Strategically located between Petaling Jaya and Sungai Buloh in Selangor, Damansara North — comprising Bandar Sri Damansara and Damansara Damai — is expected to benefit from the massive Kwasa Damansara development in Sungai Buloh. See story on pages EP12 & 14.
Thank you for being our inspiration
Every one deserves the best, from spaces to share and places where people interact to communities where lives flourish.

To all of you who have supported us in building communities, your hopes and aspirations have been, and will always be, our inspiration.
THE FACTS, FIGURES & FEATURES OF

TROPICANA
AMAN

198 ACRES OF COMMERCIAL ACTIVITIES
Vibrant neighborhood retail and commercial plots are connected to residential areas via walkways and bike trails, making it easy and convenient for residents to enjoy an urban lifestyle.

7 ACRES RESIDENTS’ CLUBHOUSE
Featuring the Eastlake Park, it has a unique strip of green space surrounding the entire clubhouse that encompasses leisure and sport facilities.

17 PAVILIONS AND 10 LINK BRIDGES
Beautiful pavilions complete with seating are peppered around the lake, giving you a place to sit down and take in the serenity of the park with your family and friends.

7 KM LONG WALKING AND BIKING TRAIL
Within the Central Park lies a 7km-long trail designed specifically for walking, running and biking. The trail is located in safety zones and meanders around the park, giving you a chance to experience the park in full.

Developer:
Tropicana Aman Property Gallery
No. 5, Persiaran Palmex, Impiana, Kajang, Selangor
Tel: 03-80248770
Fax: 03-80248771
Email: info@tropicanaamat.my

Property Gallery

From KLANG

Klang Valley

From KL

Kuala Lumpur

Penang

Singapore

From KLANG

Klang Valley

From KL

Kuala Lumpur

Penang

Singapore
1,800 STUDENTS CAPACITY
TENBY INTERNATIONAL SCHOOL

The renowned Tenby International School offers international-oriented programmes for pre-school, primary and secondary education, with 135,000 sq. ft. of facilities and classrooms that can accommodate up to 1,800 students. The school will be ready for the first intake in September 2016.

5 LANDSCAPED ROUNDBOATS

A feature roundabout marks the entrance to Tropicana Aman, signifying your arrival into this lush walking and biking community. The ingenious geometry found here is replicated in the entire enclave, creating an inviting and magnetic environment that draw residents from their homes.

100 FOOT WIDE TREE-LINED BOULEVARD

Tropicana Aman is ringed by a 100-foot wide tree-lined boulevard, with the Central Park sitting in the heart of the enclave. Each residential precinct in Tropicana Aman is laid out around the ring road, giving each equal access to the surrounding amenities within Tropicana Aman. 3m-wide pedestrian pathways are organic and gently delineated from vehicular roads, creating a safe and aesthetic environment for walkers and joggers.

2,400 TREES AND 39 BENCHES

A wide variety of geometry is used in the landscaping of the Central Park to create lifespaces that grow with your family. Many native and tropical trees are planted in and around the park, creating an environment that is serene and invigorating, making it truly a place to walk, jog and relax in Tropicana Aman.

A WALKING & BIKING COMMUNITY

Spanning 85 acres, Tropicana Aman’s Central Park is a lush landscape of beauty and surprises, designed to draw people out from their homes to explore, exercise and experience nature. Walking, jogging and biking are an extension of everyday life, and living in a park environment is the new standard of normal in Tropicana Aman. Slow down, take a deep breath, and come along for the ride in Tropicana Aman’s idyllic environment.

1700 81 8868
tropicanaaman.com.my

Cherry 012 9300 920
Steve 016 6688 647
Sam 012 6194 645

BAYAN RESIDENCES
2 & 3-storey Link Homes

85 ACRES OF PARKLANDS

A park-life full of greenery is the mainstay of life in Tropicana Aman. Taking 50% of the total development land, the Central Park is a picture of blue and greens, with the two main parks being the Eastlake Park and the Westlake Park.
Nusajaya to be renamed Iskandar Puteri in 2016

Nusajaya, the administrative centre of Johor, will be renamed Iskandar Puteri from January next year. State secretary Datuk Ismail Karim said on Tuesday that the name change was made with the agreement of the Sultan of Johor, Sultan Ibrahim Iskandar, and the state government. Two other districts will also be renamed: Ledang (to be renamed Tangkak) and Kulaiyaya (Kulai).

Sultan Ibrahim has requested the state government to retain Nusajaya’s original name with immediate effect in August, out of respect for its history, and for the state government to consider a new name for Nusajaya for similar reasons.

Gamuda to invest RM7.5 billion in construction division
Gamuda Bhd will invest about RM7.5 billion in its construction division in its financial year 2016, said its group managing director Datuk Lin Yun Ling after the company’s annual general meeting on Monday.

