



Breathing new life into old spaces

Buildings have a life-span and as cities and towns develop over time, the need for the rejuvenation of rundown or dilapidated buildings is gaining momentum.

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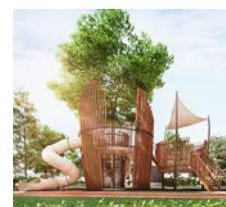
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BIM technology to enable more buildings to be earthquake-resistant

Developers are able to compile the necessary information for increased efficiency

By YANIKA LIEW yanika.liew@thestar.com.my

BUILDING information modelling (BIM) technology will enable developers to build more earthquake-resistant buildings. By creating a 3D model of a developer's project for greater maintenance capability, a building's minor movements can be monitored.

In the recent 30th National Real Estate Convention (NREC), Aurecon Australia director Ken Lee described the use of BIM in natural disasters such as earthquake monitoring, which will provide developers with early warnings.

By tagging specific assets, developers are able to compile the necessary information for increased efficiency in later maintenance, such as date of manufacture, type of model and condition of an asset.

With a 3D model, developers are able to schedule maintenance runs with all the information at their fingertips.

This cuts down on time wastage in manual operations, where mechanics will have to be onsite, surveying the progress before returning to fix the issue. Information can simply be sent to the proper authorities.

The model can also be used for real estate viewing. With the digitalisation of the industry, consumers will no longer have to go onsite. Technology will be able to provide a 360 virtual tour, and with BIM, able to inform potential investors on the height of the room, the cost and material of a floor tile.

"We use BIM in maintenance and basically, we use BIM to assist our facility management team. Every single piece of equipment, every furniture is tagged, and the equipment has



Using technology cuts down on time wastage in manual operations.

a birth certificate, the year of manufacture, where it comes from and when it is due for replacement," said Putrajaya Holdings Sdn Bhd senior general manager Hassan Ramadi.

The architecture, engineering and construction (AEC) industry has been lagging in technological advances in comparison to other industries.

While BIM technology is not new, its usage varies among Malaysian developers. Companies such as UEM Sunrise Bhd utilise BIM for design coordination, in addition to the industrialised building system (IBS), to

minimise construction issues and wastage on site while achieving higher quality finished homes. However, others are used to operating manually, and with the additional costs in the construction stage, developers may not find BIM worth it.

Hassan said that developers may induce additional costs in the construction stage but maintenance costs would be reduced during and after project completion.

Findings from a report commissioned by the University of Cambridge, Centre of Digital Built Britain (CDBB) revealed that using BIM,

the reduction of on-site staff time is estimated to be 3.7% and around 1% project margin improvement. The estimated project-level financial return was £6.90 (RM38.24), boosting productivity and GDP in the long run.

"This is also a part of change management and change in organisation and business is difficult. Change is not easy," Lee said.

"What is more important is that we feel that we are doing justice for future generations for leaving behind this kind of property. What is most important is whatever we do has to be sustainable," Hassan added.



"Change is not easy," Lee said.



"We use BIM to assist our facility management team," said Hassan.

Fantastic April with StarProperty Fair



One of StarProperty's fairs held late last year.

THE StarProperty Fair returns this April with a fresh set of desirable properties from reputable developers as well as activities to keep children entertained while parents view their prospective homes.

Held at IOI Puchong Mall from April 13 to 17, the event will run from 10am to 10pm at the South Court of the mall. Exhibitors include IOI Properties Group Bhd, LBS Bina Group Bhd (LBS), OSK Property, Setia Eco Glades Sdn Bhd and Tropicana Corporation Bhd.

Each exhibitor will have its own special offers. LBS, for example, will run their Raikan Rezeki Bersama LBS campaign, offering attractive home deals as well as other special offers amounting to about RM500,000 to be given away, flexible payment plans and free legal fees.

Visitors can also expect deals like furnishing packages and loyalty rewards from the participating property developers. With more to offer, this fair is definitely the place to go for home buyers.

Furthermore, Warner Bros Malaysia will be sponsoring limited paraphernalia and merchandise at the event in conjunction with the Fantastic Beasts: The Secrets of Dumbledore movie which will be released in local cinemas on April 14. These prizes include

shopper bags, T-shirts and exclusive enamel pin badges. Visitors will have the opportunity to win these prizes by completing a survey during the fair. Prizes are given on a first-come-first-served basis.

Successful home buyers who secured a property during the StarProperty Fair can stand to win additional prizes. Among the fun-packed activities held at the event include puppet-making and sand art sessions. To top off this fiesta, keep an eye out for a goofy clown who will be handing out balloons.

Stay tuned for more exciting fairs which will be happening all year long at your favourite locations including IOI City Mall, Central I-City, Sunway Pyramid, Sunway Velocity, IOI Mall Puchong and Midvalley Exhibition Centre. Keep abreast with the StarProperty Facebook page for the latest updates.

FAIR 2022
IOI Mall Puchong
South Court
13-17 April

Turning ESG principles into practice

Real estate accounts for 40% of total carbon emissions

By YANIKA LIEW yanika.liew@thestar.com.my

AMID the Covid-19 pandemic and the climate crisis, more and more companies are beginning to realise the necessity of sustainability. In 2020, a HSBC survey found that one in three businesses consider sustainability to be more of a priority than ever.

These findings align with a recent Jones Lang LaSalle Inc (JLL) survey which found green strategies and certifications to be crucial to increased occupancy, rents and tenant retention.

As the Malaysian economy begins to recover, the real estate industry is looking for ways to revive and re-energise the market. A key to this is environmental, social and corporate governance (ESG).

"It's not just about navigating the property market through the revival but also through survival," said Jones Lang LaSalle Asia-Pacific consulting senior director Mireille Wan during the recent 30th National Real Estate Convention (NREC), which is held annually by the Royal Institution of Surveyors Malaysia (RISM).

Survival may seem like a strong word, but this sentiment is reiterated by UEM Sunrise Bhd's head of sustainability Sarimah Talib.

"How many of you have been directly or indirectly affected by the recent flood in Selangor? How many of you were affected by major floods in Shah Alam? If we think back when we talk about ESG being in the real estate industry, most of us are being affected by the effects of climate adaptation," Sarimah said. "In this industry, we have an important role, because either we design, we construct, we plan or we are the users."

Findings from the JLL survey found that while 68% of corporate real estate (CRE) leaders report carbon emission reduction as part of their corporate sustainability strategy, only 18% have actually implemented a sustainability strategy.

"Real estate accounts for 40% of total carbon emissions. Think of the amount of real estate present in Malaysia, and in the next 4-5 years, having that 40% carbon emission is quite devastating," Wan said.

According to the findings of JLL's survey, young employees are increasingly demanding climate positive action from their companies, with 84% agreeing that climate change is the biggest issue facing the world.

"We have seen how swift the market reacts to companies with less than palatable practices," KWAP chief executive officer Nik Amlizan Mohamed said.

Corporate real estate (CRE) leaders have a mandate to act on sustainability-but few are actively doing so today

68%

of CRE leaders report that carbon emissions reduction is part of their corporate sustainability strategy

85%

of corporate real estate leaders plan to develop real-estate-specific sustainability strategies by 2025

18%

of CRE organizations are actively implementing a real-estate specific sustainability strategy today

Source: JLL Inc



The pandemic has only compounded the awareness stakeholders have on social issues. Sustainable corporations would be able to attract and retain talent, gaining an advantage in the talent market.

Despite this, findings from JLL's research revealed that 65% of employees are not aware that their companies are committed to reducing carbon emissions. Green strategies among developers must translate into raising awareness among their employees, and perhaps even bringing employees into the decision-making process.

The main barriers to investing in sustainable initiatives continue to be construction costs, Construction Research Institute of Malaysia chief executive officer Datuk Dr Gerald Sundaraj said.

