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EP3 NEWS

Central i-City shopping centre to open October 2018

MAREC'16

MALAYSIAN ANNUAL REAL ESTATE CONVENTION

11 - 12 March 2016 (Fri & Sat)
Connexion@Nexus, Bangsar South, Kuala Lumpur

ELEVATE TO DIFFERENTIATE

EP6 ADVERTORIAL

It's time to elevate to differentiate



EP8 FENG SHUI

Water features are not merely decorations

Awaiting its REVIVAL

What was once high street is now an eclectic street of pre-war shop houses, art deco and more modern office buildings. Jalan Tun H S Lee in downtown Kuala Lumpur city today harbours small remnants of its glorious past. Does the future offer brighter prospects? See EP4 & 5 for the story.



MOST READ ON
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GDV projectS'pore, M'sia in
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on impact from
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NEWS ROUNDUP

Sime Darby Property to
launch Lifestyle@9 campaignSime Darby Property Bhd is launch-
ing its Lifestyle@9 campaign tomor-
row (Feb 20) to promote its Negeri
Sembilan townships namely Nilai
Impian, Bandar Ainsdale, Chemara
Hills and Planters' Heaven."Through Lifestyle@9, we hope
to create greater awareness of our
townships within Negeri Sembilan
for our potential buyers and at the
same time promote a healthy life-
style through the various planned
activities during the campaign," said
managing director of Sime Darby
Property Datuk Jauhari Hamidi.The launch of the campaign will
be held at the Nilai Impian Sales Gal-
lery where customers will have the
opportunity to view newly launched
affordable properties in Nilai Impian
— Azalea 2 and Kiara Court.Azalea 2 (pictured) is a 24 ft by 74
ft, two-storey terraced house oversee-
ing the township's 16-acre lake. The
units which come with an open plan
design and natural lighting and ven-
tilation are tagged from RM635, 888.Meanwhile, courts 1 and 2 of the
six-storey Kiara Court apartments
offer a total of 96 units for sale with
built-up area of 929 sq ft. Prices
start from RM312, 888 and featureamenities such as a family-friendly
swimming pool and two covered
parking bays per unit.Sunway Gandaria Retail
in Bangi 95% soldThe newly-launched Sunway
Gandaria Retail in Bangi, Selan-
gor has clinched some 95% sales
since its preview sales in mid-De-
cember last year.The development by Sunway Bhd
has a gross development value of
RM54 million and comprises 34 re-
tail units with built-ups ranging from
983 sq ft to 6,071 sq ft and priced from
RM832,000. Some 32 units have been
taken up. Sunway Gandaria, which
the developer touts as the "Peak of
Bangi", is located in the heart of Pusat
Bandar Baru Bangi. The entire de-
velopment has a gross development
value (GDV) of RM228 million and
is expected to be completed by 2020.Sunway's central region property
development executive director Ang
Kee Ping said in a statement that the
success of this launch indicates a
good take-up rate for the upcoming
launches of the residential compo-
nent. "Strategically located in Pusat
Bandar Baru Bangi, Sunway Gandaria
Retail's units are expected to benefit
from the catchment of 1,000 residents
within the development itself as well
as more than 500,000 catchment from
the surrounding areas of Bangi, Ka-
jang and Nilai," said Ang.AUCTION: Gasing Heights
3-storey bungalow's
reserve price drops 36%

A three-storey bungalow in Gas-

ing Heights, Petaling Jaya, which
couldn't find a new owner in the
auction market saw its reserve price
dip to RM10.5 million in December
2015 from RM16.5 million in August
2015. According to online auction
listing platform AuctionGuru.com.
my, the freehold bungalow which
went under the hammer on Dec 14,
2015, however, remained unsold.This seven-bedroom, six-bath-
room bungalow with a land area
of 29,622 sq ft has a reserve price
of RM10.5 million, or an average
RM354.50 psf. The bungalow is
close to the Bukit Gasing Forest
Reserve, one of the urban green
lungs of Kuala Lumpur.The platform's executive director
Gary Chia told TheEdgeProperty.
com that despite the lower reserve
price, it still remained the highest
value residential property on the
auction market last year."New bungalow developments
with modern designs and attractive
promotion packages are competing
for buyers' attention in the market.
With current market conditions,
auction buyers will take a wait-
and-see approach for even better
bargains," Chia added.Oxley Holdings to open
hotel and residences in
KLCC in 2020Singapore-listed property develop-
er Oxley Holdings Ltd (Oxley) has
announced on Feb 16 it will open
its 207-room So Sofitel Hotel and
a 590-key So Sofitel Residences in
the heart of the Kuala Lumpur City
Centre (KLCC) area in 2020.The residences will be managed
by AccorHotels and will be the hos-
pitality group's first lifestyle branded
residence in Asia. Both the hotel and
residences will be part of a large-scale
mixed-use development that com-
prises an office tower, retail mall and
two luxury hotels with residences.Some of the facilities the So Sofitel
Kuala Lumpur hotel will offer include
four inspired food and beverage out-
lets, an extensive pool with deck and
terrace, So Fit gym, So Spa, signature
Club Lounge, business centre and
several function and event spaces.
Meanwhile, some of the features of
the So Sofitel Kuala Lumpur Resi-
dences include a lounge, extensive
gym with studio and yoga room and
a barbecue area overlooking the
Kuala Lumpur skyline.Residents will also enjoy a la
carte services including house-
keeping, room service, laundry
services and concierge services
provided by the hotel.