Gamuda has invested RM2 billion in three townsships and allocated another RM2 billion for infrastructure, interchanges and roads.

The company will invest an additional RM3.5 billion in property development, bringing its total investments next year to about RM7.5 billion. Lin said Gamu- da’s gearing will be about 0.7% of its equity.

For the calendar year 2015, Gamuda has spent about RM4.5 billion in projects in Vietnam, Sin- gapore and Melbourne, among others. Lin is positive on the con- struction industry as the govern- ment is embarking on several railway projects.

He added that now is the time to make capital investments and analyse the cost structure to help mitigate the slowdown in the economy.

He said Gamuda would focus on deepening its investments in the seven countries in which it operates - Malaysia, Vietnam, Sin- gapore, New Zealand, India and Oman. Malaysian developers are eyeing opportunities overseas, especially in Australia and Thailand.

Kulim to acquire land from Johor Corp for RM17.93 million
Kulim (Malaysia) Bhd has pro- vided notice of its intention to acquire 14 acres of indus- trial land in Johor from Johor Corp (JCorp) for RM17.93 million.

This acquisition will result in savings on monthly rent payable to JCorp and accrue benefits to Kulim, in anticipation of its fu- ture value appreciation, as the property has a 45-year unexpired lease period.

In a filing with Bursa Malaysia, Kulim said it had entered into a sale and purchase agreement with JCorp for the proposed acquisition of 14 acres of industrial land in mukim of Bentong, Johor Bahru. The acquisition will be funded by Kulim’s internally generated funds.

The land is currently rented by EPASA Shipping Agency Sdn Bhd, a wholly-owned subsidiary of Sinders Bhd, which is a wholly- owned subsidiary of Kulim, at the rate of RM300,000 per month or RM3,600 per acre a year, from JCorp.

KTM Komuter service to be rerouted during six-month trial

The KTM Komuter train service will be rerouted from Dec 15 for six months in preparation for an upgrade of track and rehabilitation work. According to a statement on the KTM (KTM) website, one of the new routes is from Tanjung Malim/Rawang to Port Klang, instead of Seremban. The other is from Batu Caves to Seremban/Gemas, instead of Port Klang. Members of the public are advised that delays are expect- ed, caused by factors such as the weather and works by contractors.

The upgrading and track rehabili- tation work is expected to take four years. They are part of the dou- ble-tracking project in the Klang Valley which will begin in April.

Southville by Mah Sing Property Roadshow

Date: Dec 14-20 (Mon to Sun)
Venue: IJC (C) Kepong, Jalan Besar Kepong
Time: 11am to 6pm
Contact: 03 6092 6599

Mah Sing Property Showcase

Date: Dec 12-13 (Sat and Sun)
Venue: SJK (C) Kepong, Jalan Besar Kepong
Time: 11am to 6pm
Contact: 03 6092 6599

Features talks by the Malaysian Institute of Estate Agents immediate past president Siva Sivaraj and Soles Trinity Resource owner and founder Jessie Lee, as well as activities for children such as coin-bank painting and playdough- crafting workshop. The first 100 registrants receive a mystery gift.

Refresherments provided.

UEM Sunrise Property Showcase Opening

Date: Dec 12-13 (Sat and Sun)
Venue: Lot 17, Level 02, Publika Shopping Gallery, Solaris Dutamas, Jalan Duta 1, Kuala Lumpur
Time: 11am to 6pm
Contact: 1 800 888 000

Presenting UEM Sunrise’s latest developments. There will be flute and harp performances, giveaways, DIY virtual reality and 3D Christmas card workshops and photo sessions with Santa Claus.

Southville by Mah Sing Property Roadshow

Date: Dec 14-20 (Mon to Sun)
Venue: IPC Shopping Centre atrium, No 2, Jalan PU 6/2, Mutia Damansara, 47800 Petaling Jaya
Time: 10am to 10pm
Contact: 019 986 3856

Southville is a KL South, developed by Mah Sing (Group), is a freehold 428-acre integrated township offering 2-storey and 3-storey link houses. It places emphasis on regenerative landscaping and healthy lifestyles. Easily accessible from all major Klang Valley locations, it also provides a variety of educational, retail and recreational venues on top of six prominent golf clubs.

Volky Wonka’s Christmas Party

Date: Dec 12-13 (Sat and Sun)
Venue: D’sara Sentral, Star Avenue, No 3, Jalan Zuhul, USJ/179, Shah Alam
Time: 12pm to 4pm
Contact: 016 306 6000 / d’sara- sentralmahsing.com.my

Mah Sing is organizing a Christmas party to celebrate the unveiling of its final phase of 2-bedroom and 3-bedroom dual-key units. Expect family- friendly activities such as balloon- sculpting and “Snap-A-Pic” with Volky Wonka, Christmas carolling and a full-spread candy buffet on top of a Christmas lunch.

