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# VIRTUAL PROPERTY EXPO

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Happening 6–29 July 2018

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# Malaysia Virtual Property Expo 2018

## VPEX ON-THE-GO

**DATE:** 6-7 July 2018

**TIME:** 10am-10pm

**VENUE:** The Starling,  
Damansara  
Uptown

— 6 July 2018



**MyTOWN**  
Shopping Centre,  
Kuala Lumpur

— 7 July 2018

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## TIME TO BUY?

Looking for a property to occupy or for investment?  
This could be the best time to buy, say developers participating  
in the Malaysia Virtual Property Expo 2018 (VPEX.EdgeProp.my).  
See Pages 2 to 16.



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Malaysia   
**Virtual  
Property  
Expo** 2018  
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## Welcome to VPEX 2018

From July 6 to 29, 2018, log on to [VPEX.EdgeProp.my](http://VPEX.EdgeProp.my) and visit the Malaysia Virtual Property Expo 2018 (VPEX 2018). The expo, which made its debut last year as the first virtual property fair in the country, allows you to visit the "showrooms" of various projects under one roof, at your own time and convenience, as long as you have an internet connection.

Whether you are seeking your first home or an investment property, shop around at VPEX 2018 and check out the latest property projects being offered by some of the leading developers in the country including Asiana Agresif Sdn Bhd, BRDB Developments Sdn Bhd, Eastern & Oriental Bhd (E&O), I & P Group Sdn Bhd, LBS Bina Group Bhd, Matrix Concepts Holdings Bhd, Paramount Property Development Sdn Bhd, Perdana ParkCity Sdn Bhd, Putrajaya Holdings Sdn Bhd, UEM Sunrise and Yong Tai Bhd.

Among the projects featured are genKL by Asiana Agresif; BRDB's Emerald Bay, Senja Residences, Taman Sari and Verdana; E&O's 18 East at Andaman; I & P's homes in Althea at Alam Impian, Kinrara Anggun, Kota Bayuemas Klang, TEN Kinrara and Cemara Damai Residence; LBS' Alam Perdana and Residensi Bintang Bukit Jalil; Chambers Kuala Lumpur by Matrix Concepts; Paramount's Atwater, Greenwoods

and Utropolis Batu Kawan; Perdana ParkCity's South Brooks @ Desa ParkCity; Putrajaya Holdings' Augusta, Duta Villa, Flora Rosa and Aura Residence; UEM Sunrise's Estuari Gardens, Residensi Ledang, Serene Heights, Solaris Parq, Teega and Verdi Eco-dominiums; as well as Yong Tai's Impression U-Thant and The Dawn.

VPEX 2018 visitors also stand a chance to take part in a contest to win daily prizes that include free stays at Resorts World Kijal, Resorts World Langkawi and Awana Genting, courtesy of Resorts World Genting; and mattresses by Slumberland (Hilding Anders Malaysia Sdn Bhd). Resorts World Genting and Hilding Anders are supporting sponsors of VPEX 2018.

Organised by EdgeProp.my with digital partner 16TWO Pte Ltd and media partner The Edge Malaysia, this year's VPEX will also feature a ground event in the Klang Valley on the first two days of the expo. Known as VPEX-on-the-go, the roadshow will offer the public the chance to experience virtual reality for themselves.

So, if you're looking to buy a property, and you find it too troublesome to visit physical show galleries, or you find sales people a nuisance, or perhaps you are just curious to know the new projects that are being introduced in the market right now, why not visit VPEX 2018? Who knows, you may find something you like.

Malaysia  
Virtual Property  
Expo 2018  
EdgeProp.my

VPEX  
ON-THE-GO

WHEN: July 6 and 7, 2018

TIME: 10am to 10pm

WHERE: The Starling Mall, Damansara  
Uptown, Petaling Jaya — JULY 6

MyTOWN Shopping Centre,  
Kuala Lumpur — JULY 7

GO ON A VIRTUAL REALITY (VR) EXPERIENCE

at the VPEX on-the-go Klang Valley roadshow on July 6 and 7 held in conjunction with the Malaysia Virtual Property Expo 2018 (VPEX 2018).

Experience virtual property project walkthroughs, play VR games, take part in a virtual treasure hunt and win prizes and more during the two-day event which will be held in custom-fitted trucks parked in two locations in the Klang Valley, namely The Starling Mall in Damansara Uptown, Petaling Jaya on July 6 and MyTOWN Shopping Centre in Kuala Lumpur on July 7.

The roadshow will also provide visitors the opportunity to have a VR experience of selected property projects. Bring along the family for the fun event as there will also be free ice-cream and popcorn. Terms and conditions apply.

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MALAYSIANEWS HIGHLIGHTS from [www.EdgeProp.my](http://www.EdgeProp.my)Loan scheme for  
M40, B40 groups  
to roll out soon

The government aims to roll out a loan scheme aimed at the M40 and B40 income group by August, said Housing and Local Government Minister (KPKT) Zuraida Kamaruddin.

She said KPKT has met with several agencies such as Bank Negara Malaysia, bankers and the Employees' Provident Fund to discuss rolling out a loan package for the M40 and B40 income level group. This will help to address the RM22 billion worth of unsold properties on the market currently. Zuraida said factors such as unfavourable location, high cost and strict lending have contributed to the unsold properties.

"We are still in the early stages of discussion with Bank Negara to draw out the guidelines for a more relaxed loan scheme and although in the early stages, we hope to roll out the scheme by August this year," she told reporters at a weekly press conference at the KPKT office on Tuesday.

KL property glut – market will  
adjust itself, says MIP president

The housing and commercial property glut in Kuala Lumpur is not a great cause for concern as the market will eventually adjust itself to accommodate the excessive supply, said Malaysian Institute of Planners (MIP) president Ihsan Zainal Mokhtar.

"We are not worrying too much as the market will always adjust itself. We have adjusted rather well to changes in the past," he told reporters at a press conference on the upcoming 10th International



Conference on World Class Sustainable Cities 2018 (WCSC 2018) on Tuesday.

However, he noted that city plans will also need to be flexible to adjust to changes in the market, citing Melbourne as an example. "Melbourne used to have an office glut in the early 90s and the city decided to allow these offices to be converted into residences, although the concept of staying in the CBD (central business district) wasn't [popular] at that time.

"Even the city plan has to be able to adjust and be flexible enough to change with the market forces," he added.

WCSC 2018, which will be held on Sept 27 at InterContinental Kuala Lumpur, will see experts discuss KL city's challenges and issues as it aims to become a world class city.

Themed "Kuala Lumpur: Today & Beyond", WCSC 2018 will be jointly organised by the Real Estate and Housing Developers' Association Wilayah Persekutuan Kuala Lumpur MIP and the Malaysian Institute of Architects.

FT ministry to  
review Taman  
Rimba Kiara  
development

The Federal Territories Ministry will review the deal for a high-rise development at Taman Rimba Kiara, its minister Khalid Samad

said on Wednesday.

"We will have to check and see if there is anything fishy or dubious in the contract. Then we will see what action can be taken," he said after a meeting with Kuala Lumpur MPs in Putrajaya, *The Malaysian Insight* reported on Wednesday.

Khalid said he was confident that action could be taken as the project was still in its early stages.

The project involves the development of eight blocks of 42- and 52-storey high-end serviced apartments and a 30-storey block of affordable homes.



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**T**he property market is still soft with most developers experiencing slow sales. Most property developers, it seems, are taking a cautiously optimistic view of the market in the near term. According to some of the developers participating in EdgeProp.my's Malaysia Virtual Property Expo (VPEX) 2018, the days ahead will remain challenging but they are feeling a tad more optimistic of the future than before.

Most of them say that the zero-rated Goods and Services Tax (GST) announced by the government effective June has boosted consumer sentiments. On the real estate front, the zero-rated GST also means lower property prices due to lower construction cost, and buyers should take advantage of that.

Moreover, the change in government following the 14th General Election has definitely provided greater clarity on the country's political scene.

Meanwhile, in the current soft market, purchasers could actually receive greater bargains with their purchases as developers push sales by offering attractive sales packages, freebies and rebates.

This year's VPEX running from July 6-29 at **VPEX.EdgeProp.my**, offers more than 29 projects located mostly in the Klang Valley. They come in various price points and types to meet different requirements and budgets.

Some projects can be purchased with low down payments (as low as RM5,000), easy payment schemes, free legal fees

# RIGHT TIME IS NOW

for sales and purchase agreement (SPA) or Memorandum of Transfer (MoT) as well as price rebates from 3% up to 15% for bumiputra buyers.

Besides providing an easy entry to own a property, most of the participating developers are also offering freebies with the new unit purchased including kitchen cabinets, electrical appliances, air-conditioning units, water heaters and even vouchers of up to RM50,000 for renovation packages.