Industry leaders are concerned that sustainability costs more at the outset, but those who are involved in implementing ESG say that the returns will catch up.

In fact, according to the findings of JLL's survey, investors stand to gain an estimated 6-7% of rental and sales premiums from new and retrofitted green-certified buildings.

Sustainable market products are known to increase 5.6 times faster than conventional products, Sundaraj pointed out. In terms of cost reduction, ESG is said to affect operating profits by as much as 60%.

Malaysia has a well-established

framework for a green economy. Governmental policies such as the 12th Malaysia plan, BursaSustain and FTSE4Good Bursa Malaysia encourage companies to participate in corporate governance.

According to findings from JLL's research, office buildings in particular are instrumental in reducing carbon and promoting energy conservation.

There are buildings in Malaysia that already have a green framework, earning accolades such as leadership in energy and environmental design (LEED) and green real estate (GreenRE). Some of these buildings may be familiar: KLIA2, Menara CIMB and Tun Razak Exchange Office.

Operationalising ESG

"The government targets to reduce emissions by 45% by 2030 and these are ambitious targets and require all parties to play their role for us to help the nation to achieve these goals," Nik Amlizan said.

In KWAP's recent initiative, Compass, there is a collective understanding among partners to incorporate sustainable measures. An important feature of the project is the purpose-built worker accommodation, in line with KWAP's emphasis on the well-being of the building's workers.

In line with ESG values, worker-focused development is increasingly important among CRE leaders. A satisfied and well-managed workforce will increase productivity and more companies are beginning to take on more responsibility to look after their workers.

"We must bring positive social impact to the communities where we operate. It is important because we deal with a lot of labour forces, foreign and local labourers, so we need to adhere in alignment with the United Nations human rights standard," Sarimah said.

In the real estate industry, carbon emission is grouped into two categories: operational carbon and embodied carbon. Operational carbon is generated as a result of the building's operations, which include energy usage from heat and power. Embodied carbon is generated as a result of the buying and moving of building materials.

Office, retail and residential buildings all emit carbon. Sundaraj identifies three common building materials which contribute significantly to carbon emissions: steel, concrete and aluminium. Developers must find new and innovative ways to optimise natural resources.

"Almost 32% of construction consumes natural resources," Sundarah said. "The construction sector cannot afford to take a backseat."

Cannot take a backseat

At UEM Sunrise, the pathway to operationalising ESG begins with an analysis based on the sustainable development goals (SDG).

"We are measuring our carbon emissions, to ensure that we know where we are in terms of emitting it. After we know where we stand, we will enter into the second phase, which is the reduction of carbon emission through technology and nature-based solutions," Sarimah said.

To ensure sustainability, every stage of a project should be inspected, beginning from design, construction, renovation and demolition.

"We cannot cherry-pick where we want to implement ESG in the value chain, we cannot say we cannot do this in design development, we can only do this in construction, that is not possible. From the point of decision making, that is where the ESG consideration starts," Sarimah said.

She pointed to buildings fitted with energy-saving lights and rainwater harvesting tanks for irrigation. Considerations must be in place for air quality, environmental transport options, greater greenery preservation and restoration through outdoor spaces like rooftop gardens.

Findings from JLL's research further identified the use of water recycling and water treatment on-site, intelligent windows to personalise temperature and light levels and artificial intelligence for efficient energy consumption.

"ESG is an investment, it is not a cost of operation," Sarimah said.

This mindset shift is prevalent among CRE leaders, such as RAM Rating Services Bhd chief rating officer Siew Suet Ming. Rather than focusing on the commercial factor of a property, she encouraged developers to focus on the intent to do good as industry players to facilitate sustainable growth of the industry. ↗



"In this industry, we have an important role," said Sarimah.



Real estate accounts for 40% of total carbon emissions, said Wan.



All parties have to play their role, said Nik Amlizan.

"In this industry, we have an important role, because either we design, we construct, we plan or we are the users.

- Sarimah



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Market-friendly approach needed for Residential Tenancy Act

Intention is to improve the level of accessibility and affordability of rental homes

Contributed by **SULAIMAN SAHEH**

BACK in 2018, as part of the National Housing Policy (2018–2025), a Residential Tenancy Act (RTA) was mooted as the means to protect and safeguard the benefit and welfare of both landlord and tenant when they enter a tenancy or rental agreement.

The intention is to improve the level of accessibility and affordability of rental homes for the people as well as provide a more consolidated and legislated framework for such rental agreements to operate and be enforced.

Though sprinkles of updates and news were heard over the years, the biggest development seen for the RTA formation was just back in January 2022 when the Ministry of Housing and Local Government (KPKT) had reached out to seek feedback from the public and stakeholders on the proposed RTA bill.

Following the one-month public consultation period and the results that had been released, many opinions were formed by various bodies and parties. Credit was given by many to the government's continued effort to make the rental dream come true but criticisms and suggestions were also expressed on how the current proposal could be made better and fairer for all parties involved.

A balance must be struck

While having more regulations on the residential tenancy in practice, there must still be enough room for the market forces to manoeuvre and balance the level of demand and supply.

It should be allowed to run on a free-market basis, where the parties involved can negotiate freely. By keeping intervention to the bare critical elements, the RTA should act more as a guideline to creating a safe and thriving rental market as opposed to being a prescriptive rulebook on how a rental market should operate.

With the RTA, it is hoped that landlords and tenants can negotiate between themselves and reach a rental agreement that is beneficial for both sides and will be supported by a Special Tribunal under the RTA should any problems or breach of contract arise within the tenancy period. But a read-through of the proposal provided during the survey period had stakeholders question how practical and beneficial would the RTA be. Matters that were brought forth and debated upon included the conditions set and keeping of deposits by the newly formed Comptroller of Residential Tenancy (CRT) agency, the standard tenancy agreement provided for all to use, rent control based on the data collected by the CRT, and the (in)ability for a one-sized RTA to fit all types of rental home agreements.

Further adding to the one size does not fit all points are the differing variables



Tenants of various income levels will have distinct demands and preferences in terms of tenancy agreements.

in levels of income, location of rental units, type of rental units and the nature of the property market itself by locality based on its demographic size and urbanisation rate. The rental market of Klang Valley would be different from the rental market of other states and such would need a different set of guidelines that is better catered to the specific area or state. The same would apply to luxury homes versus affordable homes that are not under any government schemes. Tenants of different income classes would have a different set of needs and preferences in tenancy arrangements that may also be affected by the nature of their work. And as a country that is looking to improve and grow its international presence as a second home, foreign tenants and landlords are also a key group to be considered and included in the RTA scope. This will then create a provision that is not just for the benefit and welfare of the rakyat but also to boost the rental market up to



Sulaiman Saheh is the director of research for global real estate consultancy Rahim & Co International Sdn Bhd.

international standards.

Another point of debate with regards to the proposed provisions was the scope of the survey done in getting public feedback. Many have criticised that the survey conducted involved an insufficiently sized group and was not equal in proportion between tenants and landlords, and coverage on various demographic backgrounds and locations.

Not enough stakeholder engagement

Many wished there had been more engagements with other stakeholders and NGOs that are directly and indirectly involved in the residential rental market. Finding a balance between protecting both the tenant and landlord and not leaning more on one over the other is important to ensure that the RTA is workable in the long run. Should the act be in favour of one party over the others, those negatively affected would be discouraged from participating in the rental market and end up causing a divergent market. For such an act to work and be applicable nationwide, a wider spread of individuals of different races, age groups, income levels and states and other players within the rental market supply chain should be actively engaged.