Launch of Permasa Heights, Gombak

Date: Dec 12 (Sat)
Venue: Permasa Heights Sales Gallery, No 1, Jalan Bukit Permasa, Taman Bukit Permasa, 64000 Batu Caves, Selangor
Time: 10am to 5pm
Contact: 013 717 9999

Permasa Heights is developed by Selangor Properties Bhd subsidiary, Keruan Jaya Bhd. The landed residential freehold units are a part of a 100-acre township. The project offers semi- detached and bungalow houses priced from RM245,000.
Come home to absolute relaxation, where outdoor nature fills your indoor living space in Sejati Residences. The expansive use of floor to ceiling sliding glass doors and large windows invite the beautiful outdoors into the homes, and naturally cool the indoor environment.

This community sprawls across 50 acres of natural, undulating greens, surrounded by graceful canopy trees and a lush, verdant landscape. Anchored by an iconic Chengal clubhouse made from 200-year-old Malaysian hardwood, it features thoughtful facilities that cater to various lifestyle needs. While an 8-km jogging and cycling track offers the perfect outlet for healthy exercise.

The practical layouts of these residences exude a sense of spaciousness and luxurious comfort, while state-of-the-art security surveillance and eco-sensitive fittings render peace of mind for discerning homeowners.

Sejati Residences is designed to bring man and nature together in a harmonious way. Here, life is considered not just for present, but for the future too.
IOI to launch Enigma Square in Bandar Puteri Bangi

Tesco and Enigma Square expected to catalyse Klang Valley’s southern corridor

BY CHAI YEE HOONG

IOI Properties Group Bhd will launch its next commercial offering Enigma Square in its new 370-acre township Bandar Puteri Bangi in January next year, said IOI Properties chief operations officer Teh Chin Guan at the groundbreaking ceremony of Tesco Bandar Puteri Bangi today.

Enigma Square has gross development value of about RM65.0 million and will comprise 93 units of 3-storey and 4-storey shop-offices. It is the second commercial development in the township after Kubica Square, which also comprises 3-storey and 4-storey shop-offices and are 90% taken up, Teh said.

Enigma Square’s 3-storey shop-offices have a built-up area of 5,280 sq ft and are priced at RM1,358,000 each, and the 4-storey shops are RM1,980,000 each and have a built-up area of 7,040 sq ft.

To be located 500m from Tesco Bandar Puteri Bangi, Enigma Square is expected to be completed by end-2017. Teh is hopeful the units will be fully taken up when Tesco store opens its doors in the first quarter of 2017 (1Q2017).

Sitting on 7.53 acres, Tesco Bandar Puteri Bangi is the 56th store in Malaysia, and has a built-up area of 101,182 sq ft. It will offer Tesco Value, Choice, and Finest product ranges, as well as 4,000 house brand products, 90% of which are locally sourced.

In a press statement, IOI Properties says, “The presence of Tesco and Enigma Square will serve as the catalyst in transforming Bandar Puteri Bangi into the new commercial pulse of Southern KL Corridor.”

Bandar Puteri Bangi is a master planned mixed-use development that is intended as a major business and economic centre in the southern corridor of Klang Valley, which includes Kajang, Bangi, Seri Kembangan and Nilai.

Located next to the North-South Expressway, the township has a current GDV of RM1 billion and was launched in January this year. To date, the other projects that have been launched in Bandar Puteri Bangi are Phase 1 and 2 of The Terresse superlink houses and Almyra Residence high-rise serviced apartments.

According to Teh, Phase 1 of The Terresse is fully sold, and Phase 2 which was launched recently is 60% taken up, while Almyra Residence is 68% sold.

Teh said IOI Properties will be launching some 600 townhouses in Bandar Puteri Bangi in 3Q2016 with GDV of about RM300 million. The entire township is expected to be completed in 10 years.

The groundbreaking ceremony of Tesco Bandar Puteri Bangi was officiated by Tesco Malaysia operations director Iain Kent, Tesco Malaysia property and mall director Jason Chong, IOI Properties CEO Lee Yeow Seng and Teh.

Selangor Dredging focuses on Msia, S’pore

BY RACHEAL LEE

KUALA LUMPUR: Selangor Dredging Bhd will launch its next commercial offering Enigma Square in its new 370-acre township Bandar Puteri Bangi in January next year, said IOI Properties chief operations officer Teh Chin Guan at the groundbreaking ceremony of Tesco Bandar Puteri Bangi today.

Enigma Square comprises 38 retail office units, which will have a gross development value (GDV) of RM48 million. Meanwhile, the 35-storey serviced apartment block will include a podium level and 255 units of between 1,000 sq ft and 2,400 sq ft in built-up area. The GDV for the serviced apartment blocks is RM261 million.