Hence, consumers who are still taking a wait-and-see approach should not linger too long as the property developers expect the market to improve by the end of the year, which could mean that prices may continue to climb.

It is a buyers' market out there and definitely a good time to buy.

Read on for the participating developers' take on the market's outlook and the projects that are being featured at VPEX 2018.



## I&P GROUP SDN BHD

### Datuk Zaini Yusoff S P Setia Bhd divisional general manager

(I&P Group Sdn Bhd is a member of S P Setia)



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## PROJECTS SHOWCASED AT VPEX 2018

### Althea @ Alam Impian

Althea is the latest freehold double-storey semi-dee homes in Alam Impian, Shah Alam, the township that celebrates life and art. With built-ups ranging from 3,384 sq ft to 3,580 sq ft and selling prices from RM1.9 million to RM2.3 million, the spacious homes are slated for completion by May 2020.

The homes maximise the use of natural lighting throughout the house and have open plan layouts. Each unit also comes with a junior master bedroom with an en suite, and a car porch that can fit two cars.

Freebies for VPEX purchasers include a 3% rebate for non-bumiputra purchasers as well as free booking fees, SPA legal fees, SPA stamping and SPA disbursement.

### Gemilang 3 @ Bayuemas

Located in Klang, Selangor, these double-storey terraced homes are elegantly designed to offer functional spaces and comfortable living in a serene neighbourhood.

They offer spacious built-ups from 1,911 sq ft to 1,928 sq ft and a modern

contemporary design. Selling prices are from RM700,800 to RM874,800. The project is slated for completion by June 2020.

Those who purchase within three months from June 23, 2018, will receive a 3% rebate, free interest for 150 days from the SPA date and free legal fees.

### Ten Kinrara Serviced Apartment @ Bandar Kinrara

Ten Kinrara Serviced Apartment is located in the mature Bandar Kinrara, Puchong, Selangor. It offers convenient amenities and luxury lifestyle living in a safe and secure environment. It is well connected by several highways and public transport.

Built-ups range from 646 sq ft to 1,218 sq ft. Each unit has its own balcony with views of the Kuala Lumpur city skyline, or forest reserve, or golf course or a Subang skyline.

The project maximises natural ventilation with all units carefully designed to have a north-south orientation to avoid direct sunlight.

VPEX purchasers will get free legal fees, one-year free maintenance fees,

8% rebate for non-bumiputra buyers and 15% rebate for bumiputra buyers.

### Anggun @ Bandar Kinrara

Anggun are double-storey semi-dee homes in Bandar Kinrara, Puchong, Selangor with built-ups from 2,778 sq ft to 3,106 sq ft and selling prices from RM1.86 million to RM2.56 million. The freehold project is suitable for growing families.

All the living, dining and kitchen spaces flow in an open plan concept. All bedrooms have an en suite while the porch can fit two cars.

The development also sports green features such as rainwater harvesting tanks, and large windows to provide generous light and natural ventilation.

Buyers will receive free legal fees, free MoT, RM50,000 Signature Kitchen or IKEA cash voucher and RM200,000 cash rebate.

### Cemara Damai Residence @ Alam Damai

Cemara Damai Residence high-rises are housed in two towers in Alam Damai, Cheras, Kuala Lumpur. The leasehold units have built-ups from 829 sq ft to 1,292 sq ft with the selling price starting from RM443,800.

Besides a dedicated landscaped podium with leisure facilities, the project is near the 30-acre Alam Damai central park and next to a green reserve.

The project is well connected by a network of roads and highways, such as the MRR2, the Cheras Kajang Highway, the East West Link and the upcoming SUKE highway.

Purchasers only need to pay a RM1,000 booking fee during this promotional period and enjoy free legal fees on SPA, as well as 5% rebate for non-bumiputra and 10% for bumiputra purchasers.

“In the soft market and with the majority of consumers taking a wait-and-see approach after the recent General Election, S P Setia has adopted the strategy of rolling out more mid-range landed homes in our established townships. We believe every new homeowner should choose a property based on his or her needs as well as budget.

The 0% GST policy we have now is a good incentive for homebuyers to purchase properties as prices are slightly lower than before.

People should also buy now because there is a huge range of homes available now. Those who are staying at the city centre can consider buying properties that are located slightly further away as a lot of appealing projects are located out of town yet well-connected.

A good example is our Setia EcoHill township in Semenyih which is located in Greater KL, yet accessible via major highways and offers projects that are affordable for many.

With the new government in place now, we wish for good governance as well as transparency so that the property development sector can flourish better. Any subsidies in terms of land pricing would also be a plus point.”



Gemilang 3 @ Bayuemas

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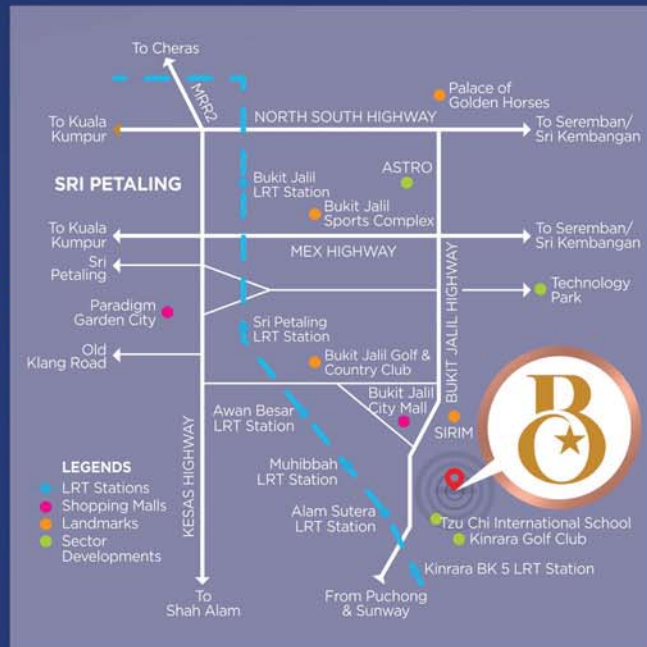
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- International Medical University (5km)
- Asia Pacific University (7km)



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- Bukit Jalil National Stadium (4.5km)
- Kinrara Golf Club (6km)



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### Anwar Syahrin Abdul Ajib

UEM Sunrise Bhd managing director and CEO



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### PROJECTS SHOWCASED AT VPEX 2018

#### Verdi Eco-dominiums

Spread across 9.15 acres in the exclusive enclave of Symphony Hills, Cyberjaya, Verdi Eco-dominiums embodies modernity and smart living. The freehold development comprises two 44- and 45-storey blocks offering 800 condominium units with layout choices of one to three-bedroom units and built-ups ranging between 700 sq ft and 1,453 sq ft.

Units at Verdi Eco-dominiums is equipped with home automation controls such as lighting scenario, air-conditioning controls and an Info Kiosk available via a video door phone. The selling price starts from RM530,800 to RM1.23 million.

The development also features a six-acre park and facilities such as jogging trails, badminton courts, gymnasium and forest-like gardens.

Special promotions for Verdi Eco-dominiums purchasers include free built-in kitchen cabinet with hood and hob, split air-conditioning units in the living, dining and all bedrooms.

#### Dahlia in Serene Heights

Nestled in a peaceful neighbourhood, Serene Heights is located near Bandar Baru Bangi, Kajang and Semenyih, with easy access to schools and other education institutions, banks, shops and other essential amenities.

Dahlia is the phase 4 residential development in Serene Heights offering four-bedroom freehold terraced houses with built-ups ranging between 1,943 sq ft and 2,171 sq ft. The selling price of these freehold units starts from RM585,800 to RM1 million.

The design theme for Dahlia is 'Tropical Resort' inspired by the 'kampung house'.

#### Solaris Parq serviced apartment

Located right beside UEM Sunrise's creative retail subsidiary, Publika Shopping

Teega @ Puteri Harbour, Johor



Gallery, the overall Solaris Parq mixed development sits on an 18.76-acre freehold site within the Dutamas enclave in Kuala Lumpur.

Solaris Parq serviced apartment consists of two towers with 288 units per tower, offering built-up sizes ranging from 721 sq ft to 1,423 sq ft. The selling price ranges from RM873,800 to RM1.77 million.

Residents in Solaris Parq can easily access a proposed MRT station located 500m away from the development. They could also enjoy more than 30 lifestyle facilities including a 50m lap pool and a sky Jacuzzi facing a KLCC view.

Solaris Parq serviced apartment buyers will receive five pieces of kitchen appliances, namely kitchen hood and hob, oven, fridge and washing machine per unit.