On the governing side of the new act, a successful intervention (where necessary) is highly dependent on the ability and transparency of the authorised government agency involved in dealing with and solving all matters

related to a tenancy agreement. Too many levels of bureaucracy will lead to unnecessary delays in approval periods and higher administrative costs which may end up being covered by the homeowners and tenants themselves. On the other hand, too shallow of a management may result in confusion in multi-functional departments and insufficient manpower in civil staff to handle the number of daily cases coming in and requiring quick, if not immediate response or approval. This is especially crucial for matters involving deposit funds since it has been proposed that the deposits will be kept by the agency and not the landlord.

Looking at the bigger picture, rules on matters such as eviction notice periods, provision of livable housing conditions, misuse of property for profit gains and breaching of contracts are beneficial and a safeguard to the homeowner and tenant in a rental agreement. But for other matters such as rental rates, the keeping and rates of deposits, and additional terms and criteria within the contract must be given room for individual negotiation and case-by-case consideration. For a market that runs on different dynamics and levels of rental activities depending upon its locality area, the RTA must be flexible enough to cater to such differences but still be sufficiently comprehensive in covering all possible legal loopholes and be enforceable with clarity to all, hence nurturing a more equitable, accessible and transparent residential rental market in the country. 🏠



Judges of high calibre for Malaysia Developer Awards

To match MDA's high credibility, an experienced panel of distinction has been created



Tan Sri Abdul Wahid Omar
Chairman, Bursa Malaysia Bhd



Noraini Roslan
President, Klang Municipal Council



Tan Sri Azlan Zainol
Chairman, MBSB Bank Bhd



Emeritus Prof Tan Sri Dr. Chuah Hean Teik
Past President, Institution of Engineers Malaysia

By **JOSEPH WONG** josephwong@thestar.com.my

TO reflect the birth of the prestigious Malaysia Developer Awards (MDA), a specially invited team of prominent judges has been formed to match the high calibre and standards set for the accolade.

Formed by the International Real Estate Federation Malaysian Chapter (FIABCI-Malaysia) and Star Media Group, this premier honour is crafted to be Malaysia's penultimate awards in giving due recognition to the most well-deserving property developers for their stellar effort and hard work in building the nation.

The number of experts enlisted for the MDA 2022 has a strong collective knowledge of all things property, with a cumulative experience of over 100 years. This was to reflect the more robust and extra-stringent criteria set for the participating property developers, said FIABCI-Malaysia president Datuk Seri Koe Peng Kang.

This year's panel of judges comes from varied disciplines and different backgrounds, which adds prestige to MDA 2022. The panel boasts the prominent expertise of Bursa Malaysia Bhd chairman Tan Sri Abdul Wahid Omar, Klang Municipal Council president Noraini Roslan, MBSB Bank Bhd chairman Tan Sri Azlan Zainol and Institution of Engineers Malaysia and Federation of Engineering Institutions of Asia and the Pacific past president emeritus prof Tan Sri Dr Chuah Hean Teik.

The panel includes the proficiency of Real Estate and Housing Developers' Association Malaysia acting president Datuk NK Tong, Malaysian Institute of Architects president Datuk Ezumi Harzani Ismail, Malaysian Institute of Property and Facility Managers president Datuk Kamarulzaman Mat Salleh, Sabah Housing and Real Estate Developers Association president Datuk Chua Soon Ping and Board of Building Management of The Royal Institution of Surveyors Malaysia chair Datuk Paul Khong.

Also on the panel are Maybank IBG Research senior analyst Wong Wei Sum, Malaysia My Second Home Consultants Association president Anthony Liew, Malaysian Institute of Professional Estate Agents and Consultants president Irhamy Ahmad, Association of Valuers, Property Managers, Estate Agents and Property Consultants in the Private Sector Malaysia president Michael Kong, CGS-CIMB Securities equity research analyst Ngo Siew Teng, Malaysian Institute of Estate Agents president Chan Ai Cheng and Sarawak Housing and Real Estate Developers' Association president Augustine Wong Chung Ho.



Chan Ai Cheng
President, Malaysian Institute of Estate Agents



Wong Wei Sum
Senior Analyst, Maybank IBG Research



Anthony Liew
President, Malaysia My Second Home Consultants Association



Ngo Siew Teng
Equity Research Analyst, CGS-CIMB Securities



Datuk Ezumi Harzani Ismail
President, Malaysian Institute of Architects



Datuk Paul Khong
Chair, Board of Building Management, Royal Institution of Surveyors, Malaysia



Augustine Wong Chung Ho
President, Sarawak Housing and Real Estate Developers' Association



Datuk Chua Soon Ping
President, Sabah Housing and Real Estate Developers Association



Datuk Kamarulzaman Mat Salleh
President, Malaysian Institute of Property and Facility Managers



Datuk NK Tong
Acting President, Real Estate and Housing Developers' Association Malaysia



Michael Kong Kok Kee
President, Association of Valuers, Property Managers, Estate Agents and Property Consultants in the Private Sector Malaysia



Irhamy Ahmad
President, Malaysian Institute of Professional Estate Agents and Consultants

From architect to valuer, these judges will provide fair and impartial judgement to the participants of the MDA. In addition, one of the Big Four accounting firms KPMG is engaged to validate the financial figures and the process of evaluation.

The MDA categories and judging criteria are set to distinguish the new awards distinctively. MDA divides the awarding of developers into two main categories, namely the Top-of-the-Chart Awards and the Special Awards.

The Top-of-the-Chart Awards are divided into two tiers, namely listed companies with a market capitalisation of RM1bil and above and listed companies with a market capitalisation of less than RM1bil. This is to give recognition to the big boys as well as the up-and-coming property developers.

The Special Awards comprise three

sub-categories - The International Awards, Transformation Awards, and The Rising Star Awards, which will be given to the Top three developers.

Due to the complexity of the judging process, the expertise of the invited judges was needed to comprehensively cover the diverse scopes of the respective awards.

Moreover, the diversity of the judges provides the MDA with more comprehensive judging criteria. In addition, a number of judges provided their input into this year's MDA as well as future ones to ensure that the awards' prestige will continue to reach new heights. This makes the awards a more interesting one going forward. And as stakeholders of the real estate sector, their input towards the awards is indispensable.

Drawing on the experience of FIABCI-

Malaysia, both participants and the public, in general, can rest assured that the evaluation process is on par with international standards.

FIABCI-Malaysia draws on its 30 years of experience and is well-known for its stringent evaluation process, which makes the award something every developer yearn for, said Koe.

After awarding merits to excellent projects for 30 years, he said FIABCI-Malaysia believes it is time to recognise those nation builders, as they have been working hard to outperform their peers in crafting more innovative masterpieces.

"And this is made possible through MDA. Development projects are like art pieces, without the artists, never will we live to see such beautiful and astonishing projects, they should be appreciated too," said Koe. 🏡

Platinum Victory remains true to core principle

Platinum Casa Danau Residences to be people's next dream home

ESTABLISHED in 1997, Platinum Victory's attention to developing well-built and competitively priced properties has always been their guiding principle. To ensure customers can obtain their personal victory of owning their dream home, Platinum Victory's latest development Platinum Casa Danau Residences is designed with this principle in mind.

With a substantial number of projects in Kuala Lumpur and across the Klang Valley, Platinum Casa Danau Residences will be another to offer the essentials of a home with all the comforts to ensure serene living.

With all the limitations from the Covid-19 pandemic in the last two years, this property will be the first project of Platinum Victory for 2022. Platinum Casa Danau Residences is being built within Setapak, one of the largest townships in Kuala Lumpur, at an estimated gross development value (GDV) of RM156.4 mil occupying 1.987 acres of land.

Platinum Casa Danau Residences is a low-density development with only 200 units with a functional living space of 1,184 sq ft, offering three bedrooms and two bathrooms in each unit. The development is based on the exclusivity, low density and privacy concept. It is designed to be a versatile residence that provides privacy, comfort and easy access to convenience for people seeking an urban living space at any stage of life.