For both Singapore and Malaysia, we continue to work on product development for our parcels of land in Melawati and Serdang,” Teh said.

“We have always kept an eye open for suitable land for future development and we will continue to do so both here as well as in Singapore. Each purchase is done with a theme in mind, so what we buy will very much depend on how we envision how to use the land. In fact, we are also open to potential joint ventures if it suits our business and brand of development,” Selangor Dredging is currently developing The Hub in Petaling Jaya, a mixed-use development comprising 13 low-rise, four-storey retail office blocks and a 44-storey office block. It also owns 14 acres of land in Taman Melawati and 18 acres in Bukit Serdang, for which projects are being planned.

Meanwhile, Selangor Dredging will not launch any project until the property market recovers. Teh acknowledges that while project sustainability will be a challenge and there may be the possibility of a dip in revenue and profit, it is a better option to weather the storm wisely than to launch new developments that do not sell.

“Construction of any such developments would have to be completed, even if only 10% or 20% is sold. So we would rather develop when the time is right and when we are confident that we can sell at least 70%,” she said.

“Financially, we remain profitable even in the current market. As of the second quarter this financial year (2QFY16, ending March 31), we still have unutilised sales of RM472 million. In that quarter, we achieved a profit before tax of RM18.4 million on a turnover of RM52.9 million as compared with 2Q2014 of a profit before tax of RM15.4 million on a turnover of RM96.3 million,” she said.

Mah Sing develops RM1.1 bil Ramada hotel in Medini, Iskandar Malaysia

BY EWE SHUFEI

JOHOR BAHRU: Mah Sing Group Bhd will develop the second Ramada hotel in the city, the Ramada Meridin Johor Bahru. It launched the first hotel, Ramada Encore in Meridin@Medini, Johor Bahru, in mid-September.

The Meridin@Medini has an estimated gross development value of RM1.1 billion, and both hotels will be managed by property management firm Topotels. The signing of the second franchise agreement was announced by Wyndham Hotel Group on Dec 8.

“We were very heartened by the overwhelming response to [the] development of the Ramada Encore Meridin Johor Bahru. This second agreement is a result of that success and our continued confidence in the capabilities of both Ramada and Wyndham Hotel Group,” said Mah Sing CEO Ng Chai Yong in a press statement.

“We see Johor Bahru as a prime location for our growing global portfolio and in particular a strategically recognised Ramada brand,” said Wyndham’s Hotel Group managing director for Southeast Asia and the Pacific, Barry Robinson.
Property Excellence Awards 2015

HEARTIEST CONGRATULATIONS

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location is the golden rule of property investment. A good location is one that is preferably close to an urban centre, and has great connectivity. Its developments are self-contained and mature, yet still have room for growth.

In the Klang Valley, only a few areas fulfil these criteria. One of them is Damansara North in Petaling Jaya (PJ), Selangor. For the purposes of this article, Damansara North is identified as the northern part of PJ city and covers PJU 9 and PJU 10, better known as Bandar Sri Damansara and Damansara Damai, respectively.

Sitting at the border of Selangor and Kuala Lumpur, Damansara North is 10km away from the well-established PJ and 8km from growing Sungai Buloh. It is linked by several highways, such as Lebuhraya Damansara–Puchong (LDP), Kuala Lumpur Middle Ring Road 2 (MRR2), New Klang Valley Expressway (NKVE), Kuala Lumpur–Kuala Selangor Expressway (LATAR), which makes commuting to and from anywhere in or out of the Klang Valley pretty easy.

Given its strategic location and upside potential, as well as the spillover effect of the upcoming township developments in Sungai Buloh, the average price of strata residences in Damansara North has been moving upwards outstandingly over the past few years. An analysis of transactions as at 1Q2015 by theedgeproperty.com shows that the average price of non-landed residential property in Damansara North spiked 39.1% to RM298 per square foot (psf) from RM214 psf a year ago. However, total transactions for the 12 months to 1Q2015 declined 21.6% to 735 units from 938 units previously. (See Charts 1 & 2)

“That (contradiction between higher prices and lower transaction volume) was most likely because supply was lower than demand. I have buyers that want to buy in that area more than sellers that want to list a unit,” says Vivahomes Realty Kepong branch manager, Chong Chia Yew.

Zooming in on Bandar Sri Damansara, the area mainly offers mid to high-end landed and strata homes. “Compared with townships nearby, such as Aman Puri, Taman Bukit Maluri and Sunway SPK, Bandar Sri Damansara is a small but well-planned township that has almost everything a family needs, such as international and local schools, commercial areas, neighbourhood market, offices, clubhouse, a variety of restaurants, banks and petrol stations,” says Chong, who specialises in Damansara North.