#### Residensi Ledang

Residensi Ledang is an exclusive 6.6-acre enclave of six low-rise condominium blocks.

It is also the first low-rise condominium project in East Ledang, Iskandar Puteri which is an international zone for foreign ownership. It has easy access to major highways including the Malaysia-Singapore Second Link.

Residensi Ledang offers 117 freehold units. Each unit comes with 3+1 bedrooms, all with ensuite bathrooms. Selling price starts from RM1.13 million to RM1.47 million.

Built-up areas range from 2,475 sq ft to 2,734 sq ft. Residents will get to enjoy full facilities including two swimming pools, a gym, saunas, and an environment deck.

#### Teega @Puteri Harbour

Teega @Puteri Harbour is a 10-acre freehold development in UEM Sunrise's Puteri Harbour. It comprises Teega Residence, Teega Suites, Teega Tower (office) and Teega Walk (retail). Teega Residence is a 35-storey tower with 736 apartment units with sizes ranging between 886 sq ft and 4,457 sq ft while Teega Suites offer 556 serviced apartment units in a 35-storey tower with sizes ranging from 485 sq ft to 1,621 sq ft.

Residents in Teega can enjoy an array of common facilities such as the lap pool and therapeutic spa pool, floating gym, leisure lounge with full height glass for an optimised view, BBQ areas and yoga terrace or tai chi zone.

Special freebies for residential units in Teega include kitchen cabinets with hood and hob, air-conditioning units as well as storage water heater for the master bedroom.

#### Estuari Gardens

Estuari Gardens is the first phase residential development within the 394-acre Estuari, Puteri Harbour in Johor. This gated-and-guarded development is surrounded by undiluted greenery and complete neighbourhood amenities. The 47.77-acre freehold Estuari Gardens offers 350 super link terraced houses with built-ups between 2,708 sq ft and 3,780 sq ft. These units are priced from RM1.39 million to RM3.39 million.

Estuari is well connected by major highways such as the Malaysia-Singapore second link, East-West link, Coastal Highway and North-South highway. It is also close to international schools and the Marlborough College Malaysia.

“The outlook is generally optimistic for 2018, following the smooth government transition post-GE14, and the public is hopeful of positive changes to be brought about by the new government.

As an immediate reaction, the removal of the GST has boosted sentiment especially in the commercial sub-sector. However, the outlook beyond that is somewhat uncertain as there is always an adjustment period that follows any major change.

In the markets that we are in and are exploring, we see opportunities in different segments, depending on the profile of the local population, income level, economy potential and available supply. Presently, we are targeting areas with sizeable populations, relatively mature areas with good access, connectivity and amenities.

We think that a streamlined housing agency for affordable homes is extremely important to curb leakages in the system and to ensure system efficacy. There is also a need for reassessment of compliance fees that make up an increasingly significant portion of the development cost, which ultimately gets passed on to the public.

We would also like to ask for a more practical guideline and implementation of the bumiputra quota policy to allow units that are not taken up to be released to non-bumiputra buyers and to ensure a more transparent and consistent implementation of the policy and its release mechanism.

Meanwhile, we also look forward to better access to housing data like what has been done by Singapore's Urban Redevelopment Authority (URA), to better read the market demand and supply situation.”

CapitaLand

JUTA ASIA  
GROUP OF COMPANIES

## ASIANA AGRESIF SDN BHD

### PROJECT SHOWCASED AT VPEX 2018

#### genKL

This low density condominium in Kuchai Lama, Kuala Lumpur comprises a 30-storey residential block offering 332 units of condos with built-ups ranging from a cosy 1,150 sq ft to an expansive 1,574 sq ft.

Space is never an issue in genKL as there are also dual-key units ranging from 1,551 sq ft to 1,894 sq ft which will meet the needs of extended families as they allow for greater privacy. The wide range of

unit sizes offer varied choices to meet the needs of every buyer.

With facilities that cater to the enjoyment and relaxation needs of its residents, genKL offers a well-rounded and comfortable environment that encourages healthy and fun lifestyles without compromising on the safety aspect.

Asiana Agresif is a joint venture company between CapitaLand Ltd and Juta Asia Corporation.



genKL  
in Kuchai Lama.



# SENJA

RESIDENCE



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All yours.

Life is about connections and enjoying it to the full. The signature SENJA Clubhouse was crafted just for that, solely for the privilege of a SENJA resident and their kith and kin.

We invite you to connect with us during the VPEX 2018 in July. Let us reveal the serenity of SENJA that makes living a pleasure.

- LUXURY HOMES
- TERRACE HOUSE
  - SEMI-D
  - VILLA
  - BUNGALOW
- 

COMPLETED | GATED & GUARDED | CLUBHOUSE FACILITIES

ACTUAL VIEW OF THE SENJA CLUBHOUSE

## EASTERN & ORIENTAL BHD

### Wayne Wong

Eastern & Oriental Bhd (E&O) senior general manager group marketing and sales



EASTERN &amp; ORIENTAL BHD



“We expect the cautious optimism of the property market in Malaysia to continue as market players adjust to the new operating environment. In time, given the solid fundamentals of the Malaysian property market and its proven resilience, the market should consolidate, with confidence gradually returning. Whilst the market is expected to remain challenging in the short-term, for seasoned investors, this is the best time to invest before prices move up in the longer term.

We believe that the most important factors in property investment are location and accessibility. E&O is well known in the property market for its premium residential developments, with quality design in choice locations. We are guided by the belief that

well-managed premium quality properties in established prime locations are always sought after.

What and why should we buy now?

The real estate market is currently witnessing a host of attractive promotional packages. Savvy overseas buyers and investors have found the pricing of luxury seafront properties in Malaysia extremely attractive, affording them access to prime properties that would otherwise be unattainable in other countries. This scenario has proven to be extremely beneficial for our Seri Tanjung Pinang development.

Our wish would be for a review of the various cooling measures introduced by the government over the last three years such as relaxing the terms of the real property gains tax (RPGT) to encourage more Malaysians to invest or upgrade their properties, boosting sales transactions and the overall property market.”



18 East, Andaman at Quayside.

## PROJECT SHOWCASED AT VPEX 2018

### 18 East, Andaman at Quayside

The final tower of Quayside Seafront Resort Condominiums is sited on the most prime plot of the award-winning Seri Tanjung Pinang master-planned development in Penang. It offers a holistic lifestyle by the sea, with proximity to Straits Quay, Penang's first and only retail marina and other amenities and conveniences such as established medical centres and international schools.

The Gold winner of EdgeProp's Malaysia's Best Managed Property Awards 2018, 18 East is the only resort residence in the region with a 4.5-acre private waterpark, over five acres of recreational space and an array of well-maintained, world-class facilities. With an emphasis on exclusivity, residents get to enjoy a private lobby, access to a private gym and personalised concierge services. 18 East is ready for immediate occupancy.

Attractive discounts and cash rebates will be available for bookings or purchases done via the VPEX 2018 platform. Buyers will also enjoy zero outgoings, with all legal fees, consent fees and levies (where applicable) to be borne by the developer.

## LBS BINA GROUP

### Tan Sri Lim Hock San

LBS Bina Group managing director



“We are cautiously optimistic about the market outlook until the end of this year because we expect to see a gradual improvement in the economy which will in turn raise market confidence. LBS believes strong leadership and business-friendly policies will greatly help boost the perception of investors and consumer sentiment.

Moving forward, affordable residential properties projects will continue to do well. The zero-rated GST is expected to play a role in increasing the purchasing power of consumers, thus improving consumer and market confidence.

We hope this increase in purchasing power will help homebuyers make the decision to upgrade their homes or purchase their first home for the long term.

However, based on our sales analysis, there is as much as 45% cancellation on bookings. We hope the government will reconsider the lending requirements and relax the lending rules. This will greatly empower first-time homebuyers financially and bring them closer to realising their dream of owning a home.”



LBS BINA GROUP

## PROJECTS SHOWCASED AT VPEX 2018

### Residensi Bintang Bukit Jalil

The two-tower Residensi Bintang Bukit Jalil is built on elevated ground and strategically located in the epicentre of existing and upcoming renowned education, sports, entertainment and leisure amenities in Bukit Jalil, Kuala Lumpur.

With its ease of accessibility via five major highways (LDP, KESAS, MEX, Bukit Jalil Highway and Lebuhraya Kuala Lumpur-Seremban) and multiple light rail transit (LRT) stations, Residensi Bintang Bukit Jalil also has malls, schools and recreational facilities within reach.

### LBS Alam Perdana

The 469.86-acre development in Bandar Puncak Alam, Selangor will be a fully gated-and-guarded development comprising a mix of landed residences, commercial projects and government housing projects. There will also be education hubs, community centres and recreational parks to be built around the Serenity Lake.