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.

The Bountiful Banquet

Date: Feb 20 (Sat)

Time: 11am to 4pm

Venue: M City Sales Gallery @

Icon Tun Razak, Kuala Lumpur

Contact: (03) 2162 8282

Mah Sing Group Bhd hosts an
exclusive event celebrating authentic
Chinese cuisine in conjunction with
Chinese New Year. Banquet lunch
from 12 to 2pm. RSVP to secure
your invitation. Seats are limited.Desaria & JLL Malaysia
CNY Open House

Date: Feb 20 (Sat)

Time: 6:30pm to 9:30pm

Venue: The Manor Sales

Gallery, Studio 99, Jalan Yap

Kwan Seng, Kuala Lumpur

Contact: (012) 641 5388

Organiser: JLL Malaysia
The directors of Desaria and JLL
Malaysia will host an open house
Chinese New Year celebration.Head south for a great
time this CNY

Date: Feb 20 (Sat)

Time: 11am to 5pm

Venue: Southville City Show

Village, Bangi, Selangor

Contact: (019) 988 3854

Join in the Chinese New Year
festivities with Mah Sing Group
at Southville City at KL South.
There will be activities such as
Chinese calligraphy, Chinese knot
making workshops, lion danceperformances, accompanied
by a shopping and food festival
at the bazaar stalls.

Home of Prosperity

Date: Feb 21 (Sun)

Time: 2pm to 6pm

Venue: Setia Eco Glades Lifestyle

Gallery, Persiaran Setia Eco Glades,

Setia Eco Glades, Cyber 1, Cyberjaya.

Contact: (03) 8008 2228

CEO of Ho Chin Soon Research,
Ishmael Ho will speak on the
potential of southern greater KL
and Cyberjaya at the new Setia Eco
Glades Lifestyle Gallery. Organised
by S P Setia Bhd, participants at
the event can also win prizes.

M101 Group CNY Open House

Date: Feb 21 (Sun)

Time: 1:30pm to 3:30pm

Venue: M101 Show Gallery, 34&36

Jalan Yap Kwan Seng, Kuala Lumpur

Contact: (03) 2181 0105

M101 Group will be hosting a
Chinese New Year Open House
with spectacular lion dance
performance and other activities.Agile Property CNY
Celebration

Date: Feb 20 and 21 (Sat and Sun)

Time: 12pm to 6pm

Venue: Agile Property Sales

Gallery, Lot PT 15226, Persiaran

Dutamas, Off Jalan Duta, Sri

Hartamas, Kuala Lumpur

Contact: (03) 2630 8880

Agile Property has lined up
plenty of fun activities including a
lunchtime buffet, kid's workshop
and God of Wealth performance.

JLL Property Exhibition



Date: Feb 20 and 21 (Sat and Sun)

Time: 10am to 7pm

Venue: Straits Boardroom,

Level 2, the Westin Hotel KL

Contact: (03) 2260 0700

An exhibition launch by JLL
Property Services (Malaysia)
Sdn Bhd to introduce the 55
Claremont, South Yarra; a
3-bedroom serviced residence
offering 5-star hotel quality
in Melbourne, Australia.IJM Land "Colour me Crazy"
Big Fun Day

Date: Feb 21 (Sun)

Time: 10am to 5pm

Venue: Bandar Rimayu-

The Arc, Shah Alam

Contact: (03) 7985 8288

IJM Land brings fun and excitement
with a family day event that features
a colouring contest, water games,
urban picnic and Chinese acrobatic
shows as well as Astro stars.

