agreements as well as the legal terms that appear during the transactions," says Jei.

The knowledge helped him build his reputation as a negotiator. He explains that when customers approach a negotiator, they usually want to know more about a certain property such as the surrounding environment, the capital appreciation and the process of getting a loan. The negotiator's advice helps customers in their decision-making.

In 2012, Jei closed the first significant deal of his career when he sold the remaining 20 units of commercial shophots at Alam Avenue 2 in Shah Alam's Section 16 in two weeks.

"The project was launched about three years before I handled it. The selling prices of the shophots ranged from RM1.6 million to RM2.2 million, with a total transaction value of around RM25 million," he says.

His second significant achievement also involved properties in the primary market in Shah Alam — the sale of e-SOFO Suria Jaya. During a four-month period, he and his team sold 150 units, ranging from 430 to 840 sq ft in size, at an average price of RM480 psf. With that sterling performance, Jei was chosen as the top sales negotiator in the project segment in the agency for 2013.

Escaping from his brother's shadow

As the youngest in the family and the only younger brother of the agency's founder, Jei feels that he has to work harder than others to earn the respect of his colleagues and to escape from his brother's shadow.

Howard, 31, has established his reputation and network in the industry and Jei



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sees him as a role model. It is not a surprise then that Jei's performance is constantly being compared with his brother's and many have high expectations of him.

"I have to work harder to build my own reputation and network to separate myself from my brother," he says.

Besides focusing on sales, Jei also took the initiative to learn other skills such as graphic design applications and computer programming in order to enhance the company's marketing tools.

"With these knowledge, I can easily communicate with graphic or webpage designers on the design concepts that we want."

Jei's additional skills elevated him from being just a salesperson to the marketing director of the agency. He is also in charge of running the company's headquarters in Kota Damansara, Selangor.

"Now nobody introduces me as Howard's brother. Many new customers don't even know that we are brothers. I consider this as one of my biggest achievements," declares Jei.

Chester Properties was set up in 2008 with only five real estate negotiators. The company now has more than 1,000 negotiators in 14 branches around Peninsular Malaysia.

On his choice of career, Jei believes he has made the right decision as all his hard work seems to have paid off.

"If not for that eye-opening moment at the ATM, I may still be uncertain about my financial future, like some of my peers who are struggling to make ends meet. I am focused on building up my career," he says.

Reputation matters

For those who want to join the real estate industry to earn a lot of money, Jei advises them to focus not only on the monetary aspect but also on the career prospects.

According to him, time is needed to build



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one's reputation and personal branding. Every negotiator needs to understand the product and know as much as possible about everything related to the property market.

"Reputation is the most important thing for a professional negotiator but reputation takes time to build," he concedes.

Jei believes one of the most important principles in building a good reputation is honesty.

"Be honest, deliver what you have promised and do not hide anything from the prospective buyer. These are the three main principles if you want to establish your career in the industry for the long term," he says. For instance, if an agent is selling a unit that was once the scene of a murder, the prospective buyers need to know the truth so that they can make an informed

01. Jei: As a professional negotiator, I need to know everything about the industry, especially the transaction process.

Photo by Mohd Izwan Mohd Nazam/The Edge Property

02. Howard (left) has established his reputation and network in the industry and Jei sees him as a role model.

decision. Some investors may still buy the unit if they think it is a good deal.

"Hiding the disadvantages or misleading the buyer will ruin one's reputation. We can't afford to lose customers because of poor reputation," he concludes.

PHOTOS BY RAYMOND LEE



Mercredi's chic and casual style with a French accent



Specially designed fabrics are used to create beautiful cushion covers, throws and bedcovers at Mercredi.



Botanical style detail on the plate at Hujan Locale.



Interesting dining table display at Mercredi features coral red table cloth and blue and white table ware.

Island chic

More exciting design inspirations from Bali (Part 2)

In the heart of Bali's art and culture scene lies Ubud. For many years, it has been home to local craftsmen with amazing talent for painting, woodcarving, stone sculpting, jewellery making and textile weaving. Ubud is quite a large province, with many villages excelling in their respective crafts.