Safe and secure, LBS Alam Perdana was thoughtfully designed to encourage community togetherness.

One of the township's developments, Simfoni Perdana, has gained positive response from homebuyers. The elegantly designed townhouses offer spacious rooms and flowing interior spaces, coupled with lush green landscaping, making Simfoni Perdana an ideal home for families.

LBS Alam Perdana, Selangor



# TAMANSARI

RAWANG

The Art of Living

SCENIC LITTLE PARKS.  
UNIQUE ART INSTALLATIONS.  
BEAUTIFUL HOMES.

WELCOME TO TAMANSARI,  
YOUR NEW NEIGHBOURHOOD.

Proposed Art Installation by Hafizendi Anuar



Actual Show House

FREEHOLD

Living the good life at Tamansari Rawang is more than just appreciating beauty and thoughtful design. It's also about living elegantly and feeling inspired. Set in a lush verdant hillside landscape, designed and decked with impressively crafted parks, Tamansari's Amaryllis and Camelia homes simply offer that quiet residential escape. With specially-commissioned art sculptures around the neighbourhood, embrace life in this serene environment in a different light.

Our safe and secure modern homes are the perfect setting for you and your family. Given the conveniences of an International School and amenities within reach, Tamansari is an interesting mix of things to come. Best of all, you can enjoy the scenic Rawang Bypass to Kuala Lumpur in just 35 mins.



## Amaryllis

3 - Storey  
Super Link Homes

3 — 4 Bedroom  
from 3,030 sq.ft. onwards  
Linear Design Connecting Home



## Camelia

3 - Storey  
Super Link Homes

3 — 4 Bedroom  
from 3,121 sq.ft. onwards  
Linear Design Connecting Home



Actual Show House

SALES GALLERY

Jalan Batu Arang, Rawang  
48000 Selangor, Malaysia  
GPS Coordinates:  
3°18'32.4"N, 101°32'27.6"E

t +603 2727 7550  
www.tamansariBRDB.com.my

CORPORATE OFFICE

BRDB Developments Sdn Bhd 939134-H  
Level II Menara BRDB  
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59000 Kuala Lumpur, Malaysia

t +603 2688 2888 f +603 2284 3988  
www.brdb.com.my

BRDB

Developer: Pinggir Mentari Sdn Bhd (939134-H) • Type of Property: Three Storey Terrace • Developer's License No: 13819-1/02-2019/01253(L) . Validity Period: 22/02/2018 - 21/02/2019 • Advertising & Sales Permit No: 13819-1/02-2019/01253 (P) • Approving Authority: Majlis Perbandaran Selayang • Building Plan Approval No: MPS3/2-1371/1499 (OSC) PB/F.IA (A) • Land Tenure: Freehold • Land Encumbrances: Nil • Selling Price: RM788,000 (Min) to RM1,670,000 (Max) • Total Units: 117 (Phase 1A) • Expected Date of Completion: March 2018 • 7% discount for Bumiputera  
Developer: Pinggir Mentari Sdn Bhd (939134-H) • Type of Property: Three Storey Terrace • Developer's License No: 13819-2/12-2018/02741 (L) . Validity Period: 10/12/2017 - 09/12/2018 • Advertising & Sales Permit No: 13819-2/12-2018/02741 (P) • Approving Authority: Majlis Perbandaran Selayang • Building Plan Approval No: MPS3/2-1371/1499 (OSC) PB/F.IB • Land Tenure: Freehold • Land Encumbrances: Nil • Selling Price: RM1,254,667 (Min) to RM1,912,000 (Max) • Total Units: 149 (Phase 1B) • Expected Date of Completion: Jan 2019 • 7% discount for Bumiputera

**BRDB DEVELOPMENTS SDN BHD****Kajendra Pathmanathan** BRDB Developments Sdn Bhd CEO**BRDB**

“We foresee the market to remain challenging. With rising supply over demand as well as the current political and economic weather, we understand the need to be cautious. The notion of ‘let’s wait and see’ will still linger in the minds of property buyers. However, we are more confident about the market for the second half of the year.

It is an ideal time to buy because of the soft market especially when there are a lot of options on offer. Buying a property is always a great investment and price will appreciate when the economy is better.

In terms of preferred properties by purchasers, this very much depends on the location. Some areas tend to favour high-rise properties because of the demographics and demands, while others like Rawang will still have the majority opting for landed properties as their preferred choice.

It is imperative to align our goals and aspiration for the betterment of the country. Looking at the state of housing in Malaysia, be it affordable or premium, we must progress to understand the real needs and wants of the people.

In an era of enhanced transparency, clear accountability, an adherence to meritocracy and of conscience, all parties including BRDB will need to work together to shape a better environment in anticipation of a new, mature, socially harmonious and economically independent Malaysia.”

**PROJECTS SHOWCASED AT VPEX 2018****Tamansari, Rawang**

A freehold gated community rising on the back of an undulating hill, lush with pockets of thriving gardens across 245 acres of land in Rawang, Tamansari offers plush 3-storey garden terraced homes in a sprawling green landscape that features a lakeside commercial hub, a clubhouse, and Art in the Park — a unique outdoor art project inspired by the history and diversity of Rawang. Thanks to the recently completed scenic Rawang Bypass and the LATAR Expressway, residents can now enjoy an easier commute to and from Kuala Lumpur city centre via the Guthrie Corridor and the North-South Expressway.

The terraced homes have built-ups ranging from 3,121 sq ft to 4,002 sq ft with selling price from RM880,000 onwards.

At VPEX 2018, purchases can be done at just 1% down payment

while the legal fees on the SPA and loan will be absorbed by developer. There will also be a free one-year maintenance fee and free five-year clubhouse membership.

**Senja, Seri Kembangan**

Senja is an exclusive 47-acre residential development located at Bluwater Estate, Seri Kembangan, Selangor. It offers 114 residences in the form of terraced homes with built-ups from 3,250 sq ft – 3,697 sq ft, semi-dees (4,380 sq ft), villas (4,680 sq ft – 4,765 sq ft) and bungalows (5,261 sq ft – 6,570 sq ft).

The luxury homes lie within a private fully gated-and-guarded enclave with lush greenery and recreational parks and water features. Completed in 2016, the low density development offers private lakeside living. Selling prices are from RM1.388 million onwards. There will be special promotional prices during VPEX 2018.

**Verdana, Kuala Lumpur**

Perched on the highest point of North Kiara, near Mont’Kiara, Kuala Lumpur, lies Verdana. Featuring 3.4 acres of immaculate landscaping, water features and lavish facilities, Verdana comprises a 25-storey residential tower and a low-rise six-storey block on a five-acre freehold site. Each of its units is designed to offer privacy, light and space. Each unit has a large built-up of 3,025

sq ft with selling price of RM1.6 million.

Completed in 2015, the freehold project is also Green Building Index certified. There will be a promotional price for purchasers during VPEX 2018.

**Emerald Bay, Iskandar Puteri**

This nature-inspired sanctuary is surrounded by open spaces, water,

sea breezes and lush tropical greenery. It is designed to deliver premium waterfront living. Located in Puteri Harbour, in Iskandar Puteri, Johor, the 111-acre freehold Emerald Bay comprises bungalows, semi-detached courtyard homes as well as high-rise and low-rise condominiums.

Ideally positioned along the shores of the Johor Straits and within reach of Singapore, residents can enjoy waterfront living, with dedicated private berths and an exclusive clubhouse overlooking the marina. The landed homes have built-ups from 3,300 sq ft to 9,000 sq ft and priced from RM3 million to RM16 million while the non-landed homes have built-ups from 1,200 sq ft to 1,900 sq ft with prices from RM1.4 million to RM2.6 million. The entire development is expected to be completed in 2026. There will be special packages for buyers during VPEX 2018.

**MATRIX CONCEPTS HOLDINGS BHD****Lim Kok Yee**Matrix Concepts Holdings Bhd  
group chief sales and marketing officer

“The market was challenging last year. Sales were generally slow but based on our transaction record, it showed that properties that were reasonably priced were still in demand, especially landed houses and properties in good locations.

Purchasers’ preferences may vary based on their choice of locations. For instance, purchasers who are looking for a property in Kuala Lumpur will prefer attractively-priced condominiums or serviced apartments that offer full-fledged facilities.

As for purchasers who are looking for houses in suburban areas, landed homes will still be the first choice and buyers don’t mind paying more for a spacious house — link house, semi-dee or bungalow.

We hope that the government could take the lead to educate people about property investment, especially those who have yet to own a property, guiding them to make the right decision.

The difficulty in securing mortgage or housing loans is also another issue faced by genuine buyers, therefore the government should consider easing the lending policy to encourage homeownership.