Certifications Course

Date: Feb 23 and 24 (Tues and Wed)

Time: 8am to 5pm

Venue: Reapfields Properties

Malaysia, 18 Jalan PJU 8/3A

Damansara Perdana, Petaling Jaya

Contact: (03) 7728 6230

Organiser: Reapfields
Properties Malaysia
Reapfield's Negotiators
Certification Course offers the
mandatory course for real
estate license certification.GMAC Real Estate Negotiator
Career Talk

Date: Feb 25 (Thurs)

Time: 2pm

Venue: GMAC Realtors, Suite E-10-

16, Plaza Mont Kiara, No 2, Jalan

Kiara, Mont Kiara, Kuala Lumpur

Contact: (017) 215 7822

GMAC Realtors is opening its
doors to potential employees via
a sharing session with the team
at the company's headquarters.

Central i-City shopping centre to open October 2018

Shopping centre set to be an international tourism destination in Shah Alam

BY NATALIE KHOO

SHAH ALAM: i-City in Shah Alam is set to welcome the Central i-City shopping centre in October 2018.

i-City developer I-Bhd and Bangkok-based property developer and investor Central Patana Public Co Ltd (CPN) is in a 40:60 joint venture (JV) to develop the RM850 million shopping centre. The shopping centre will sit on a 1.5 million sq ft freehold tract and has a net lettable area (NLA) of 940,000 sq ft with approximately 350 shops.

Chief development officer of business development and project construction of CPN, Wallaya Chirathivat said the shopping mall will carry brands from Malaysia, Thailand and other countries.

"We are still in the midst of doing our market research to study the market's demands and needs before we bring in the tenants," she said at the ground-breaking ceremony of the shopping centre yesterday.

Central i-City shopping centre is CPN's first development outside of Thailand.

Chirathivat added that she is confident that the combination of CPN's expertise in retail and property development with I-Bhd's knowledge of the local real estate market will result in the best lifestyle development in the Klang Valley.

"We are excited to embark on this journey together with I-Bhd as we are convinced that we are ready to expand our business in the international market in line with our goal to be a retail property developer on a regional scale," Chirathivat added.

The development of the shopping mall is in line with I-Bhd's business plan of expanding its leisure and investment property busi-



From left: Lim; executive chairman of I-Bhd, Datuk Teng Chang Khim; Ong; Chirathivat and deputy chairman of I-Bhd, Datuk Eu Hong Chew at the ground-breaking event of the Central i-City shopping centre.

Photo by Kenny Yap

ness and to enjoy a strong recurring income stream from these two segments once i-City is fully developed in the next 10 years, said I-Bhd executive chairman Tan Sri Lim Kim Hong, who was also present at the event.

"We plan for i-City to be an international tourism destination, with other components of this tourism plan including three hotels, our own i-City performing arts and convention centre and a medical tourism hub which are still in working plans," he added.

Minister of International Trade and Industry II Datuk Seri Ong Ka Chuan, who officiated the event, lauded the JV and said the project was a vote of confidence for the Malaysian economy.

"We welcome foreign investment in the shopping mall industry given its high potential of multiplier effects on the property and construction sectors while giving Malaysia's tourism industry a boost," he said.

This article first appeared on TheEdge-Property.com

EcoWorld all set to unveil Karisma

BY TAN AI LENG

PETALING JAYA: Eco World Development Group Bhd will be unveiling its Karisma apartment project in Eco Majestic, Semenyih, by end of this month.

President and CEO Datuk Chang Khim Wah said the freehold development comprises 750 units of 3-bedroom and 2-bathroom apartments with a built-up size of 800 sq ft. Every unit comes with two parking bays.

"The Karisma apartment selling price approximates to RM260,000, and it is opened for registration now," Chang said in a press statement.

In conjunction with Valentine's Day, EcoWorld is celebrating the event with the Season's Flower Show at its Eco Majestic site.

The month-long flower show runs from Feb 13 to March 6 and features four themed weekends with plenty of fun activities for the family to celebrate Valentine's Day and Chap Goh Meh (Lunar Valentine's Day).

The flower show will also take visitors "around the world" as it features familiar icons such as France's Eiffel Tower, China's red lanterns, Netherland's windmills and clogs, Britain's red telephone booth and mailbox, Portugal's umbrella sky — all these coupled with colourful flowers around the five-acre Swan Lake.



AN artist's impression of Karisma.