Bandar Sri Damansara was developed by Land & General Bhd in the 1990s. The mixed-use development sits on about 1,200 acres of freehold land and comprises mainly of terraced houses, apartments and shop-offices. Some of the prominent landmarks in Bandar Sri Damansara are Sri Damansara club house, 8trium at Sri Damansara, Hotel Sri Damansara and SSF Building.

“In Bandar Sri Damansara, there are some medium-cost apartments and condominiums. Generally, the condominiums are trending at about RM350 psf to RM400 psf, while the medium-cost apartments are about RM250 psf to RM300 psf,” says Laurelcap Sdn Bhd executive director, Stanley Toh. He concurs with Chong that the price spike in Damansara North, particularly in Bandar Sri Damansara over the last few years was most likely due to demand exceeding supply by a great deal “because homeowners are not in the selling mode as (they) are

CONTINUES ON EP14

Bandar Sri Damansara residents can find virtually everything they need in the commercial area.

PHOTOS BY MOHD IZWAN MOHD NAZAM/THE EDGE PROPERTY

High-rise residential units in Bandar Sri Damansara.

PHOTOS BY RACHEL CHEW

Bandar Sri Damansara and Damansara Damai, collectively known as Damansara North, are expected to gain from the spillover of the Kwasa Damansara mega township development in neighbouring Sungai Buloh

BY RACHEAL CHEW

The overview of today’s Damansara. Photo by Rachel Chew

FRIDAY DECEMBER 11, 2015 • THEEDGE FINANCIAL DAILY
HEARTIEST CONGRATULATIONS

FROM

PEMBINAAN DAYA TEGUH SDN. BHD. (98881-A)
Lot 839B, Jalan Subang 7, USJ 1, Taman Perindustrian Sg. Penaga, 47620 Subang Jaya, Selangor D.E.
Tel: 03-8025 9917 / 8025 9927 Fax: 03-8025 9902 Email: pdtwah@hotmail.com
see more investors looking to this area now for its future [value] appreciation and, more importantly, the area has a low-investment entry point,” Chong says. He adds that projects that are expected to have a spillover effect on Damansara Damai include those that are part of the Kwasan Damansara development.

According to Chong, investors can easily find RM150,000 to RM200,000 basic walk-up apartments in Damansara Damai now. The average price of older apartments in the vicinity is between RM260 psf and RM300 psf.

The belief in the bright future of Damansara Damai has also drawn more developers, among them are OSK Property Holdings Bhd which is building the 100-acre gated residential development Sutera Damansara; Central City (Sphere Damansara integrated development); and Jaya Megah Building & Engineering Sdn Bhd (The Zizz, a 26-storey residential development). “Of course, the future Damansara Damai MRT station has helped to create some buzz,” Chong says.

The MRT Sungai Buloh-Serdang-Putrajaya line due in 2022 will have three stations in Damansara North: Damansara Damai, Sri Damansara West and Sri Damansara East. However, Chong also believes Damansara Damai’s renewed popularity can be attributed to its location.

“With or without the future MRT stations, I do believe property prices here will appreciate anyway because the area is so well located,” he says. Toh is also optimistic on the outlook for Damansara Damai. “I would think that housing prices have been quite low for some time, within the RM200 psf range. Now, as everywhere else has moved up to the RM300 psf range, it will naturally follow suit. The township is located in an established area with good road connectivity and amenities. The new MRT Sungai Buloh line is just a couple of kilometres away, not to mention the upgrading of Jalan Sungai Buloh and the Kwasan Damansara/SDA Apartment (+21.7% to RM357 psf) and Paradesa Rustica (+16.1% to RM392 psf).”

According to TheEdgeProperty.com, the five non-landed properties with the highest annual growth in average price in Damansara Damai in the 12 months to 1Q2015 were SD Apartment 11 (+36.7% to RM361 psf), SD Tower (+32.3% to RM440), Flat Sri Cemara (+27.5% to RM394 psf), SD Paradesa Rustica (+21.7% to RM437 psf) and Paradesa Rustica (+16.1% to RM392 psf). “The common element among these five non-landed properties would be the fact that their prices have been depressed for the last five years relative to other condominiums in the Klang Valley, and now they have found their new equilibrium,” says Toh.

He also sees average rental yields for non-landed homes in Damansara North remaining healthy; where yields in Bandar Sri Damansara range between 3% and 4.9%, they range between 4.5% and 7% in Damansara Damai.