**PROJECT SHOWCASED AT VPEX 2018****Chambers Kuala Lumpur**

Chambers Kuala Lumpur is a prestigious 33-storey freehold serviced apartment located along Jalan Putra, Kuala Lumpur. It offers a good opportunity for those looking for a unit in the city centre.

Hosting only 513 units with built-ups ranging between 450 sq ft and 908 sq ft, the selling price for the partially furnished units starts from RM429,000.

Chambers Kuala Lumpur is located within walking distance to multiple rail networks such as the LRT (PWTC station), the KTM (Putra station) and the Monorail (Chow Kit station), as well as amenities such as Sunway Putra Mall and Hotel as well as the Putra World Trade Centre.



Chambers Kuala Lumpur

# CHAMBERS

KUALA LUMPUR

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450sq.ft - 908sq.ft.

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**350m**  
to Shopping Mall



**650m**  
to Convention Centre



**700m**  
to Hospital



**3.3km**  
to KLCC



A Member Of  
**MATRIX CONCEPTS HOLDINGS BERHAD**  
(414615-U)

DEVELOPER:  
**MATRIX CONCEPTS (CENTRAL) SDN BHD** (404543-A)

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70200 Seremban, Negeri Sembilan D.K. Malaysia  
**T +606 764 2688 F +606 764 6288**

**Branch office**  
A-1-5, Block A, Setiawalk, Persiaran Wawasan, Pusat Bandar  
Puchong, 47160 Puchong, Selangor Malaysia.



**1800-88-2688**  
[chambersresidence.com.my](http://chambersresidence.com.my)

Matrix Concepts Holdings Berhad  
 Matrix\_Concepts

Pemaju: Matrix Concepts (Central) Sdn. Bhd. (404543-A) | Alamat: Wisma Matrix, No.57, Jalan Tun Dr. Ismail, 70200 Seremban, Negeri Sembilan | No. Tel: 06-7642688 | Jenis Hartanah: Pangasapuri Servis | No. Lesen Pemaju: 9363-2/03-2020/0303(L) | Tempoh Sah: 28/03/2018 - 27/03/2020 | No. Permit Jualan & Pengiklanan: 9363-2/03-2020/0303(P) | Tempoh Sah: 28/03/2018 - 27/03/2020 | Kelulusan: DBKL | No. Ruj Pelan Bgn.: (18)dlm.BPT3 OSC 2017 1156 | Jenis Hakmilik: Bebas | Tarikh Dijangka Stap: Apr 2022 | Bebanan Tanah: CIMB ISLAMIC BANK BERHAD | Jumlah Unit: 509 | Harga Dari:(min)RM514,800 - (max) RM1,134,000 | Diskaun Bumiputera: 5% | IKLAN INI TELAH DILULUSKAN OLEH JABATAN NEGERA.

Artis's Illustration

# PARAMOUNT PROPERTY

**Beh Chun Chong**

Paramount Property CEO

**PARAMOUNT PROPERTY**



PARAMOUNT PROPERTY



Greenwoods Keranji

## PROJECTS SHOWCASED AT VPEX 2018

### Greenwoods Salak Perdana

Greenwoods Salak Perdana is a well-planned freehold housing development located within an established and thriving neighbourhood. Its development concept focuses on greenery and community living. It is a modern, safe and secure haven where individuals and communities can thrive in a green and peaceful environment. Both Greenwoods Keranji (link houses) and Greenwoods Belian (shoplots) will be showcased at VPEX 2018. Special promotions for Greenwoods Keranji include free legal fees and disbursement for SPA and loan documentation, loan stamping fees including absorption of fees for MoT. Meanwhile, for Greenwoods Belian, promotions include free legal fees and disbursement for SPA and loan documentation.

### Atwater, Section 13

Atwater is Paramount Property's newest integrated development which is strategically located in the mature Section 13, Petaling Jaya (PJ) neighbourhood, offering direct access to Jalan Universiti, one of PJ's main road arteries.

The 5.2-acre project comprises residential, commercial and retail components that seamlessly complement well-planned community spaces, water features and landscapes as well as elderly-friendly features.

The participating project in VPEX 2018 is the residential component (serviced apartments) of Atwater. Special promotions include free legal fees and disbursement on sale and purchase agreement and loan documentation as well as free loan stamping fee.

### Paramount Utropolis Batu Kawan

Paramount Utropolis Batu Kawan is a 44.3-acre master-planned development anchored by the flagship KDU Penang University College. It is Penang's first university metropolis which mirrors the successful, award-winning university metropolis concept of Utropolis Glenmarie development in Shah Alam. The vision of the development is to support Penang's aim of making Batu Kawan its third satellite city, and the central business district and lifestyle hub of the northern region.

Sensasi Commercial Suite and Suasana (serviced apartments) are the participating projects in VPEX 2018. Special promos for Sensasi Commercial Suite include subsidies for legal fees on SPA while for Suasana, there will be subsidies for legal fees on SPA and loan documentation.

“The improved property market is expected to sustain until the end of the year. However, while overall market conditions may be improving, there are still challenges that may continue to dampen consumer sentiment. This includes an overhang in the supply of high-rise properties in some locations, tight financing regulations and unaffordability issues.

We believe properties that fall into the affordable segment (mainly properties between RM300,000 and RM600,000) will do well in the current market. With the new government looking for ways to relax current lending guidelines to enable more homebuyers from the B40 and M40 groups to secure housing loans, we expect the demand for affordable residential properties to increase.

The Malaysian economy is currently in a cyclical upturn due to the pick-up

in external demand. Under the new government, medium-to-long term growth potential is positive as institutional and economic reforms will result in increased investor confidence leading to higher investment and consumption activities. With the implementation of zero-rated GST, it's an excellent time now to buy property and there will be savings if people buy properties before the reintroduction of the sales and services tax (SST). While residential properties are exempted from GST, the policy is anticipated to have a positive impact on developers' development costs.

We hope that the government will be able to implement their Election Manifesto soon, to boost the country's economy and the confidence of investors, as well as lift consumer sentiments. Last but not least, we would like to wish our Prime Minister good health and good governance!”

## PERDANA PARKCITY SDN BHD

**KC Chong**

Perdana Parkcity Sdn Bhd  
chief marketing officer

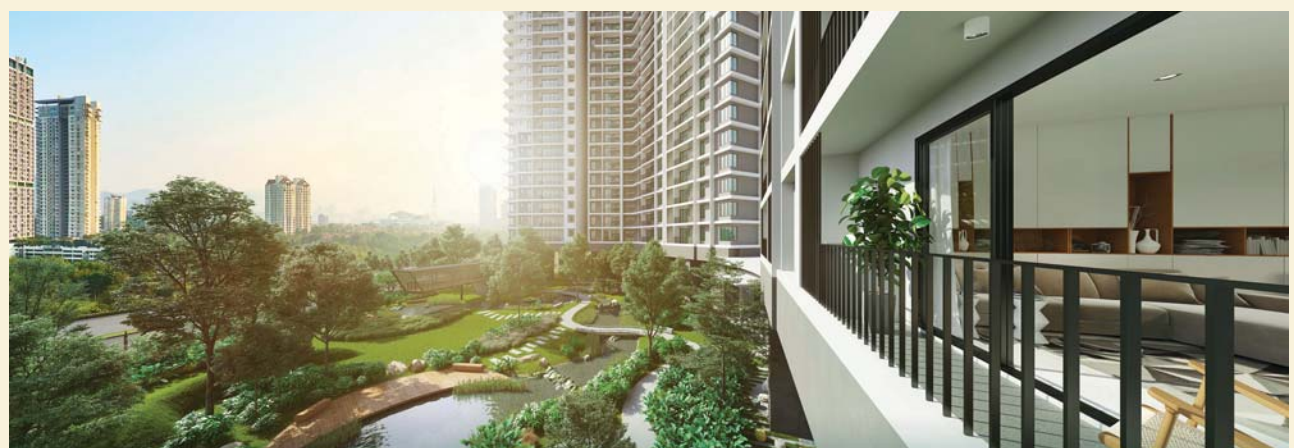
“We remain positive about the property market moving forward as the company believes the right product by reputable developers, with good quality, in strategic locations, will still be in demand.

Generally, we expect housing prices to continue their uptrend. Having said so, there is always good deals in the market regardless of one's budget or objective, therefore one should get hold of a good property when the opportunity arises.

To further encourage Malaysian homeownership, there's a need for the government to reintroduce the 10:90 financing for first-time homebuyers to reduce the entry level of owning a home.

On top of this, the relaxation of stamp duties, at least for first-time homebuyers of affordable housing projects will also help young wage earners to own a house.