"Eco Majestic has seen a rapid transformation since its first launch in May 2015. Today, we have a beautiful environment, which we are very proud of and organising a flower show is the perfect opportunity for us to showcase to our customers and the public what we have done thus far in the township," said Chang.

According to an EcoWorld salesperson, the developer will collect cheques of RM5,000 from prospective buyers of Karisma at their Semenyih sales gallery tomorrow.

The buyers will then be given a queue number which enables them to select and purchase their units at a later date, which is

either at the end of February or early March.

The 1,089-acre Eco Majestic has a gross development value of RM11.14 billion and is the developer's maiden township development the Klang Valley.

EcoWorld has approximately 7,443.9 acres of landbank with a total GDV of RM81 billion. Currently, it has a presence in the Klang Valley, Iskandar Malaysia and Penang with a total of 17 projects, with products including affordable, upgrader and luxury homes, integrated high-rise developments and green business parks.

This article first appeared on TheEdge-Property.com.

AUCTION

Sold

Property type: 2-storey shopoffice
Address: No 4, Jalan Sungai Burung U32/U, Bukit Rimau, 40460, Shah Alam, Selangor Darul Ehsan
Tenure: Freehold
Reserve price: RM1,260,000
Transacted price: RM1,260,000
Built-up area: 1,540 sq ft
Auctioneer: Property Auction House Sdn Bhd
Contact: (03) 2070 2226

Property type: Condominium
Address: B1-15-2, 28 Mont'Kiara, No 32, Jalan Kiara, 50480 Kuala Lumpur
Tenure: Freehold
Reserve price: RM1,620,000
Transacted price: RM1,730,000
Built-up area: 2,539 sq ft
Auctioneer: Property Auction House Sdn Bhd
Contact: (03) 2070 2226

Property type: Condominium
Address: No A-03-07, Hartamas Regency 2, No 2, Jalan Duta Hartamas, 50480 Kuala Lumpur
Tenure: Freehold
Reserve price: RM900,000
Transacted price: RM900,000
Built-up area: 1,887 sq ft
Auctioneer: Property Auction House Sdn Bhd
Contact: (03) 2070 2226

Up for bid

Auction date: Feb 20, 2016
Property type: 3-bedroom apartment
Address: No A-04-11, Block A, Pangsapuri Alam Prima, Jalan Budiman 22/3, Section 22, 40300 Shah Alam
Tenure: Freehold
Reserve price: RM280,000
Built-up: 850 sq ft
Auctioneer: Ng Chan Mau & Co Sdn Bhd
Contact: (03) 2162 3333

Auction date: Feb 20, 2016
Property type: 3-storey semi-detached
Address: No 20, Jalan Rosa, Idamansara, Changkat Semantan, 50490 Kuala Lumpur
Tenure: Freehold
Reserve price: RM3,726,000
Land area: 3,735 sq ft
Auctioneer: Ng Chan Mau & Co Sdn Bhd
Contact: (03) 2162 3333

Auction date: Feb 22, 2016
Property type: 3-bedroom apartment
Address: No C-08-10, Amara Service Residences, Jalan Raintree Utama, Taman Raintree, 68100, Batu Caves, Selangor Darul Ehsan
Tenure: Freehold
Reserve price: RM340,000
Land area: 857 sq ft
Auctioneer: Property Auction House Sdn Bhd
Contact: (03) 2070 2226

Sri Mahamariamman Temple,
a historical landmark on Jalan Tun H S Lee.
Photo by Shahrin Yahya/ The Edge Property



Banking on heritage in the middle of the city

Kuala Lumpur's Jalan Tun H S Lee ripe for redevelopment

BY RACHEAL LEE

Towards the end of last year, the Lee Rubber Building on Jalan Tun H S Lee near Kuala Lumpur's Chinatown, was put up for sale by the Lee Rubber Group.

The building, which is popularly identified by the Popular bookstore it houses, is of historical value. Of even greater historical significance is the street where it is located. As one of the earliest addresses in downtown Kuala Lumpur, Jalan Tun H S Lee was originally known as High Street in the 1950s. Its original name tells of its significance as a commercial hub back then.

High Street became Jalan Bandar, and was subsequently renamed after the country's first finance minister (1957-1959), Colonel Tun Sir Henry Lee Hau Shik. Born in Hong Kong, Lee arrived in 1924 to take over his father's tin mining business and eventually became involved in Malaysian politics. He helped form the Malayan Chinese Association in 1949, after founding the Chinese newspaper, *China Press*, in 1946.