As the pandemic continues to loom, large properties at a fair price have grown more prerequisite among property buyers. Conversely, this apartment will be on the market with prices starting at RM553,000 and is no doubt a value for money and a chance for home buyers to seize this opportunity.

Going digital

Because the world is advancing in technology and smartphones are so popular these days, Platinum Victory decided to digitise their property management operations by collaborating with Red Ideas Sdn Bhd's JaGaApp to manage the properties entrusted to them. Riding on the Smart Community app, residents will be engaging this technology while living in this exciting neighbourhood.

Smart Community digitises and simplifies many processes to provide conveniences through a smartphone. Making facility reservations, paying bills without visiting the management office and e-registering visitors to reduce traffic congestion at the guardhouse are examples of the app's capabilities. Residents can benefit from the convenience of having everything they need at their fingertips, courtesy of the all-in-one community solutions platform.

Residents at Platinum Casa Danau Residences will have access to a wide choice of leisurely pursuits, all designed to help them live a balanced lifestyle.



ABOVE
Platinum Casa Danau Residences.

RIGHT
The gym facility is one of the many features at Platinum Casa Danau Residences.



Platinum Victory decided to digitise their property management operations by collaborating with Red Ideas Sdn Bhd's JaGaApp to manage the properties entrusted to them.

After a long day, residents can relax in the swimming pool or work out in the fully equipped gym and outdoor fitness area. Look no further for a family trip location, as the playground, wading pool and sky leisure on the rooftop give the ideal settings for catching up and enjoying the moment to the fullest while being protected and close to home.

This strategic location is also nearby many famous attractions and facilities,

including the The Palette by Platinum Victory and Setapak Central Mall, barely a kilometre away. Other locations like Wangsa Walk and KL East Mall are just a 4km drive from the apartment.

Good connectivity

Parents would not have to worry about their children's education as schools like SK Setapak Indah and SMK Danau Kota are nearby. Tunku Abdul Rahman University College and other institutions of higher learning are also nearby, a bonus for parents with older children. Medical facilities such as Columbia Asia Setapak and Hospital Kuala Lumpur are within reach in order to cater to residents' health and welfare needs.

The thriving Danau Kota neighbourhood of Setapak is connected to several major highways, including Jalan Genting Kelang, the Duta Ulu Klang Expressway (Duke) highway, Setiawangsa Pantai Expressway, Middle Ring Road 2 (MRR2) as well as the newly completed Duke 3. With the added support of several light railway transit stations, which improve the connectivity of Platinum Casa Danau Residences, this property will be very appealing to home buyers and future tenants. 📍



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E sales@platinumvictory.com



Residensi Danau | Developer Name: Platinum Victory Development Sdn Bhd | Type of Property: Condominium & PPAM | Developer's License No.: 9832-10/03-2024/0150(L) | Validity Period: 02/03/2022 - 01/03/2024 | Advertising Permit No.: 9832-10/03-2024/0150(P) | Validity Period: 02/03/2022 - 01/03/2024 | Building Plan Approving Authority: Dewan Bandaraya Kuala Lumpur | Reference No.: BP U2 OSC 2021 0011 (23) | Land Tenure: Leasehold 99 years | Expiry Date: 30 September 2120 | Encumbrances: OCBC Bank (M) Berhad | Expected Date of Completion: March 2025 | Total Units: Block A - Type D: 200 Units; Block B - Type A: 11 Units; Type B: 44 Units; Type C: 136 Units; Type D: 9 units | Selling Price: Block A (min: RM699,000 max: RM747,000); Block B (min: RM148,350 - max: RM300,000) | 5% Discount for Bumiputera (for Condominium only) | This land cannot be transferred, leased, pledged and mortgaged except with the permission of the Land Executive Committee of the Federal Territory of Kuala Lumpur. THIS ADVERTISEMENT HAS BEEN APPROVED BY MINISTRY OF HOUSING. Disclaimer: All information contained herein is subjected to change as may be required by the relevant authorities without any notification and shall not be binding or be deemed to form a contract or any part thereof. Whilst every care has been taken in providing this information, the developer shall not be held liable for any claims whatsoever arising from the use and/or reliance on the above information. All illustrations and pictures are artist's impressions only, no representation or warranty is made as to the accuracy or completeness of the same. The items are subject to variations, modifications and substitutions as may be recommended by the relevant authorities or consultants. Please refer to the sale and purchase agreement of the actual unit being purchased for specification and description approved by the relevant authorities.

A new beginning for old spaces

Buildings will succumb to the passage of time and eventually become obsolete

By JOSEPH WONG
josephwong@thestar.com.my

CITIES are sometimes described as a concrete jungle, with buildings of varying heights and shapes covering the ground and roads and pathways winding their way through in a maze-like pattern. Buildings are constructed over time, and like with anything that succumbs to the passage of time, some will become obsolete and outdated.

Many buildings are eventually abandoned, and those that are located within core metropolitan districts become a sight to behold for any passer-by. Fortunately, not all abandoned buildings are beyond repair, and with a little extra imagination and a dash of sustainable innovation, a long-forgotten structure can be entirely transformed into a new architectural piece that is both functional and aesthetically pleasing.

Other than the more intensive path of removing and redeveloping the site, BYG Architect partner Michael Ong Chin Keong noted there are various methods to breathe fresh life into an ancient building.

Typically, a building would be renovated to enhance and update it to keep it relevant in the market while preserving its intended use. This would be appropriate for regions where the original intended use is still valid, but what happens if the market, demography, or nature of the area change?

Adaptive reuse

Adaptive reuse, often known as repurposing, is a procedure that can revitalise such structures, said Ong, providing several cases in Penang which maintained the historic structures while developing its surrounding area.

One such example was the Gurney Paragon Mall which comprises a nine-storey shopping mall, two condominiums and an office block. What makes this mall unique is that it was built around a historic school, St Joseph's Novitiate, and its design merges both colonial and futuristic architectures, Ong said at the 30th National Real Estate Convention (NREC) organised by the Royal Institution of Surveyors Malaysia recently.

"It is a prime example of how a historic building can be incorporated into a new development," he said, adding that there were numerous challenges but nothing engineering expertise could not overcome. The former novitiate now houses food and beverage outlets and event spaces.

This kind of development does not necessitate the entire demolition



ABOVE
The 104-year old St Joseph's Novitiate was restored as the key attraction of Gurney Paragon Mall.



There are various methods to breathe fresh life into old buildings, said Ong.



There are many things to consider when it comes to redevelopment, said Shu.



With restoration, old buildings can have a renewed lifespan.

of the existing structure; instead, architects and developers work around the existing structure by repurposing viable components for a function other than the original usage.

"As we are continuously reminded of and have experienced the pollution created by urbanisation, the themes of sustainability and being environmentally friendly appear to hold considerable relevance and preference for today's people. The customary inconveniences and annoyances caused by building activity are minimised and downscaled with adaptive reuse because no substantial development is required," added a

property observer.

Not only is this a more cost-effective solution, but it also allows for cultural and historical preservation to coexist with modern features and functions, he said.

Sustainability the key benefit
When considering adaptive reuse, the key benefit is the factor of sustainability. Adaptively reusing an existing old structure saves money by lowering the quantity of energy and materials required, as well as the pollution caused by a traditional construction project. Because useable existing structures are already in place, the lack of a thorough demolition will

considerably minimise the quantity of debris waste and even shorten construction time.

As a result, costs can be decreased, making projects more financially feasible in some situations. Urban sprawl can be avoided from a town planning standpoint by using pockets of current development within metropolitan regions and overall keeping city limits confined and places more accessible.

Repurposing an old site or structure can assist the local community socially by encouraging ongoing awareness for the historical and cultural relevance of the site or building, thereby keeping a connection to local history and stories, noted Ong.