Meanwhile, a reduction in the real property gains tax (RPGT) will be a good catalyst for the property industry.”



## PROJECT SHOWCASED AT VPEX 2018

### South Brooks

South Brooks Condominium is the latest launch at Desa ParkCity, Kuala Lumpur. It offers a total of 920 units. Each unit has a balcony that offers stunning views.

Built on a 7.2-acre freehold tract, the project boasts a dramatic lawn with a brook in front of the two residential towers. It also features a sky deck on each tower and facilities on the top floor of the car park podium.

Each property comes with fitted air-conditioning units,

designer kitchen cabinets with kitchen hood and hob, and water heater in the bathrooms.

Purchasers during VPEX will have their service charge waived for 12 months from the date of Vacant Possession. Legal fees for SPA will be absorbed by the company too. Purchasers could also enjoy free membership to the ParkCity Club as well as enrolment privileges to The International School @ ParkCity. Terms and conditions apply.

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PUTRAJAYA HOLDINGS

• Developer's License No: 7479-42/02-2019/90(L) • Validity Period: 08/02/2017 - 07/02/2019 • Advertising & Sales Permit No: 7479-42/02-2019/90(IP) • Validity Period: 08/02/2017 - 07/02/2019 • Developer: Putrajaya Homes Sdn. Bhd. (427599-X) • Approving for Building Plan: Perbadanan Putrajaya • Building Plans Referral No: PPJ/PER/KBKB/2016/P11-6/01 to PPJ/PER/KBKB/2016/P11-6/67 • Tenure of Land: Freehold • Land Encumbrances: None • Development Name: Flora Rosa • Expected Date of Completion: August 2020 • Tower A: 17 & 18-storey Condominium • Price from: RM 426,800 - RM 1,171,700 • No of Units: 172 • Tower B: 17 & 18-storey Condominium • Price from: RM 436,800 - RM 1,176,648 • No of Units: 166 • Tower C: 17 & 18-storey Condominium • Price from: RM 466,300 - RM 1,180,800 • No of Units: 166 • Tower D: 17 & 18-storey Condominium • Price from: RM 458,300 - RM 1,175,800 • No of Units: 172 • Bumiputera Discount: 10%. All drawings & illustrations contained herein are artists' impressions only. All plans & specifications are subject to changes by the relevant authorities and/or the developer's architect.

## PUTRAJAYA HOLDINGS SDN BHD

### Sabariah Ramli

Putrajaya Holdings Sdn Bhd general manager of marketing and commercial division



PUTRAJAYA HOLDINGS



SUHAIMI YUSUF | THE EDGE

“Putrajaya Holdings foresees that the property market will continue to be soft but with a slight improvement. The abolishment of the GST effective June 1, 2018, has a positive impact in reducing construction cost and therefore the selling price of new properties is expected to be reduced as well.

We also anticipate demand for commercial properties to increase as GST will no longer be imposed on commercial properties.

Most buyers would prefer afford-

able housing, medium-cost apartments and terraced houses below RM1 million which we think will do well in the current market.

Location wise, properties in the Southern Corridor of Greater Kuala Lumpur for instance Putrajaya, Cyberjaya, Bangi and Kajang are in demand due to good accessibility.

In the current buyers' market, people should take the opportunity to purchase property as most developers are offering attractive and good sales packages including discounts and rebates, freebies, easy payment schemes as well as low entry packages.”



Phase 2 of Duta Villa in Putrajaya

## PROJECTS SHOWCASED AT VPEX 2018

### Phase 2 of Duta Villa, Putrajaya

Phase 2 of Duta Villa offers 107 units of 2½-storey hyperlink homes in Precinct 14. Built-up choices range from 3,660 sq ft to 4,313 sq ft on lot sizes of 30ft x 75ft and 32ft x 75ft. Selling price starts from RM1,590,000 to RM1,995,000.

During VPEX 2018, purchasers will receive a 5% rebate, free stamp duty on MOT and free legal fees on the SPA.

### Augusta, Putrajaya

A freehold residential development at Precinct 12 that offers 60 units of modern contemporary semi-detached homes with lap pools and private lifts. Built-ups are

between 4,014 sq ft and 4,794 sq ft, with selling price from RM2,682,888 to RM3,505,967.

For buyers who purchase during VPEX, they could get a 10% rebate, free stamp duty on MOT and free legal fees on the SPA.

### Flora Rosa, Putrajaya

In this newly launched condominium in Precinct 11, Flora Rosa offers 676 units in a choice of five layouts with built-ups ranging between 829 sq ft and 2,250 sq ft. Flora Rosa's unit selling price ranges between RM426,800 and RM1.18 million.

For buyers who purchase during VPEX, there will be a 10:90 payment scheme, low down payment (RM5,000), and

free stamp duty on MOT and legal fees on the SPA. Their units will also come with two air-conditioning units and water heater.

### Aura Residence, Putrajaya

Aura Residence Condominium is located in a prominent area of Precinct 8. It offers 360 units with built-ups ranging from 748 sq ft to 1,393 sq ft. Selling price starts from RM483,888.

Special promotions during VPEX include a 5% rebate, low down payment (RM5,000), free stamp duty on MOT and legal fees on the SPA as well as free built-in kitchen cabinet, two air-conditioning units and water heater.

## YONG TAI BHD

Frankie Tan Yong Tai Bhd general manager of sales



YONG TAI  
永大集团



YONG TAI BHD

“In my opinion, with the change in government in the country, it will take a while for the new government to settle down and formulate new policies. Thus we anticipate that many investors may adopt a wait-and-see attitude from now until the end of the year. However, selected properties for own stay in strategic locations with good connectivity would do okay.

Nevertheless, I believe tourism properties will likely continue to do well in the current market because tourism is a recession proof industry. This is particularly applicable to Melaka, Penang and Sabah where more than 50% of tourists are locals. A typical example would be a family of four with RM2,000 travel budget could have a very comfortable 3 days 2 nights holiday in Melaka.

Coming back to real estate investment, I foresee that from now till end of the year, the market provides a good 'opportunity window' to property investors or buyers to hunt for value deals. For investment purposes, I recommend tourism real estate products, especially properties with good lease management. Melaka, Penang and Sabah are in a better position amongst others.

With the new government, we hope that the 'Visa free' travel for Chinese tourists will be implemented to boost tourist arrivals from China. We also hope that the new government could encourage and incentivise more airlines to fly from Melaka to overseas.”



The Dawn at Impression City, Melaka

## PROJECTS SHOWCASED AT VPEX 2018

### Impression U-Thant, Kuala Lumpur

Impression U-Thant is a freehold development strategically located in the heart of the capital city, overseeing the Royal Selangor Golf Club and near the Embassy Row. It is a collection of low-density luxury serviced apartments with dual-key features and smart home system.

From its sophisticated design to quality craftsmanship, Impression U-Thant promises a perfect abode.

The project will also feature over 20 choices of fitness and recreational facilities for all ages and fitness levels.

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It is the first condotel in Impression City which is being designed based on the theme of the theatre production of Encore Melaka, hence residents can experience an ambience that resonates with the theatre and performance.

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# ASK, before you buy!

Questions you must not ignore when purchasing a property

BY NATALIE KHOO

**B**uying your first home can be pretty overwhelming. If you have been shopping around, and you should, you would have met many sales personnel listing 101 reasons you should purchase a particular property.

Ultimately, after all that's been said, the ball gets thrown back to the homebuyer with a "please feel free to ask me anything you are unsure of". But where does one start? What questions should a homebuyer ask?

Besides the property price, built-up, tenure, amenities and accessibility, what are the other important but often overlooked questions that one should enquire before signing on that dotted line?

## Can the developer be trusted?

Most properties sold by developers in Malaysia are off-the-plan. "This means that what a purchaser is buying is a hope that a home will be built according to the specifications shown on a brochure or by a developer's sales office. Therefore, there are some pertinent questions that should be asked prior to paying the booking fee," says Fernstate Sdn Bhd director Shawn Fernandez.

Firstly, just like how we read reviews before visiting a restaurant or booking a hotel, a check on the developer's track record is crucial.

"Obviously, a developer with a good track record will be less likely to not complete the project. However, this does not mean that a new or small developer will fail to deliver. A new developer will just have to go the extra mile to convince the homebuyer that it can deliver its promises as contained in its marketing brochures," Shawn shares.

Most developers, he adds, will



refer to the Housing Development (Control and Licensing) (Amendment) Act (HDA) as the necessary safeguard. However, some developers offer enhanced protection such as a cooling off period where homebuyers can change their mind and ask for a refund of their deposit. Some developers also offer an extended defects liability period.