Since the 1920s, Ubud has attracted many artists from near and far — artists such as the late Walter Spies and Antonio Blanco, and more recently, creative icons such as the flamboyant and talented landscape designer Made Wijaya (Australia-born Michael White).

The place attracts artists with its bohemian lifestyle, lush and beautiful natural surroundings as well as its friendly locals.

Having spent a few days wandering around Ubud recently, I was once again inspired as an interior designer, starting with the accommodation that I was in.

My favourite hotel in Ubud is the Uma by COMO. Located just next to the Neka Museum on Jalan Raya Sanggingan, it is a small, intimate property with only 46 rooms and suites featuring casual, relaxed interiors designed by Koichiro Ikebuchi. Adorned with subtle Balinese details, Uma's décor is elegant, timeless and rather restrained.

Just steps away from the Uma are art studios and galleries that offer original works on canvas that are affordably priced from US\$300 (RM1,293). There were a few pieces that could easily feel at home in any modern abode in Malaysia.

BY RAYMOND LEE



About 10 minutes' drive away, heading towards Sayan is the ceramic studio of Gaya. Founded by Italians Marcello Massoni and Michela Foppiani, Gaya is located just a few hundred metres from the Four Seasons, and showcases beautiful tableware and one-of-a-kind pieces made in porcelain, stoneware or raku.

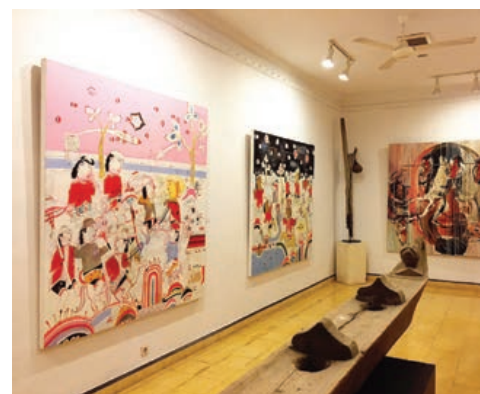
Many of the clients include international brands such as Armani Casa, Bulgari Hotels & Resorts and the Aman Hospitality Group. During my visit, Gaya had collaborated with artist Neil Hoffman and was displaying his organic-shaped sculptures. Also capturing my attention were some very chic white ceramic vases swathed in gold or silver.

Another place for those on the lookout for good quality paintings is the sprawling Tony Raka Gallery in the village of Mas. Here, Tony showed me a selection of works from his group show featuring mainly Indonesian artists. The paintings of Yusron Mudakhir and Made Mahendra Mangku stood out with their contemporary style and great use of colour.

I was also fortunate to have visited the studio of Javanese artist Diyano Purwadi, deep



Neil Hoffman's organic-shaped sculpture at Gaya Ceramics.



Contemporary Indonesian art at Tony Raka Gallery.



At Diyano Purwadi's studio in Ubud.

in the recesses of Ubud. I found his works, which are mainly narratives of village life, most charming and engaging. Most feature Balinese families enjoying some quiet time with friends and even pets.

Wandering along Monkey Forest Road, I stumbled upon a branch of homeware store Mercredi (the main store is in Seminyak). The shop was packed with furnishing items such as bedcovers, tablecloths, napkins and cushion covers designed using fabric exclusively made or sourced by its French lady owner.

What's really nice about Mercredi is that you can find vintage-style wicker furniture and charming ceramic tableware plus other accessories all coordinated and displayed in actual room settings. The coral red table runner was a standout for me!

After all that shopping, do head to Hujan Locale for lunch or dinner. It's a terrific spot for more design ideas and Asian-inspired culinary creations. I found the casual Colonial atmosphere of the dining hall complete with handcrafted rattan chairs, rustic teakwood tables and custom designed plates most convivial indeed. Operated by the team that brought you the ever popular MamaSan and Sarong in Seminyak, the food here is rather delicious too.

Can't wait to head back to Bali!

Raymond Lee is an interior designer and founder of Xceptional Interiors. He can be contacted at Email: raymond@xceptional-interiors.com or check out www.xceptional-interiors.com