Visitors and inhabitants may appreciate both by creating new, usable areas while retaining historic characteristics, thus strengthening the community's identity and desirability as a tourist destination.

However, despite all of the benefits and preservation that have been highlighted, repurposing has its own drawbacks and limitations. While the presence of an existing structure may eliminate the need for a complete rebuild, architects are constrained by the shape and size of that structure, which may prevent more ambitious plans from being realised without complete destruction.

If the old building and its surroundings are not suitable for

reuse or are beyond repair, they may pose more issues than solutions. These two factors combined will result in lengthier delays and higher costs, making a complete rebuilding more likely.

In order to draw interest and revive historical significance, the buildings themselves must be historically significant or strategically positioned to be an appropriate adaptive reuse location. Without these, the building may end up looking like any other newer structure competing for visitors and renters in a competitive market.

Surbana Jurong Consultants Pte Ltd senior principal planner Shu Charng Yen shared many of her Singapore experiences during the 30th NREC.

"Repurposing older developments can be seen in two ways: It can reduce carbon footprint and it can unlock the potential value of a property but needs to be handled sensitively," she said.

Shu said there are many things to consider when it comes to redevelopment. "What about the sentimental value and goodwill of the property? Can this be measured in monetary terms? The buildings may be given a new lease of life but have they lost the quality that made them special?" she asked.

"While Singapore and many developed nations appear to be ahead, Malaysia isn't far behind in this long-standing real estate trend, as we see repurposing and adaptive reuse in new constructions, notably in historic and culturally significant buildings. Often, these repurposed constructions turn vacant areas into commercial spaces that are both aesthetically appealing and functional to today's inhabitants while preserving the building's original features and traits," said the observer.

For example, Think City, a subsidiary of Khazanah Nasional Bhd and supported by Yayasan Hasanah, is an organisation dedicated to the regeneration movement. As a community-focused urban regeneration organisation, they collaborate closely with local governments, communities, institutions, and private businesses to test, plan, and implement



programmes targeted at revitalising cities and addressing today's urban concerns.

Think City has completed over 500 projects to date, with a heavy focus on historic city centres. Individuals or organisations redeveloping historic places can also apply for grants as financial assistance.

Signs of repurposing

Several signs of repurposing can be found on the ground in Kuala Lumpur. Abandoned spaces between stores and green pockets have been given a new lease on life by accepting what's been left behind and cleaning up the wear and tear of time while maintaining the reality that these old spaces have been present for decades.

Petaling Street proved to be a perfect repurposing location for eateries such as Merchant's Lane, PS150, and Chocha Foodstore, which converted derelict shop lots into a


chic, contemporary food and beverage (F&B) area. The formerly vacant, decaying shop lots are now filled with the liveliness of consumers and the vibrancy of interior design ideas, thanks to the preservation of useable portions and the addition of new elements.

The Art Printing Works (APW) in Bangsar is another remarkable example of adaptive reuse. Once a commercial printing business, the underutilised spaces inside the property area have been turned into spaces for trendy F&B eateries, enlivened with artistic expression, despite the fact that it is still used as a printing plant.

APW was changed into an urban campus that embraces a communal lifestyle by bringing diverse individuals and groups together through events, workshops, and programmes through reimagination and determination. Within the complex, there is also a co-working space called Uppercase.

With land scarcity and high costs on city dwellers' and developers' concerns, repurposing or adaptive reuse is considered as a realistic option when faced with the challenge of wanting to create something new while keeping the old.

Despite any challenges or constraints, creative imagination and new thinking are the instruments for overcoming them, and the ultimate result will not only be a breath of fresh air but also a tribute to the past's history and culture.

In this technology age, where experience trumps supply, it's critical to have not only a place to consume and use but also an experience that can be recalled and shared. As a result, sustainability is promoted as the way to go in our increasingly congested and dirty world. While adaptive reuse was formerly considered a revolutionary concept, it now appears to be a viable solution that promotes sustainability and reusability. 

ABOVE
Old spaces do not need to be demolished to make way for the new.

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Dawn of a new era at UEM Sunrise

Accelerating sustainability towards a low carbon future by 2030

WITH sweeping floods and fluctuating weather beginning to plague the nation, there is an increasing need for the government, corporations, organisations and the general public to be more proactive to ensure a sustainable future.

One such corporation leading the charge is property developer UEM Sunrise Bhd, which is in the process of transitioning towards a more sustainable-driven design philosophy for all its developments. UEM Sunrise has set the target of a low carbon future by 2030 and an even more ambitious goal of carbon neutrality by 2050.

Many companies have begun professing their commitment towards building sustainable cities and climate initiatives, only to cease efforts after the attention dies down, engaging in a process known as greenwashing.

To walk the talk, UEM Sunrise has an action plan in place. Its new sustainability blueprint follows in the footsteps of eco-friendly mandates such as the Paris Agreement, the United Nations Sustainable Development Goals (SDGs) and the Nationally Determined Contribution by Malaysia.

These prestigious articles guide the company to develop projects which incorporate sustainable strategies at all levels of development, beginning from design, procurement, construction and throughout the life of the buildings. This approach includes steps such as identifying the environmental impact of a project, measuring carbon emissions pre and post construction, as well as procuring sustainability-certified materials and taking on more efficient and holistic construction methods.

Ranging from energy and water efficiency systems to monitoring and improving indoor environmental quality, UEM Sunrise is looking at an overhaul and rethinking its design philosophy to utilise non-superfluous designs.

With an understanding that sustainability efforts can only go as far as the families it houses, the company focuses not only on the environment it creates but the comfort and satisfaction of the community it cultivates. After all, there is an inextricable link between nature and well-being. In making sustainability a key pillar in all its developments, UEM Sunrise makes sure to design homes with an emphasis on community-focus offerings.

However, this march towards a sustainable future is not a new development for the company. UEM Sunrise has been incorporating sustainability efforts and features for years, with projects having been in accordance with global green building standards since 2010. A few examples being Imperia in Puteri Harbour, Iskandar Puteri in Johor and 28 Mont'Kiara in Kuala Lumpur.

KAIA Heights and Aspira Gardens are just the latest efforts in highlighting UEM Sunrise's sustainability agenda. Surrounded by six acres of preserved nature and eight acres of landscape, KAIA



ABOVE

An artist's impression of a treehouse-style playground, one of Aspira Gardens' eco-friendly communal facilities for its residents.

Heights is a breath of fresh air.

The development has received a GreenRE silver certification, going above and beyond in catering to multi-generational families. In its design, KAIA Heights conserves almost 40% of the existing forestry around the residence. UEM Sunrise is careful in ensuring that the surrounding plant life flourishes for the benefit of both the environment and its residents.

The development is designed with non-toxic, ethical, and sustainable materials, utilising compost recycled from horticulture waste and equipped with a rainwater irrigation system. With natural ventilation and natural lighting, UEM Sunrise ensures KAIA Heights cuts down on energy use while providing for the well-being and mental health of its residents through communal facilities that promote an active lifestyle while surrounded by nature.

A sister to KAIA Heights, Aspira Gardens is similarly created with

environmental sustainability at the forefront. It is the first low-density residential enclave in Johor that is designed to be solar panel-ready, with solar-powered street lights along the roads to guide residents home.


Buildings are finished with low Volatile Organic Compound (VOC) paints, eliminating health risk to the community living in their homes and reducing the risk of pollution to the environment. Units are constructed to be as water efficient as possible, with rainwater harvesting systems available for certain homes.

Incorporating a well-rounded perspective for sustainable development, Aspira Gardens is designed around goals such as good health and wellness and sustainable communities. The development has eco-friendly community spaces such as the recycling centre, treehouse-style playground, and open greenery, which allow families to create new memories while playing their part in creating a cleaner planet.