However, Toh expects rental yields for both areas to plateau due to the incoming supply of units from new high-rise developments. “The newly completed developments are currently dropping rental prices just to compete, as most of the buyers for these projects are investors and not owner occupants,” Toh reveals. Moving forward, he says there could be an imbalance between demand and supply as more high-rise units come on to the market. “Nevertheless, land is scarce in both areas as the only landowners left in Bandar Sri Damansara are TA Global and L&G Berhad, and MK Land, respectively. Therefore, once these parcels are developed, prices of existing non-landed properties will start to shoot up,” he says.
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In celebration of our second consecutive win at The Edge's Property Excellence Award 2015, we would like to take this opportunity to THANK YOU for making us the best in the industry. We are humbled and honoured to be recognised for our diverse expertise and holistic approach in developing communities and will continue to strive towards greater heights as a Master Community Developer.
FOR SALE [in Damansara North, Selangor]

**Armamee, Damansara Damai**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking price: RM380,000
- Built-up area: 800 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Partly furnished, well-kept with kitchen cabinet, fan, light, unblocked views and one car park bay.
- Agent/negotiator: John Chua of Maxland Real Estate Agency (REN 15486)
- Tel: (013) 373 5688

**Paradesa Rustica**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking price: RM610,000
- Built-up area: 910 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Fully furnished with two car park bays. Comes with well-kept garden, sofa and water heater.
- Agent/negotiator: Shy Lim of Vivahomes Realty (REN 086841)
- Tel: (012) 264 4400

**SD Apartment II, Bandar Sri Damansara**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking price: RM600,000
- Built-up area: 1,100 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Fully furnished, air-conditioning, private pool and water heater.
- Agent/negotiator: Nitin of Rina Properties (REN 05353)
- Tel: (012) 722 5541

**SD Tiara Apartment**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking price: RM580,000
- Built-up area: 885 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Fully furnished, nice view and good condition with pool view. Comes with one car park bay.
- Agent/negotiator: John Chua of Maxland Real Estate Agency (REN 15486)
- Tel: (013) 373 5688

**SD Tower**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking price: RM590,000
- Built-up area: 780 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Well-kept, partly furnished with unit on second floor, with fridge, washing machine and fan.
- Agent/negotiator: Jayce Gan of GS Realty Sdn Bhd (REN 086840)
- Tel: (012) 290 2800

**Pangsapuri Sri Cempaka**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking price: RM400
- Built-up area: 885 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Partly furnished unit with air conditioning, water heater, wardrobe, etc.
- Agent/negotiator: James How of Aczen Properties Sdn Bhd (REN 073900)
- Tel: (012) 222 4195

**Armamee, Damansara Damai**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking price: RM380,000
- Built-up area: 800 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Partly furnished, well-kept with kitchen cabinet, fan, light, unblocked views and one car park bay.
- Agent/negotiator: John Chua of Maxland Real Estate Agency (REN 15486)
- Tel: (013) 373 5688

**Paradesa Tropika, Bandar Sri Damansara**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking price: RM380,000
- Built-up area: 800 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: High-floor renovated unit in good condition with pool view. Comes with one car park bay.
- Agent/negotiator: Kenny Tay of Vivahomes Realty (REN 09345)
- Tel: (016) 772 5541

**Armamee, Damansara Damai**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking price: RM380,000
- Built-up area: 800 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Partly furnished, well-kept with kitchen cabinet, fan, light, unblocked views and one car park bay.
- Agent/negotiator: John Chua of Maxland Real Estate Agency (REN 15486)
- Tel: (013) 373 5688

**Other details**
- Description:
  - Bathroom(s):
  - Bedroom(s):
  - Built-up area:
  - Asking price:
  - Tenure:
  - Type:
  - Agent/negotiator:
  - Tel:

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FOR RENT [in Damansara North, Selangor]

**Armamee, Damansara Damai**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking rent: RM5,000
- Built-up area: 1,680 sq ft
- Bedroom(s): 3
- Bathroom(s): 3
- Description: Renovated, fully furnished with unit with two covered car park bay. Come with wall-mounted LED screen, mini home theater, Blu-ray player, king-size bed in master bedroom, queen bed in second bedroom, single bed in third bedroom.
- Agent/negotiator: Stanley Hoo of MIP Properties (REN 16576)
- Tel: (012) 735 5110

**SD Tower**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking rent: RM1,100
- Built-up area: 985 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Partly furnished, with water heater and city view.
- Agent/negotiator: Eddy Wong of Platinum Realty Sdn Bhd (REN 07176)
- Tel: (013) 689 9689

**One Damansara**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking rent: RM4,000
- Built-up area: 1,545 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Well-maintained, partly furnished with high floor.
- Agent/negotiator: Jeremy of Aczen Properties Sdn Bhd (REN 086840)
- Tel: (012) 290 2800

**SD Tiara Apartment, Bandar Sri Damansara**
- Type: Condominium/apartment
- Tenure: Leasehold
- Asking rent: RM800
- Built-up area: 810 sq ft
- Bedroom(s): 3
- Bathroom(s): 2
- Description: Partly furnished, with air-conditioning, water heater, wardrobe, etc.
- Agent/negotiator: James How of Aczen Properties Sdn Bhd (REN 073900)
- Tel: (012) 222 4195

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**Other details**
- Description:
  - Bathroom(s): 3
  - Bedroom(s): 3
  - Built-up area:
  - Asking rent:
  - Tenure:
  - Type:
  - Agent/negotiator:
  - Tel:
HEARTIEST CONGRATULATIONS

FROM

ALUNAN ASAS SDN. BHD.
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Turning pro

In a slow, crowded market disrupted by tech, professionalism commands a premium, says Fan Yea Jye

BY RACHEAL LEE

Fan: Developers should consult agents, who are on the ground and know market demand best.