When it comes to late delivery of the new home, in general, there is protection provided under the HDA that is mostly incorporated in

## Some questions to ask when buying a property



### From a developer

- 1 Who is the developer? What track record do they have?
- 2 What safeguards are in place to protect the homebuyer? Is it fully covered under the law?
- 3 How does the property's value compare with surrounding developments?
- 4 What happens if the project is delayed?
- 5 What are the current amenities surrounding the development?
- 6 What are the future amenities in the area?
- 7 What returns can I get from this property? What is the rental potential and how is it calculated/ justified?
- 8 What is the vacancy ratio of the nearby projects?
- 9 What is the unique selling point of this new development which will help its rental and capital values to grow?

### Via an agent from the secondary market

- 1 Is this the best deal/property you have right now?
- 2 Are there any significant repairs or problems I should know about?
- 3 Would the estate agent himself or herself buy the property and why?
- 4 What is the TOTAL cost of buying this property?
- 5 How much experience does the estate agent have with investment grade properties?
- 6 What can I do to improve or enhance the value of the property?

the Sale & Purchase Agreement in the form of late payment charges, hence it is important to find out the capability of the development company to pay these charges, should they arise.

"Most buyers have to service the mortgage. Therefore, getting the property completed and handed over on time is very important," says Shawn.



**A developer with a good track record will be less likely to not complete the project. However, this does not mean that a new or small developer will fail to deliver.** — Shawn

## What is the neighbourhood like?

PropNex Realty head of international market Matt Tian believes it is always good to be familiar with the local neighbourhood where the property is located.

"Buyers should check out the neighbourhood, the surrounding existing developments, the existing amenities like malls, public transport and highways, the demand and supply of the properties there and future developments, amenities or infrastructure in the neighbourhood. It is also important to note the prices of the surrounding properties," Tian notes.

Shawn concurs as buyers should know what they are paying for and whether the property they are considering is reasonably priced in the area.

"For example, should the new home be priced at RM1,000 psf, and the nearest comparable property has been transacted recently at RM800 psf, there should be a valid and plausible explanation for this. Referring to a home as being new,

and therefore justified at RM1,000 psf is not really a justification, if the quality of construction and facilities are not much better," Shawn offers.

## What's the estimated ROI for the property?

While most homebuyers look at comfort and convenience when buying a home to live in, it would be a smart move to consider the property's investment potential as well. The question then would revolve around the return on equity, says Shawn.

Tian agrees, as ultimately it comes down to the rental yields and capital appreciation the project offers.

"An answer to this question should involve an in-depth study of the surrounding properties. If the answer is merely a reference to the X condo next door that rents for RM Y, then this merely shows that the investment issue has not been addressed at the planning stage by the developer. In this case, the investor should do a great deal more background study before committing to the property.

On the other hand, should the answer to this question involve an



excel sheet or info graph showing all nearby developments, matched to what they have rented for and what current asking rentals are, then this would give a better indication that the investment angle has been thought about and addressed by the developer," Shawn explains.

He adds that some new developments are conceptualised to offer something unique and under-supplied, citing, for example, new townships that offer large common areas like a park with a lake, cycling paths, pet-friendly areas, coupled with good security features.

"Condominiums with direct connectivity to a mall or a Light



**Buyers have to inspect whether the home is in a good condition and whether it needs minimal or major renovation.** — Tian

Rail Transit station are also examples of a development that should command good rental yields and/or capital values. A case in point would be One Menerung in Bangsar. Launch price was RM550 psf but today, the unit transacts for between RM1,000 and 1,500 psf," offers Shawn.

## Is the house in good condition?

Tian points out that when buying a secondary market property, the condition of the house must be taken into consideration.

"Buyers have to inspect whether the home is in a good condition and whether it needs minimal or major renovation. Can they immediately move in or does it need a total makeover? Additional cost is incurred if substantial renovation is needed. The buyer needs to remember that upfront cash is required for renovation works," he says.

## Should I hire a real estate agent?

When it comes to the secondary market, Fernstate's Shawn says it may be a good idea to seek the help

CONTINUES ON PAGE 18





Quayside Seafront Resort Condominiums, Gold winner of the EdgeProp Malaysia's Best Managed Property Awards 2018.

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# 'We need more than just housing data to address housing issues'

BY NATALIE KHOO

The United Nations Human Settlements Programme or UN-Habitat executive director, Maimunah Mohd Sharif's passion for bringing change to people's lives certainly shines through.

As the first Asian lady to be appointed to the position, Maimunah who grew up in a kampung in Kuala Pilah, Negeri Sembilan, was previously the mayor of Penang Island City Council and prior to that was the first woman president of the Seberang Perai Municipal Council.

Since she took office early this year in Nairobi, Kenya, she has already delivered some remarkable achievements including having launched a transformation process of UN-Habitat in line with the UN's overall reform aimed at raising its effectiveness on the implementation of the UN's Sustainable Development Goals (SDG) and the New Urban Agenda (NUA).

She has also succeeded in raising the profile of UN-Habitat through high-level participation in key events in particular the Ninth World Urban Forum in Kuala Lumpur while spearheading innovative, new partnerships with corporations such as the World Bank.

## Integration of data

Having been involved in the planning and development of Penang in her previous role, Maimunah speaks from her experience when she tells EdgeProp.my that access to shelter and housing is still very much a challenge not only in Malaysia but globally.

While accurate and timely data is needed to address the issue of housing supply and demand especially in order to effectively deliver affordable housing, she also believes complementary data such as transport, location and



Maimunah: There is a huge mismatch in terms of demand and supply.

job opportunities are also very much required for a deeper insight on housing issues.

"When you talk about getting data for housing, don't just look at the housing data alone. You have to connect the data to mobility, transportation, connectivity to work places and where the job opportunities are. Data from Napic (the National Property Information Centre) is limited to housing figures but without the other kinds of data, it does not tell you where you should build your affordable houses.

"There is a huge mismatch in terms of demand and supply. Wherever I go around the world, everybody says they need affordable housing. But what type of affordable housing? What kind of design? Where should it be located at? When we dig deeper, we realise we don't have such data," she opines.

Statistics, data and analysis are needed to "fit everything together". The younger generation, she adds, may not need or want to

own a house but there must be access to a house or shelter.

"So it (the house) needs to be affordable to rent or even to stay short-term. Essentially, accessibility to housing is needed," says Maimunah.

ThinkCity managing director Hamdan Abdul Majeed who was also present at the interview, concurs, stating that homeownership is a choice but what's important is accessibility to housing.

"We also need a spectrum [of housing choices], so that we can make a choice. Some want smaller houses, some want bigger houses. What we need is a housing market that is modular and is able to shift. Housing is an important dimension of making the city progress. It requires an adequate amount of space to build in the city, and not away from the city, particularly for affordable housing. It must be looked at in terms of maximising the outcome for the city as opposed to maximising owners' returns," he says.

## UN SDG and NUA implementation

About two months ago, UN-Habitat signed a Memorandum of Understanding in London to partner Think City in advocating and promoting the New Urban Agenda and the UN's Sustainable Development Goals, specifically SDG 11, which aims to make cities and human settlements inclusive, safe, resilient and sustainable.

"We are still in the early stages whereby we are operationalising the set of initiatives as we speak. These things are being deliberated, and agreed upon," offers Hamdan.

Globally, Maimunah says cities are also looking at how they can operationalise and set up similar mechanisms for implementation.

"Different countries — low, medium and high income countries, have different implementation mechanisms as they face different challenges. We have prepared the

## United Nations Sustainable Development Goals Goal 11: Sustainable Cities and Communities

1. By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.
2. By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.
3. By 2030, enhance inclusive and sustainable urbanisation and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.
4. Strengthen efforts to protect and safeguard the world's cultural and natural heritage.

For the rest of the Goals, visit [www.undp.org/content/undp/en/home/sustainable-development-goals/goal-11-sustainable-cities-and-communities.html](http://www.undp.org/content/undp/en/home/sustainable-development-goals/goal-11-sustainable-cities-and-communities.html)

quadrennial report which will be tabled at the high level political forum in New York from July 9 to 18," she adds.

## Bringing change

Maimunah hopes UN-Habitat can address issues such as challenges in shelter and housing accessibility, mobility, the impact of climate change, city solutions such as smart cities, the role of women and youth, and humanitarian aspects.

"I also hope to be able to develop a tool to localise the UN SDG, NUA and how we can translate the agendas to the mayors in a language that can be understood at the local level," Maimunah concludes.

## Best to buy during a soft market

FROM PAGE 16

of an experienced estate agent who is familiar with a particular location.

"He or she will be able to share a wealth of information which would be extremely helpful for a buyer in making his or her purchase decision. Experienced estate agents know the sort of properties that rent well. Some of them even have great track records of securing good yields over long periods of time.