Perhaps it is the combination of this attention to environmentally friendly features and the responsible production of the project which has led to a very encouraging take-up rate of units after its recent launch despite the pandemic.

With the rest of 2022 at its feet, the company aspires to further push the boundaries of sustainable development. UEM Sunrise is looking forward to the launch of its new sustainability blueprint, which represents true dedication towards championing sustainability in its industry while prioritizing in delivering long-term sustainable values to the customers.

Through unlocking the values in sustainable development, UEM Sunrise is fully geared to position its brand as the industry leader in sustainability in recognition of investors and industry peers.

For more information about UEM Sunrise's sustainability efforts, visit uemsunrise.com. 

BELOW

An artist's impression of KAIA Heights. The family-oriented development uses non-toxic, ethical, and sustainable materials and harnesses rainwater for irrigation.



An artist's impression of Aspira Gardens Type B. It is the first low-density residential enclave in Johor that is designed to be solar panel-ready.

KAIA HEIGHTS EQUINE

Multigenerational hilltop and nature living

Embodying UEM Sunrise's principles of sustainability with green elements, built in compliance with sustainable guidelines



Energy saving lights fitting and circuiting timing

Rainwater harvesting tank for irrigation

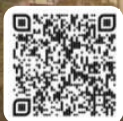
Sustainable, recycle and usage of green cement

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Artist's impression of KAIA Heights, Equine

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Opportunities for struggling malls

Repurposing the old to create a new lease of life

By MESHVINNY NELSON
meshvinny@thestar.com.my

WE occasionally stumble across shopping malls that are either completely abandoned, unfinished or have only a few tenants and customers. Some floors are even blacked out or restricted, indicating that they are completely dormant and unattended.

Despite the existence of these underperforming and struggling properties, new malls seem to emerge every year. Malls that have opened or are in the process of opening include Mitsui Shopping Park Lalaport, The Exchange TRX Mall and Warisan Merdeka Mall. New brands expected to enter the market include Zepp Hall Network, Seibu, Cineplex and Takashimaya. This unfortunately puts more pressure on the malls that are already facing difficulties.

While Retail Group Malaysia in its latest Malaysia Retail Industry Report is projecting a 6% growth rate for the industry in 2022, several malls are still seen as struggling to fill their vacant spaces.

And if they cannot ride the retail wave, then they might face closure in the worst-case scenario. For the older shopping malls which were closed even before the pandemic, their future looks even more bleak as any hope of revival appears dashed. The only alternative left is to repurpose the mall, turning it into some else.

From malls to warehouse

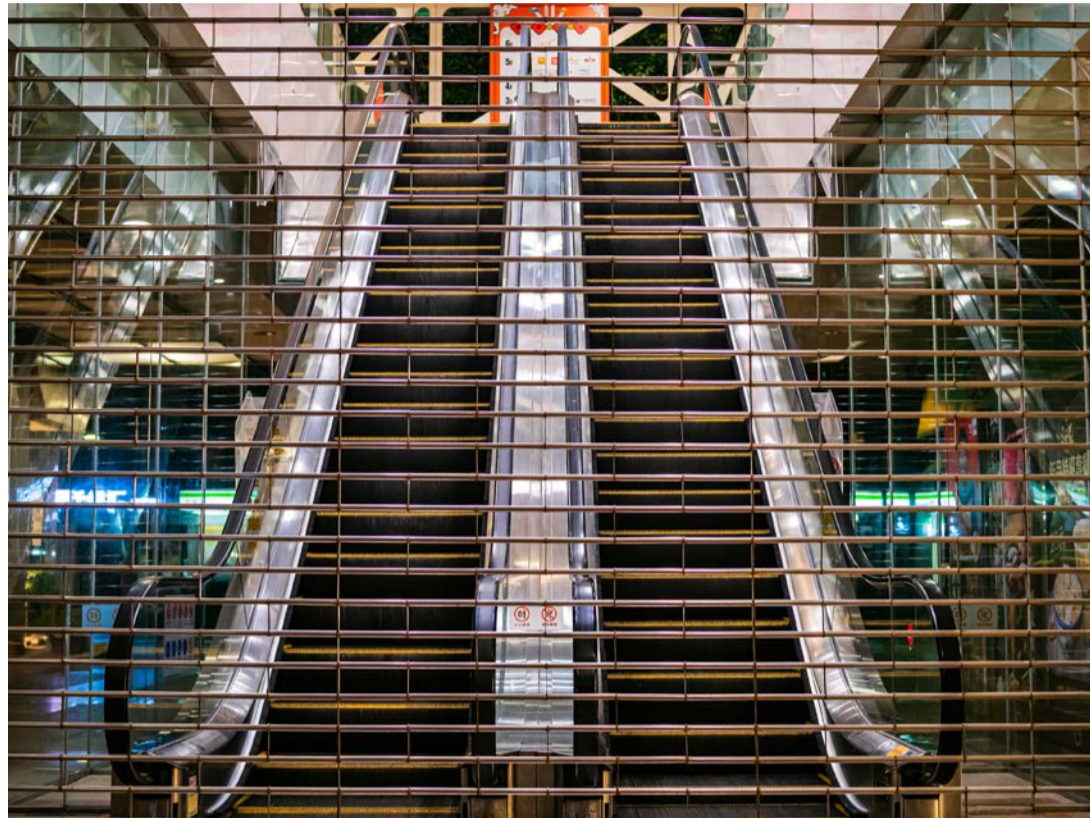
Mall repurposing is beginning to take place in Malaysia, following a similar trend as experienced in other nations across the world. This scenario is already playing out in the United States and many other industrialised countries with industries that are further evolved than Malaysia's.

Should Malaysian mall owners and operators be concerned about this likely outcome in the near future, even though the business is changing due to the current post Covid-19 pandemic and economic situation?

It is quite obvious that shopping malls, which have been hit hard by a drop in sales and foot traffic especially in the last two years, have devised new strategies to stay afloat. Some smaller shopping centres have begun turning their retail space into e-commerce warehouse centres, adapting to the sudden increase of online shoppers.

A prime example of this is e-commerce behemoth Amazon.com Inc (Amazon). Long before the epidemic sent online purchases soaring, Amazon began buying up underperforming malls and converting them into warehouses and distribution centres. According to Coresight Research, Amazon has already converted 25 mall spaces into distribution centres since 2016.

For businesses looking to employ retail warehouses to meet rising e-commerce demand, there are numerous advantages. Because retail locations have the natural advantage of being available, conversion



As the number of shopping malls run the risk of closure, owners and operators might need to seek an alternative solution for their premises.

initiatives are already ongoing in markets with high vacancy rates.

The premium real estate space of these retail locations, such as major junctions or highway interchanges, is one of the biggest advantages. Every shopping centre is intentionally located in a specific region. The big-box stores want loading docks and easy access for trucks so they can come and go as they please. They also have high ceilings and ample space, which are essential for most retailers.

Every great opportunity, however, comes with its own set of challenges. The majority of shopping malls are not zoned for industrial use. Industrial facilities are noisy, and they attract a lot of heavy vehicle traffic. Depending on the mall's geographic location, zoning requirements will vary greatly at the state and local levels.

It may be difficult to persuade a planning board to change land use permissions for a major commercial location such as a shopping mall, especially if the mall is flanked by residential properties. The promise of jobs and economic development might be enough to convince decision-makers in some areas.

With new malls opening every year,

it is disappointing to see some of them go to waste and stay empty. Although constructing warehouses is a wonderful start, other activities might be considered when repurposing large shopping malls. Health centres, stadiums, halls and parks are all excellent ideas to keep in mind, said a property observer.

"Repurposing these developments can give struggling malls a new lease of life and provide a better, yet completely different approach to the community," he said.