Fan, founder of TPE Realty, has 10 years of experience as a negotiator and started conducting training courses for agents and negotiators five years ago. He and his team of five train those from other agencies as well. The courses are conducted in Mandarin and English, and will be offered in Malay from next year.

He notes that the sales professionals, particularly real estate, do not usually equip its professionals with standard operating procedures.

“No one teaches a systematic way of doing sales. So, I created a structure that enables us to monitor our moves and the actions we have taken,” says Fan.

This structure comprises six components: listing of the property, inspection, marketing, viewing with the client, closing the deal, and aftersales service. He notes that two components — viewing and aftersales service — are not emphasized enough.

“No one is teaching effective viewing methods. I always tell negotiators that they can’t just introduce the features of a property that buyers can see; they are not blind,” he says of the prospective property buyer.

He suggests they can do their job more effectively by giving recommendations on the best usage of a space or “talk about things that attract the buyers the most.”

As to aftersales service, negotiators don’t provide clients enough of it, so they don’t have repeat sales, he adds.

He appreciates that it’s easy for salespeople to fall into the comfortable routine of speaking with existing customers and neglecting to cultivate new ones. However, this is where the value of good aftersales service shows up — it may prompt existing customers to introduce leads and prospects from their personal networks to diligent negotiators.

A head start

Fan started his career with C.H. Williams Talhar and Wong after studying Valuation and Property Management at Universiti Teknologi Malaysia in Johor. However, he quit his job after less than a year to join an electronics company as a sales person for four years.

“I just took whatever job was available. Then I met up with a friend, Richard Gan, who asked me to join him as a negotiator at Goldhill Realty. I was hesitant at first because I was getting a high pay at that time,” he says. “Developers should consult agents, who are on the ground and know market demand best. This is where the professionalism of negotiators and agents would be in mustering the will and discipline to learn new tricks of the trade.

“Selling property is different from other sales jobs. You are required to know a bit of everything, such as the economy, law, finance, different types of property and building technology. Agents and negotiators have to understand these things thoroughly before they start selling.”

“Also, as most full-time negotiators were salaried employees before embarking on their real estate careers, they don’t change their mindsets to one of a self-employed person. Most don’t have the required discipline and they tend to do whatever they like, rather than what they should be doing,” says Fan.

Fan believes professionalism becomes more important for the industry as the market slows and negotiators become challenged by technology, he observes. One example is Speedent, a home rental classified mobile app that enables landlords to deal directly with tenants. He also gives the example of other service industries where technological disruption is taking place.

“There are fewer remissees and general insurance agents than before, and it is cheaper and easier to buy [stocks and insurance] online nowadays.”

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Nobody’s home: Australian boom leaves swathe of empty properties

BY ANGUS WHITLEY

Australia’s three-year property boom is leaving Melbourne awash with empty homes. In the country’s second-biggest city, growing numbers of local landlords and absent overseas owners have locked up their properties — forgoing rental income as they focus instead on price gains, a report by Prosper Australia said Wednesday.

Some 82,724 properties, or 4.8% of the city’s total housing stock, appear to be unused, said the report, which estimated occupancy rates by gauging water usage. In the worst-hit areas, a quarter of all homes are empty, said Prosper. The Melbourne-based research group is lobbying for more affordable housing through tax reform.

Driven by a wave of Chinese buyers and record-low interest rates, average home prices have soared to about A$700,000 (RM2.15 million) in Melbourne and around A$51 million in Sydney. But with prices now cooling, the empty accommodation also masks a hidden glut of supply that could worsen any housing slump.

“Those properties need to be utilised,” said Catherine Cashmore, author of the Prosper report, Speculative Vacancies. “Having property sitting vacant has a very high cost on the economy. It’s very destructive to our national prosperity.”

Water usage

The study, now in its eighth year, assessed 1.7 million residential properties in and around Melbourne during 2014. Those using less than 50 liters of water a day — the rough equivalent of one shower and a flush of a toilet — were deemed vacant. Sydney, where high-rise blocks have sprung up in the inner suburbs, is also likely to have a vacancy problem, said Cashmore. Data on water usage at individual apartments isn’t as comprehensive in Sydney as in Melbourne, she said.