"Similarly, these experienced agents have intimate knowledge of sellers who will lower their prices significantly and why. They also know which streets in the neighbourhood command higher capital values than the others. Some are even able to foresee growth areas," says Shawn, adding that a good relationship with an estate agent can be the difference between getting a great deal and an average deal.

An estate agent is particularly useful in advising on the property's investment potential. Even if

Experienced estate agents know the sort of properties that rent well. Some of them even have great track records of securing good yields over long periods of time."  
— Shawn



the property is not bought as an investment, it is good to know the factors that make it particularly rentable or command a higher value in future, says Shawn.

Shawn cites an example whereby in certain areas of Petaling Jaya, the tenure of landed property is leasehold with an average lease term of 40 to 60 years remaining. The easiest way to add value to the property (be it as a homebuyer or an investor) is to quickly renew the lease, after buying it.

"Getting a fresh 99-year lease from the state government is not very costly, provided one owns the property for more than five years. The new lease period (a fresh 99 years) adds value to the property, as banks will be more secure in financing the property," he explains.

He also advises potential homebuyers to foster good relationships with their agents and share with their estate agents the sort of property they are looking for and their

budget. "If a proper relationship is fostered (be on time, polite and respectful), the agent will share with you what they feel may be within your parameters. It is perfectly natural for estate agents to want to do their best for someone they like."

## Last piece of advice

PropNex's Tian offers some final advice: Take your time before you sign on the dotted line, ask for the terms and agreement in black and white so you can double check all items included or the terms involved; and only take action if you feel it's right and if the price is within your comfort level.

"Remember to also check your loan eligibility and only commit when you are financially ready," says Tian.

Both experts believe that it is best to buy during a soft market and that there are good deals to be had at every price point in the current market.



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## SOLUTIONS TO BEST MANAGED PROPERTY



# Balancing aesthetics with sustainability

There has been a long ongoing debate on form versus function but advancements in construction and green technology are allowing property developers to come up with buildings and structures that are both aesthetically pleasing and sustainable in the long-run.

## BY TAN AI LENG

In the past, the idea of sustainable buildings was often associated with only energy efficiency, carbon emissions and material chemistry issues, while design elegance or style was placed on the backburner.

However, the industry has grown leaps and bounds and developers in this era are able to build not only aesthetically pleasing but also sustainable buildings, says Real Estate and Housing Developers' Association Malaysia (Rehda) president Datuk Seri FD Iskandar Mohamed Mansor.

"Buildings are built to serve the purpose of the community – as a dwelling, office space, recreational centre, and so forth. An aesthetically-pleasing design is an added necessity to a building and the purpose it serves," he tells EdgeProp.my.

He notes that elegant and visually attractive buildings that are also sustainable by global standards can be found in many parts of the world, including iconic ones such as the Bahrain World Trade Center, Taipei 101, Oasis Hotel in Singapore and Bank of America Tower in New York.

In Malaysia, such buildings include the upcoming PNB 118, which has received GreenRE's Platinum rating; the Etiqa Office Tower (Platinum rating by GreenRE); Energy Commission's Diamond Building (Platinum rating by Green Mark and Green Building Index (GBI)); and Digi Technology Operation Centre (Gold rating by GBI).

"We are living in an era where we do not have to make that choice between sustainability and beauty. Building sustainable and practical projects that are also good-looking is possible and has been done by many developers," he adds.

This is because developers realise the need to be cognizant of environmental and sustainability issues and do their part while remaining relevant with the times and industry.

Most importantly, FD Iskandar stresses,



FD Iskandar: Aesthetically-pleasing design is an added necessity to a building and the purpose it serves.

they are also realising that buildings must also be practical and allow for sustainable maintenance in the long-run.

"Rehda promotes the adoption of the maintenance culture among all Malaysians, not only for enhancement in a property's value, but also for enhanced quality of community living.

"Buildings are meant to serve a purpose. We won't be able to do much with buildings that are aesthetically pleasing but are not practical and not sustainable. There must be buy-in from everyone on the issue of sustainability and the culture of maintenance," he opines.

### Wisma Rehda a leading example

Taking the lead, Rehda built its headquarters Wisma Rehda with sustainability features incorporated into its functionality. Located in Kelana Jaya, Petaling Jaya, Selangor, the building was completed in 2012 even before the association launched its GREEN rating certification – GreenRE – in 2013.

The 3-storey building with a built-up of 29,000 sq ft is purposeful, sustainable and visually pleasing.

According to FD Iskandar, the hot and humid environment is a major challenge for Malaysian developers, which have to find ways to design and build structures that could withstand the climate.

Wisma Rehda for instance, is designed to face south in order to avoid direct sunlight while its west-facing wall has a "double skin" that prevents heat from directly entering the



Wisma Rehda is designed with sustainable features for better energy and water efficiency.

building. All its office spaces are located at the north and east part of the building, well shaded from direct heat.

Unlike most office buildings, not many air-conditioning systems are used in Wisma Rehda's common areas, yet it does not feel stuffy or warm inside as its two side facades face the prevailing wind direction (north and south).

"14 of the 22 rooms or 63.6% of the space have natural ventilation from prevailing winds. On top of that, the adoption of the Air Conditioning and Mechanical Ventilation (ACMV) System also helps in reducing heat in the building," says FD Iskandar.

Water features at the entrance of Wisma Rehda also help to cool the air while creating a nice landscape. Water metres and water-efficient fittings are also installed at various locations to monitor usage and to detect leaks.

Meanwhile, the usage of tempered glass ceilings in the centre of the building allows sufficient amount of daylight into the building, thus reducing the use of electricity for lights.

Besides this, the building has a photovoltaic system to harness solar energy and rainwater harvesting system to collect water for cleaning purposes.

### Retrofitting existing buildings for better efficiency

For existing buildings that do not have sustainable features, FD Iskandar says owners, joint management bodies or management corporations could consider retrofitting the building for better energy and water efficiency.

"First of all, it must be noted that getting a majority of the occupants or owners to agree to a very significant change involving substantial

cost would be a challenge. Hence, it is essential to get it right from the very beginning at the planning and design stage," he says.

Although it involves a high cost at the initial stage, existing buildings can benefit from retrofitting for sustainability and to reduce wastage. For instance, one could replace fluorescent lights with LED lights, install timers for pumps, use lift inverters and motion sensors.

However, he adds that a careful analysis to weigh the cost against the savings has to be conducted first to ensure that retrofitting is a viable option. It usually makes economic sense to retrofit existing buildings to incorporate sustainable features that could cut down energy consumption, operation and lifecycle cost, he explains.

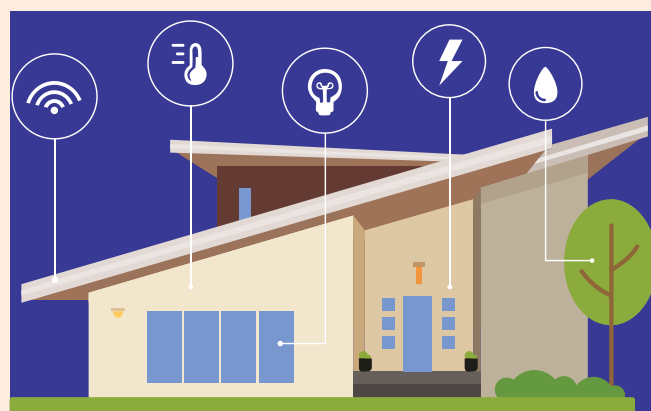
"Energy efficiency is a big component of sustainable design and upgrading a building's air conditioning and lighting systems for instance, will reduce energy bills, thereby offering a payback element to offset the additional capital expenditure.

"Lower electricity consumption will also have a knock-on effect of reducing our use of natural resources. Currently 90% of electricity in Malaysia is generated from non-renewable resources," notes FD Iskandar.

### Be a responsible buyer

A responsible homebuyer looking for a property with sustainability features should have a checklist in hand. Homebuyers can check with the developer if a project has been certified by green rating tools. A development that uses the Industrialised Building System (IBS) could also have adopted sustainability requirements within its design, construction, operation and maintenance.

One could also find out if the development utilises equipment or fittings that have energy-saving and energy-efficient labels. Besides this, a well-designed building has good natural ventilation to reduce indoor heat.



### Benefits of retrofitting existing buildings with sustainable features

- Cost reduction in operations
- Increased comfort for occupants
- Prolonged lifecycle of the building
- Higher capital value for a well-maintained building

### How to spot a sustainable building

- Certified green standard
- The use of IBS
- A north-south orientation
- Use of energy- and water-efficient fittings and applications



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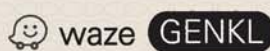
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