Resilient malls

On a brighter note, not every mall is suffering badly. Some of the established ones are highly resilient, bouncing back from the effects of the multiple movement control orders and the weakened economy as a result of the Covid-19 pandemic.

Particularly in Kuala Lumpur's Golden Triangle, where many malls were experiencing poor business are now coming back stronger.

As long as no lockdowns or harsh mobility restrictions are enacted to combat the Covid-19 outbreaks, the retail sector is projected to stay favourable this

year, said Pavilion Kuala Lumpur retail chief executive officer Datuk Joyce Yap.

"Provided there are no further lockdowns or heavy restrictions, I am optimistic to see Malaysia's retail sector benefitting from the country's economic growth with increased consumer spending and footfall in our malls," she told StarBiz in a recent email interview.

The past two years were one of the most challenging periods for the retail industry, she said, adding that the recovery to the pre-pandemic level will be gradual.



Yap is optimistic of the retail sector's positive growth.

Omni-channel shopping to continue post-pandemic

Shopping malls and retailers faced numerous obstacles even before the pandemic. This might include the rise of e-commerce and changing consumer purchasing habits, all of which could have put a halt to a decades-old manner of shopping.

These trends were expedited by the Covid 19 pandemic, which resulted in more digitally-centred consumers who want seamless transactions and personalised experiences that creates convenience.

These new purchasing drivers not only underline the need for shopping mall transformation but also present the industry with fresh prospects.

A market in flux and transformation is reflected in the continual cycle of chain store closures and new store openings. Convenience, uniqueness, quality service and a comprehensive sensory experience are all elements that shoppers seek.

Omni-channel shopping enables these preferences to be met by combining the convenience of online shopping with the satisfaction of a pleasant shopping experience in a physical store. The merger is effective and many retailers are using it to strengthen brand loyalty.

Therefore, more retailers are implementing omni-channel and click-and-collect tactics, which allow customers to order items online and pick them up at the store.

Even if their first trip was merely to pick up online orders, it is widely assumed that shoppers will purchase extra products while in the physical store. Click-and-collect services and shipping to private households are two ways that brick-and-mortar retailers might profit from this trend. ↗



An increasing number of lots at shopping malls are vacated. - NORAFIFI EHSAN/The Star

OSK Property and Mah Sing bosses won coveted MPA 2021 titles

17 awards comprising 13 categories were presented at FIABCI-Malaysia gala event

OSK Property Holdings Bhd chief executive officer Ong Ghee Bin and Mah Sing Group Bhd (Mah Sing) founder and group managing director Tan Sri Leong Hoy Kum were the toast of the town when they took the much-coveted Malaysia Property Awards (MPA) 2021 titles.

Held by the International Real Estate Federation Malaysia (FIABCI-Malaysia), OSK Property won three awards with its Ong bagging the Property CEO award, as well as the best residential (mid-rise) category for the TimurBay residence in Kuantan.

The third award won by OSK Property was the residential (low-rise) category for Mirage by the Lake in Cyberjaya.

Mah Sing's Leong took home the Property Man award. "As the leader of Mah Sing, I believe in cultivating the concept of market orientation in our business approach, which prioritises identifying consumer needs and creating products that meet those demands," he said after receiving his trophy.

The MPA awards were presented by guest of honour Yang di-Pertua Negeri Penang Tun Ahmad Fuzi Abdul Razak during the gala dinner at One World Hotel in Petaling Jaya on March 29.

A total of 17 awards comprising 13 categories were presented during the event. Setia Eco Glades Sdn Bhd also won in the low-rise residential category for Setia Marina 2.

Winners for the residential (high-rise) category were Alila 2 by Hunza Properties Bhd, and The Fennel at Sentul East by YTL Land Bhd.

For the mixed-use development category,



Ahmad Fuzi (second from left) presenting the Property CEO 2021 trophy to Ong as Koe (right) and Yu (left) look on. - AZLINA ABDULLAH/The Star

UEM Sunrise Bhd and KL Eco City Sdn Bhd won for Arcoris Mont Kiara and KL Eco City respectively.

Menara Ken TTDI Sdn Bhd for Ken TTDI Sdn Bhd and Menara Symphony by Symphony Life Bhd took the office category.

Gamuda Land Sdn Bhd won the environment category for Gamuda Gardens Central Park, while Gamuda Bhd won the resort category for Batu Patung Eco Village.

Berjaya Hartanah Bhd won the affordable housing category with Lanai Residences in

Bukit Jalil, and WB Land Sdn Bhd won the industrial category with Frontier Park. Hap Seng Land Sdn Bhd won the purpose-built category with Wisma Mercedes-Benz.

Meanwhile, Universiti Teknologi Malaysia won the public sector category with Residensi UTMKL.

FIABCI-Malaysia president Datuk Seri Koe Peng Kang congratulated the winners and commended them for countering the Covid-19 pandemic with resilience and tenacity.

Koe said property development in the

21st century is no longer just about brick and mortar, as a change in climate and demographics have affected demands for homes and living lifestyles.

"Property developers must make bold, practical commitments. And it's clear that these commitments must then translate into an economy that is fully in harmony with our planet.

"Not just at a continental or national level, but in every region, city, and even in every kampung, every household across Malaysia and where Malaysian developers are present globally," said Koe.

Organising chairman Dr Yu Kee Su said that they had a slightly different experience this year as all the judging process had to go from physical to online due to the Covid-19 pandemic.

"The physical site evaluation had to be conducted online with the participating companies presenting and explaining their projects. And for the independent judges meeting, the evaluators had to first present the summary of the projects, followed by participants with their presentations," Yu added.

He said that the growing demands for sustainability and green technology among the consumers prompted developers to take serious attention to the consumers' awareness of preserving the environment.

Yu said there were no new categories added this year, but the organising committee is considering adding two new categories, namely super high-rise residential and best practices, which are pending approval. ↗

ESP to help real estate agency owners accelerate business

In the fast changing world of technology and business model disruption of real estate agencies, new tools and platforms are becoming accessible to agency owners.

From secure and legal e-signatures to simple file sharing, the advancement of technology is not only enhancing productivity but also transforming how real estate agents respond to their clients.

As with any industry with such deep roots, running businesses can become routine, and it can be difficult to let go of old habits. However, if real estate agents intend to stay relevant within the industry, they need to upgrade themselves with technology and a new business model that will allow them to scale and grow their business faster and sustainably.

Following the rapid mobilising of new and existing technology, tech-empowered ESP Platform, under ESP Global Services Sdn Bhd, addresses this new demand.

Founded by ESP Global Services Sdn Bhd chief executive officer Aldrin

Tan, chief operating officer Datuk Adrian Wang and chief financial officer Kai Wong, ESP empowers real estate businesses locally and internationally.

Also present at the launching were ESP Global Services chief branding officer Carolyn Lin and chief learning officer Terrance Yeo.

"ESP is a first of its kind and a fast growing tech-empowered business platform that powers real estate agencies with three fundamentals to its business model, plug-and-play, zero entry cost and pay as you earn, without any additional start-up cost or capital investment and pay per successful transaction," said Tan

ESP is currently powering six agencies with over 1,800 sales representatives and agency owners on the platform, making it the second largest real estate platform in Malaysia in terms of agent count and revenue.

By assisting in five key areas, namely branding, recruitment, retention, system and support to real estate agencies, Tan said ESP is on track to empower over 3,500 sales representatives and agency owners by 2023.