Like other old streets in Kuala Lumpur, pre-war shophouses are the main property types here. The current brick and tile shophouses were built in the 1880s, after a fire consumed the area. Their occupants lived upstairs and conducted their business or worked downstairs.

Malayan Banking set up its first branch here (now known as Maybank Tun H S Lee), in what was then known as Mansion House in September 1960. However, some parts of the original street have been altered through the years. Jalan Tun H S Lee used to be a two-



Tan says that it is important for future buyers to look into units with redevelopment potential to justify their investment



Chan: The road realignment and congestion due to the MRT station construction have also affected commercial activity on Jalan Tun H S Lee



Roja: Conversion of pre-war shophouses into boutique hotels will be ideal as there is high demand from foreign tourists for heritage tourism

way road, running from Jalan Gereja to Jalan Syed Putra, with almost 10 intersections and junctions. Now, each half of the road has been turned into one-way streets separated by a triangular landscaped space in front of Menara Bangkok Bank.

The northern side of Jalan Tun H S Lee, runs from Jalan Gereja to Menara Bangkok Bank. This side sees more robust commercial activity than the southern side, possibly due to its proximity to the Masjid Jamek LRT station and several banks.

The southern side of the street runs from Menara Bangkok Bank to Jalan Sultan. It lies near several historical landmarks, including KL's oldest temples such as Hindu temple Sri

Mahamariamman Temple, the Sin Sze Si Ya Temple and Guan Di Temple — all which are more than 100 years old. Other landmarks here are Menara Bangkok Bank and the old Lee Rubber Building. Newer developments in the area include Plaza First Nationwide.

Evolving with time

When TheEdgeProperty.com visited the area recently, there were a number of empty shophouses, some in need of upkeep. Real estate consultants say this could be because of high refurbishment costs.

"Jalan Tun H S Lee comprises old retail shops with some offices. So, it is not really a bustling retail area like Petaling Street or a

prime office address like the Golden Triangle or KLCC," says Chan Wai Seen, executive director of research and consultancy at JS Valuers Property Consultants Sdn Bhd. "Only a small portion of Jalan Tun H S Lee is located near Petaling Street/Chinatown and hence enjoys little spillover from the retail crowd from there," he adds.

The current construction of the Mass Rapid Transit (MRT) station near Central Market or Pasar Seni is not helping either.

"The road realignment and congestion due to the MRT station construction have also affected commercial activity on Jalan Tun H S Lee," he adds.

These pre-war properties once had their



rents capped by the Rent Control Act 1966, and could only be let for an average of RM200 a month. The Act was abolished in January 2000, raising the market values of the properties here.

Chan says this had encouraged some owners to refurbish their units.

He adds that the current asking rental for a 2-storey shop office in the Chinatown area can range from RM4,000 to over RM10,000 a month, depending on its condition and specific location.

Billy Tan, principal of BT Properties, finds that properties here are mainly family assets and are free from all encumbrances including bank mortgages. As these are freehold, landed, commercial properties in the central business district, these families have either turned these properties into investment assets or used them to set up their own businesses.

"[Normally], if there is a shop for sale in this locality, it is either the owners are leaving the country or they want to monetise and split the asset among family members," he explains. "So, you can hardly find any units for sale or recent transactions on Jalan Tun H S Lee."

When there are properties for sale, however, asking prices are usually much higher than bank valuations, says Tan, simply because they are rarely on the market. Due to their high price, it is important for future buyers to look into units with redevelopment potential to justify their investments, he adds.

The same can be said of properties on the northern side of Jalan Tun H S Lee.

"We have a buyer who is seriously looking for a shop in this part of Jalan Tun H S Lee and Leboh Pudu, near Bangkok Bank. He indicated to us that he pays RM15,000 a month for his current [2-storey] grocery shop on Jalan Tun H S Lee near Bangkok Bank and with that kind of rental, he would prefer to buy and own a shop there than continue renting."

Meanwhile, the Lee Rubber Building is up for sale for an undisclosed sum via property agents Rahim & Co and JLL Property Services (Malaysia). It is listed as a Category 2 building by Kuala Lumpur City Hall, which means its entire façade must be preserved. The building has a land area of 10,637 sq ft with a built-up

area of 46,607 sq ft and a net lettable area of 38,126 sq ft.

Based on a listing on TheEdgeProperty.com this month, a 2-storey intermediate shop with a land area of 2,000 sq ft on Jalan Tun H S Lee is going for RM5 million. Up for rent is a 4-storey corner shop lot with a built-up area of 8,000 sq ft for RM26,000. This listing was dated Feb 4.