Surging home prices triggered a boom in high-rise construction in Melbourne’s inner-city suburbs, squashing rental yields and leaving landlords with little incentive to find a tenant, said Cashmore.

Chinese buyers

Analysts at Credit Suisse Group AG estimated this year that Chinese buyers were on course to take out 20% of new homes across Australia in 2020, up from the current 15%.

While the Prosper report doesn’t identify overseas-owned properties, it said a “significant proportion” of foreign-owned real estate is empty, inflating prices.

“Th[e]se properties aren’t being occupied, it’s a vacancy problem, said Cashmore. “Surging home prices triggered a boom in high-rise construction in Melbourne’s inner-city suburbs, squashing rental yields and leaving landlords with little incentive to find a tenant, said Cashmore.

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“There is a wall of money that is trying to get into Australia,” Cashmore said. “To fight those forces is going to be very difficult.”

Cashmore, who also helps find homes as a buyer’s agent, is seeing the legacy of that foreign investment spere. In some apartment blocks in Melbourne, she said entire floors have been sold and lie vacant. She said it’s not unusual for her to walk through a building and be told the owners are from Asia and rarely seen.

“It’s a growing problem,” said Cameron Kusher, a Brisbane-based analyst at property information provider CoreLogic Inc. “If these properties aren’t being occupied, it doesn’t do a lot to fix overall housing supply. It’s always going to be the risk when you sell to offshore investors.”

Are all millennials scared of commitment?

BY ALEXANDRA GIBBS

BUYING a house is undoubtedly the big commitment that’s an integral part of growing up — until now, that is. Have millennials become too apprehensive to purchase property? This is the question analysts are asking.

Prices for both buying and renting in cities around the world are skyrocketing. However, it’s not just the money that may be putting millennials off homeownership. Buying means stability, i.e. settling down. Renting means flexibility: there’s nothing tying you down.

But attitudes are changing. Co-founder and managing partner at Digital Risk, Jeff Taylor, tells CNBC via email that millennials are “at least hesitant” about the social situation, they’ll rent until they’re comfortable.

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Despite the rising cost of living, the increasing number of homebuyers has caused a surge in housing projects. Much deliberation now takes place among family members on a suitable future home for them and their children because property is no longer affordable for the average wage earner, even if the options appear countless. Apart from the price of a property, the many factors that now influence homebuyers include security, commuting time and more recently, feng shui.

Unfortunately, the popular but mistaken impression that most people still have of feng shui is that it involves painting their homes a certain colour and placing decorative items around it. In fact, colour affects the overall qi (positive energy flow) of a property by just 10% to 15%. This practice of pop feng shui is the result of its commercialisation as a fashionable idea. Pop feng shui is largely orientated towards positive thinking and the psychological effects of ‘good luck’ charms. Thus, decorating your home with Chinese good fortune symbols is often mistaken for feng shui. However, while these are a part of Chinese culture, they are not a part of Chinese feng shui principles but play a merely psychological role in promoting positive thinking.

On the contrary, authentic feng shui focuses on how qi flows through your living environment, and how this affects you. Regardless of your awareness of this flow, it will affect you, unlike pop feng shui. The study and practice of feng shui is about harnessing and tapping into the forces of nature to promote the wellbeing of the residents of a home.

So, you would be well advised to leave interior design to the interior designer because how you furnish your home is not about bringing water features to a home. The dimensions of the aquarium must be proportionate in order to enhance or counter the qi in a particular sector of the home — but the type of fish in the aquarium is irrelevant. Any species of fish in any number (maybe you might need more smaller fish and fewer large ones) are able to keep the water in motion, which is the sole objective of this feng shui application.

The application of feng shui in a home is all about bringing one’s living environment into balance with nature. While renovation is sometimes required to harness the best qi for every occupant in the home, the application of feng shui doesn’t mean refurnishing and decorating your home with ornaments depicting mythical animals. The general rule here is to be practical and not make things difficult for yourself.

A classical feng shui practitioner can determine the good and bad sectors of your home so you can decorate accordingly, complementing or weakening elements in the style and theme you desire.

Get in touch with Joey Yap Consulting Group at +603 2284 1213 or email consultation@joeyyap.com for a personal property consultation.

Datuk Joey Yap is the world’s leading Chinese Metaphysics consultant and bestselling author of more than 160 books which have sold over four million copies worldwide. He is chief consultant of the Joey Yap Consulting Group and founder of Mastery Academy Of Chinese Metaphysics. His nearly two decades of professional consultancy includes working with Microsoft, Sime Darby, UEM, Prudential and Citibank. He has students in more than 30 countries.

If you have any feng shui-related questions for Yap, please go to the Tips section of theedgeproperty.com.
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