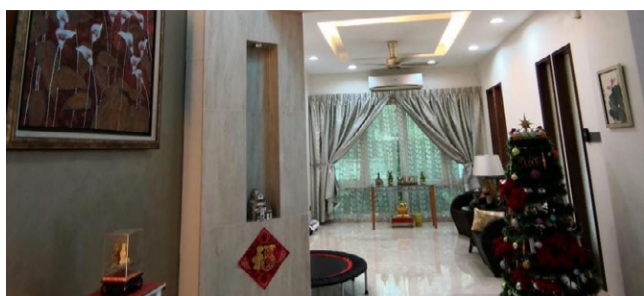
Plans are in the works to expand the licensing platform to Thailand in the third quarter of 2022 and Cambodia in the fourth quarter of 2022. By 2024, ESP is expected to be extended to the entire Southeast Asian market.

ESP's distinctiveness resides in the DNA of the value proposition which integrates core areas to assist

real estate agencies in scaling their businesses to the next level, according to Tan.

Agencies are aware that infusing technology as a tool that can be utilised as a new way of conducting business and developing successful connections is the way forward. The important thing is to find the right technology that reaps true value. ↗

From left are Wong, Lin, Tan, Wang and Yeo at the launching of the ESP platform.

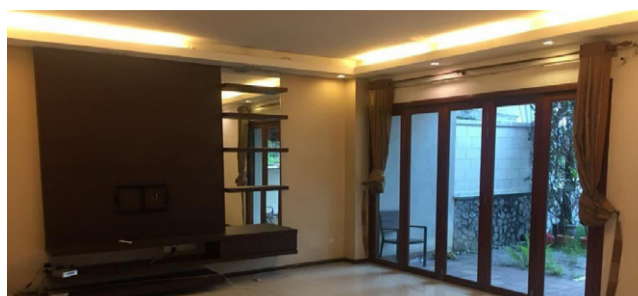


Kota Kemuning Hills, Kota Kemuning

RM5,250,00 (For sale)

Bungalow
 6+1 Bedroom
 N/A
 10,700 sq ft
 7 Bathroom
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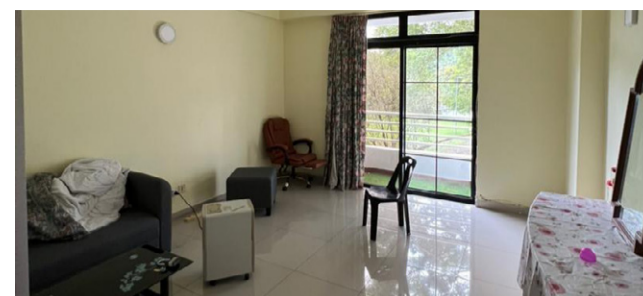


Sunway Rahman Putra, Bukit Rahman Putra

RM1,300,000 (For sale)

2-sty terrace/link house
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 3,100 sq ft
 5 Bathroom
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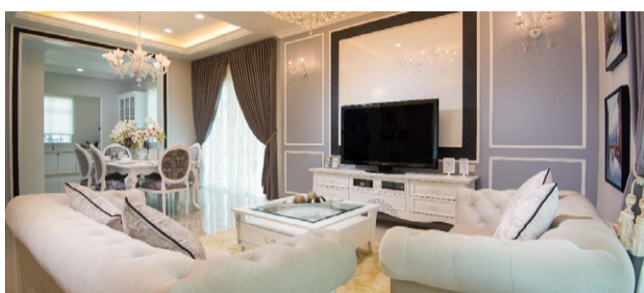


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Condominium
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 3 Carpark
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Eugene Yap (REN 01644)
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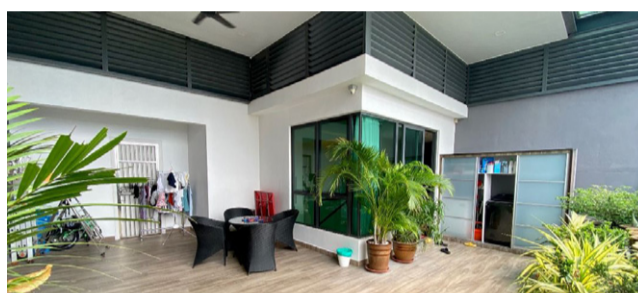


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Francis Leong
 +6017 8282511
 WORLDTREE PROPERTIES SDN BHD E(1)0229



Bandar Tasik Puteri

RM480,000 (For sale)

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 1,900 sq ft
 N/A
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Des Yap
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 VPG REALTY E(3)1936

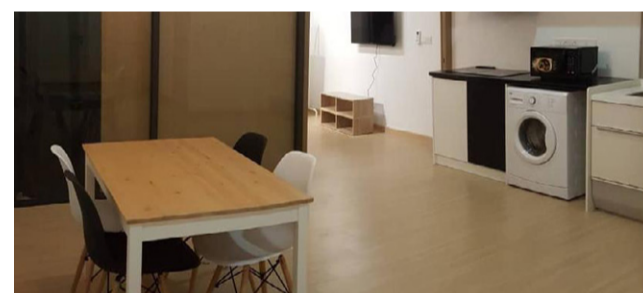


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 Fully furnished
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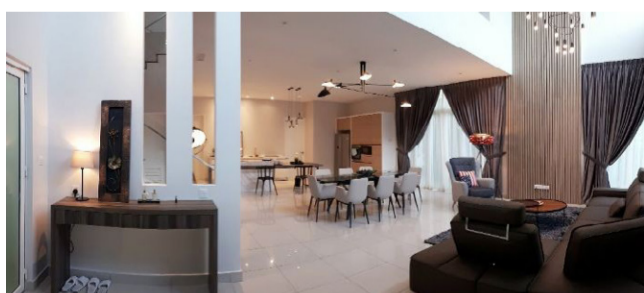


D'Sara Sentral, Sungai Buloh

RM450,000 (For sale)

Service Residence
 1+1 Bedroom
 1 Carpark
 504 sq ft
 1 Bathroom
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 MERIDIN PROPERTIES SDN. BHD. E(1)1525

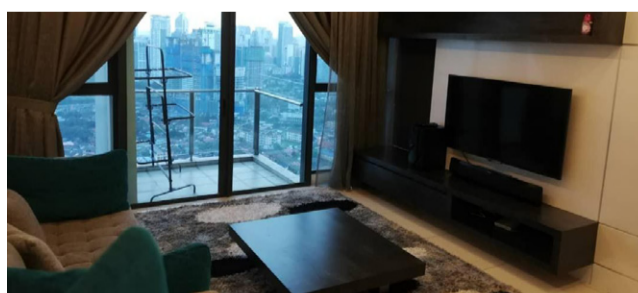


Palmiera @ Kinrara Residence, Petaling Jaya

RM2,600,000 (For sale)

Semi-D
 4+1 Bedroom
 N/A Carpark
 4,118 sq ft
 5 Bathroom
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Elin Siow
 +6019 3888292
 AVENEW REALTY E(3)1977

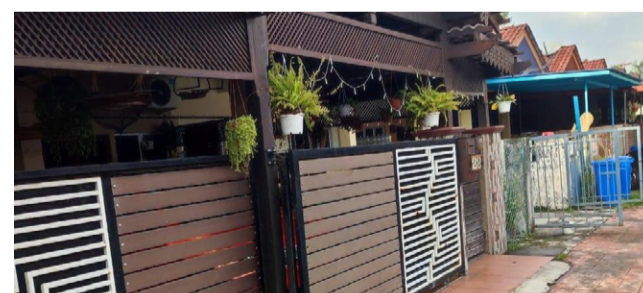


Setia Sky Residences, KLCC

RM1,250,000 (For sale)

Condominium
 2+1 Bedroom
 2 Carpark
 1,313 sq ft
 2 Bathroom
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Rachael Khor
 +6019 2632779
 MAXXAN REALTY SDN. BHD E(1)1766



Kampung Lombong

RM390,000 (For sale)

1-sty terrace/link house
 4 Bedroom
 2 Carpark
 1,400 sq ft
 3 Bathroom
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Mimie Akma
 +6019 6633188
 AG REALTY SDN BHD E(1)1931



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