Heritage Value

Roja Rani Applanaidu, head of research and consultancy at Zerine Properties, notes that pre-war shophouses on Jalan Tun H S Lee have the potential to be redeveloped given their strategic location near Chinatown, a major tourist spot with high traffic, as well as its accessibility via public transport.

The push for redevelopment, she explains, has been heightened through Kuala Lumpur City Hall's concerted effort to conserve heritage buildings under the Kuala Lumpur Structure Plan 2020 to boost tourism. There

is also a growing awareness of heritage value among investors and developers.

"Conversion of pre-war shophouses into boutique hotels will be ideal as there is high demand from foreign tourists for heritage tourism," she says. "Georgetown, Penang and Melaka are the best examples where the heritage value of historical assets are capitalised for tourism. Converting pre-war shophouses into boutique hotels will generate revenue for the owners and also be in line with KL City Hall's intention to conserve heritage buildings. It can also help in the rejuvenation of the area."

However, she says the cost of maintaining or restoring heritage buildings is potentially very high because it requires specific methods and special building materials. Furthermore, very few contractors have the skills and knowledge required to restore and conserve heritage buildings.

"Without proper urban planning, the sustainability of historic areas in Jalan Tun H S Lee and Chinatown will likely be threatened by unbalanced urbanisation and an unattractive mix of architectural styles," says Roja.

Chan notes that any redevelopment will need the support of the authorities to build amenities and infrastructure. Providing the necessary incentives will expedite the redevelopment process, he says.

"It is important to determine the direction of the redevelopment. For areas such as Jalan Tun H S Lee, it would be relatively challenging to turn these commercial areas to house Grade A offices to compete with the Golden Triangle or KLCC, for instance" he adds.

"Dealing with owners and stakeholders will also pose challenges to any developer that wishes to redevelop Jalan Tun H S Lee. They would also need to work closely with the relevant authorities."

Catalysts

Roja notes that the area's main attraction is its proximity to KL City Centre and accessibility via public transport. Located just 3.7km from the city centre, Jalan Tun H S Lee is within walking distance from Pasar Seni LRT station, Maharajalela Monorail station and Pudu Sentral bus terminal. There is also an upcoming MRT stop at Pasar Seni.

The public amenities and tourist attractions nearby are great value-added factors for properties in the area, she says.

"The area's real estate market consists of pre-war shophouses, commercial buildings built in the 1970s and modern office towers; it shows the unique diversity there and offers great potential to be transformed into a world class tourist destination by capitalising on the historic landmarks," she adds.

Tan says some property owners on Jalan Tun H S Lee have converted their properties into backpacker guesthouses, such as The

Explorers Guest House, Reggae Mansion Kuala Lumpur, BackHome Kuala Lumpur as well as Suzie's Guesthouse and Hostel Kuala Lumpur. Construction on a 14-storey budget hotel, near Plaza First Nationwide, is also underway by Firomaz Sdn Bhd. It is a redevelopment of several shophouses.

Set up in July 2009, BackHome KL was one of the earliest modern budget hostels here. Combining five adjoining prewar shophouses, managing director Ng Ping Ho decided to give them a facelift and bring some life to the area. He has since seen changes in the area due to urban regeneration projects such as those under Think City and the River of Life projects that promote urban regeneration through various programmes.

A wholly owned subsidiary of Khazanah Nasional Bhd established in 2009, Think City is a community-based urban regeneration body that seeks to create more sustainable and liveable cities.

The River of Life project was launched in 2012 and involves three main components: river cleaning, river master-planning and beautification. The river rehabilitation project is set to rejuvenate the city's river and reconnect it to the surrounding urban fabric, transforming the river into a vibrant waterfront of high economic and commercial value.

"More hostels have opened up since 2011," Ng says. "This area is more suitable for tourism-related activities because of its location near tourism attractions. Businesses that have long been here will continue to do well because they have a group of loyal customers. Those who have tried to do retail and F&B businesses here have not done well because there is no dinner or weekend crowd here."

Nevertheless, he finds the area has its personal charm. Older KL folks still go to the vicinity of Jalan Tun H S Lee to do their shopping in the long-standing old shops, but their number is gradually declining. However, the area seems to be attracting more foreign workers on their day off.

Chan believes businesses located near the entrance to the MRT station will improve considerably when the MRT is fully operational.

"New redevelopments can capitalise on existing and potential pedestrian flow from the public transport network such as the LRT, MRT and bus stations, as well as Petaling Street," he adds. "The completion of the MRT line will open up great opportunities for urban regeneration projects. Same for the River Of Life project."

Tan, meanwhile, expects that the section of Jalan Tun H S Lee near the Hindu Temple to fetch higher rentals and higher values upon completion of the Pasar Seni MRT Station.

"By then with the recovery of the property market and the overall economy, we can expect things to look up for Jalan Tun H S Lee."



Road alignment along Jalan Tun H S Lee due to the MRT station construction. Photo by Shahrin Yahya/The Edge Property

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It's time to elevate to differentiate

THIS year's Malaysian Annual Real Estate Convention (Marec'16) is set to deliver a dynamic and powerful message to all real estate practitioners: Elevate your skills and professionalism to differentiate your services from competitors in this highly competitive and saturated industry.

With constant industry disruptions and threats from unlicensed brokers and, more recently, digital platforms, continual personal growth and professional development are vital to establish the relevance of your services in today's tougher market.

"If we do not elevate our skills and mindsets, before we know it, technology advances will make us dinosaurs," says organising chairwoman Amanda Goh, who is also the principal of agency RealProperty.My.

Themed 'Elevate to Differentiate', Marec'16 will be hosted by the Malaysian Institute of Estate Agents (MIEA), a non-profit organisation of more than 2,000 real estate practitioners. Marec'16 is organised by passionate real estate professionals, making it the unique and authoritative convention in the industry.

The success of a convention hinges on the quality of its speakers and their selected topics. For the past 30 years, Marec has endeavoured to uphold its reputation as the premier real estate event in the country by covering current, relevant and impactful issues, and by bringing together top coaches, award-winning practitioners and leading professionals in the marketplace all under one roof, to inspire the industry to a whole new level.

The two-day convention will start with a session by the chief economist of Malaysian Rating Corp Bhd Nor Zahidi Alias on the Malaysian economic outlook for 2016. The clouds of uncertainty hovering over our Malaysian economy inevitably affect the optimism of real estate business. What are the implications of the gloomy outlook on the world economy, plunging oil prices, continuing depreciation of the ringgit and Budget 2016 on the country's economy? Knowledge and insight into economic prospects allow one to adapt their real estate business to effectively weather the economic unpredictability.

Also headlining Marec'16 are Singapore's top real estate sales trainer Colin Tan; top Action Coach in Malaysia and Asia Jeevan Sahadevan; social media trainer Dr Frank J Peters; and PhD and Psycho-Cybernetics expert Gary Dean-Atkins. These leading minds in real estate sales and coaching will make Marec'16 rich in content and high in energy, and keep participants on the edge of their seats.

Tan has revolutionised Singapore's real estate industry and transformed the lives of many agents. Often regarded by many as the progenitor of the modern approach to greater real estate success, his lessons have benefited many top-earning negotiators in Malaysia.

In his power-packed session, Tan will show participants how to create the right game plan and how to harness the right character traits and business structure, systems, strategies and skills to be a super agent. According to Tan, success is about productivity and probability, not activity; people and not



11 - 12 March 2016 (Fri & Sat)
Connexion@Nexus, Bangsar South, Kuala Lumpur

ELEVATE TO DIFFERENTIATE

product; having a game plan and not a number's game.

Jeevan imparts sound business advice on his highly popular weekly radio show on Fridays with BFM 89.9. As a top Malaysian and regional award-winning Action Coach, Jeevan has been instructing businesses and transforming the lives of thousands of entrepreneurs for over

15 years. Jeevan will focus on the eight vital sales skills every successful salesperson has to master to get to a YES! His intensive session will also uncover cutting-edge sales strategies, tactics, concepts, philosophies, as well as step-by-step methods for getting leads and converting them into customers.

In an era of information overload, how does one get attention online? A native German and Internet marketing professional, Dr Peters has extensive experience in international internet marketing, web development and web-based application development. Social media is now the must-have marketing tool but simple Facebook postings are fruitless. Dr Peter's session will focus on effectively using social media to produce leads and sales, backed by real life examples and case studies.

In a challenging market, everyone needs some motivation and encouragement. From curing corporate burnout to dramatically increasing sales results; from enabling entrepreneurs to reach new levels of creativity to putting athlete's minds in winning mode, international speaker Gary Dean-Atkins is a grand master of attitude. Participants of Marec'16 will leave with actionable takeaways to be a bright, bold, brave and successful real estate entrepreneur.

Apart from this power-packed lineup that will equip participants with new perspectives and practical tools to renew their passion and to elevate their business, other topics include:

- Positioning Malaysia in the international real estate market: The roles of real estate agents by Veena Loh of Malaysia Property Incorporated
- Seeking the right investment in challenging times: Opportunities in adversity by Siva Shanker of Axis REIT Managers Sdn Bhd
- Industry trends and insights into the retail sector by Tan Joon Kai of Fair Star Shopping Sdn Bhd
- Secrets of super power agents by six award-winning real estate negotiators
- Next-generation Leadership Forum moderated by Stephen Tew of Hectares and Stratas Sdn Bhd
- Selling properties via auctions by Lim Boon Ping of Kim Realty Marec'16 will be held at Connexion@Nexus, Bangsar South on March 11 and 12.

In conjunction with Chinese New Year, MIEA is offering Marec'16 tickets to all registered real estate agents and negotiators in Malaysia at a flat rate of RM688.

After the festive promotion, the conference rates are RM1,299 (for registration by March 7) and RM1,399 (on-site registration). MIEA members can claim a RM300 discount. However, other discount packages are also available.

For more information, please contact MIEA at (03) 7960 2577 or email secretariat@miea.com.my.

PHOTOS BY MIEA



Tan will show the necessary steps to become a super agent.



Jeevan will focus on the eight vital sales skills every salesperson has to master to get a YES!



Dr Peters will focus on how to use social media effectively to produce leads and sales.



Dean-Atkins is the 'grand master' of attitude.



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Water features are not merely decorations

Before you build that fountain in the garden, speak to a feng shui practitioner



BY DATUK
JOEY YAP



Much has been said about the significance of Water in feng shui. This comes as no surprise as 'feng shui' literally means 'wind water'. The fact that it is used in the name of this ancient study gives you an idea of the centrality of Wind and Water in its application.

Water is considered a powerful and potent element in feng shui. A single line from the ancient classical text, *The Burial Book*, describes the role of Water in feng shui: "Qi is dispersed by the Wind and gathers at the boundaries of Water".

As Qi gathers where Water is found, Water plays the role of collecting, gathering and facilitating the accumulation of Qi. Where Water stops and collects, that is where Qi gathers and accumulates. Using the same principle, Water can be utilised to block, direct or retain Sheng Qi (positive qi), and to diffuse or neutralise Sha Qi (negative qi).

Water is not Qi

Water functions as the Yang or active component in feng shui; its role relates to movement or its activation. Water activates, circulates and moves Qi. It is important to not confuse Water with Qi itself. Water

is not Qi and neither does it emit Qi. Only Mountains, being the Yin component of feng shui, emit Qi. To sum it up, Mountains produce Qi, Wind transports Qi, and Water activates qi. In essence, Water is required to bring to life the feng shui of an area born out of the mountains and landforms. It is thus not surprising that Water is one of the most common prescriptions by feng shui consultants. A piece of land can have superior landforms and excellent Qi, but without Water, its potential remains untapped.

Water is generally the favoured tool not only because of its ability to activate Qi, but also because of its quick and immediate results. It is also easy to deploy without having to resort to extensive renovations or alterations. In some situations, when used with precision, large bodies or quantities of water are not required. Water's versatility means it can be both used as a first choice and last line of defence. How soon the results are noticeable and the magnitude of the outcome depend on the Water Formula used. San Yuan Water methods are usually quicker in producing results compared to San He Water methods due to the former's focus on calculating Qi flow.

Suffice to say, there are many systems and methods for using Water in feng shui, just as there are many different types of Water, namely, Internal Water, External Water, Virtual Water, Natural Water and Man-made Water. Each of these has its own different formation.

More complicated than you think

The subject of Water is extremely broad and difficult to explain in its entirety in a single article. For

the same reasons, there are a lot of misconceptions regarding the usage of Water in feng shui. For instance, it is sometimes erroneously associated with goldfish when the focus should be on the aquarium. Another myth directly associates Water with wealth; it is more about Qi activation which results in the improvement of one's overall well-being.

Before you start hunting for waterfront properties or investing in an aquarium or water feature, you'll benefit from doing a little research on your own to have a better idea what the use of Water in feng shui is all about — it can sometimes be a double-edged sword. Water, wrongly applied, can damage your feng shui instead of improving it. If you find it confusing, consult a feng shui practitioner with a proven track record.

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