



Back to the family

Many individuals and married couples are shifting back to the traditional all-under-one-roof living format where two or three generations reside together. Hence, the demand for more family-friendly homes is growing.

> See pages 8 & 9.



INSIDE THIS ISSUE



FEATURED DEVELOPMENT

Resort Residence 2 -
A once-in-a-lifetime opportunity
> 4



FEATURED DEVELOPMENT

Nurture a holistic,
lifestyle with MCT's twin prides
> 6



FEATURED DEVELOPMENT

A community
of dreams
> 10

Slowly but surely

Population growth rate has been sliding gradually but 2022 could see a baby boom

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

MALAYSIA'S population growth rate has been seeing a slow downward slide for the last 30 years. Aside from the baby boom in the 1960s, the last peak was in 1988 when the annual growth rate registered a solid 3%, according to the Malaysian Department of Statistics (DOS).

Malaysia's population in 2021 is estimated at 32.7 million as compared to 32.6 million in 2020 with an annual growth rate of 0.2%, the lowest level recorded to date. The decline in the percentage of population growth rate was mainly because of the lower number of non-citizens from three million (2020) to 2.7 million (2021) and the higher death rate resulting from the pandemic.

The economic uncertainty which resulted from the Covid-19 outbreak in 2020, followed by the subsequent disruption in the global and domestic economy due to movement control orders, will continue to have an impact on the population growth until it normalises. This slowdown in the population growth rate is expected to continue in the next few decades, slowing down population growth further.

However, this is not to say that Malaysia's population is not increasing because, with families confined to their homes, there is an unexpected outcome, as several experts have noticed. In fact, Juwai IQI Group Co-Founder and CEO Kashif Ansari predicted a new baby boom for 2022.

"During the pandemic, the birth rate actually fell. The uncertainty caused people to postpone having children. That



is mostly behind us now. The year 2022 could be the beginning of a new baby boom in Malaysia," he said.

"It's too soon to have official statistics bearing this out but we hear anecdotally from our clients that many young families are having children now and in the next year," he said.

Population by gender

Unlike in the past, males now outnumbered females with the male population exceeding the female population at 17 million and 15.7 million respectively in 2022. The gender ratio for

the overall population is 109 males for every 100 females.

For the period 2021-2022, the gender ratio for citizens remains at 103 and non-citizens at 227 males for every 100 females respectively. The higher ratio of males is attributed to the higher number of males for non-citizens. A major reason is that most are foreign workers being employed in male-dominant occupations.

The older age population in Malaysia is also increasing every year. The composition of the population aged 0-14 years in 2022 decreased to 23.2% as compared to 23.6% in 2021. This is mainly resulting from pandemic fears

Are we headed for a baby boom in 2022?

and uncertain economic conditions resulting in a lower birth rate in 2020 and 2021.

Inter-state comparisons show that the highest percentage of children under 18 years is in Putrajaya at 37.2%. This is followed by Terengganu (35.6%) and Kelantan (34.7%) while Penang recorded the lowest percentage at 22.6%.

The highest number of children under 18 years was recorded in Selangor (1,778,6000), followed by Sabah (1,116,200) and Johor (1,060,900).

TURN TO PAGE 12 >

StarProperty Fair comes to Sunway Velocity

Prizes worth up to RM100,000 for grabs

LOOKING for a property with excellent location, good quality and price-friendly? Look no further as StarProperty is hosting another fair, following the success of its previous edition. If you missed your chance at our last fair, join us at our latest StarProperty Fair @ Sunway Velocity.

The fair is running from Aug 18 to 24, from 10am to 10pm. Offering an abundance of new options by reputable developers, the fair will be located at the Vanity Atrium, Ground Floor.

The participating property developers include illustrious names such as Boustead Properties Bhd, KL Wellness City, Matrix Concepts Holdings Bhd and Tropicana Corporation Bhd. Choose from a wide variety of high-quality, top-tiered homes with ranging prices to suit your needs.

While browsing, visitors will also be able to enjoy free ice cream and popcorn, offered to those who complete a simple survey. Scan the QR code available at the venue, answer a few questions and submit. It is that simple!

The fair will also be running its Home Buyer Lucky Draw, open to those who have placed a booking for a unit

StarProperty

FAIR 2022

18-21 August

**Sunway Velocity Mall
Vanity Atrium, Ground Floor**

during the event. Win great prizes by submitting a copy of the Sales Order Form, proof of payment and photocopy IC of the purchaser at the StarProperty booth to qualify.

Home buyers who bought a property at any one of the 2022 StarProperty Fairs will automatically be in the running for the Buy and Win Grand Finale which will be announced in the 1st quarter of 2023. Ten winners will walk away with Guocera Premium Tiles worth up to a total of RM100,000. Terms and conditions apply.

While parents are browsing the properties at the fair, StarProperty has abundant activities to keep children entertained.

The StarProperty Fairs will be happening throughout the year at your favourite locations including Starling Mall and Aeon Tebrau Johor Bahru in September, IOI Mall Puchong and Queensbay Mall Penang in October and Mid Valley Exhibition Centre in November.

As each fair will have its own exclusive promotions, don't miss out. Visit fair.starproperty.my and contact 603-7967 1341 for the latest updates and turn your dream homes into reality. 🏠



File photo of potential buyers visiting the exhibitors' booths in a recent StarProperty Fair.

What properties are the younger generation eyeing?

Snippets of potential first-time home buyers' expectations

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

As Malaysia continues to see a recovering property market, developers are seeing increased interest from young home buyers and growing families as we have entered the endemic stage of the Covid-19 outbreak. With the ever-shifting economic state of the country, buyers' tastes will continue to change and develop. Here are some of the comments from StarProperty's survey:



"I would be interested in an affordable home (under RM300,000), that is close to a public transport station (MRT or LRT) for ease of access. Because I am still a low-income earner, it is impossible for me to afford a home that is more luxurious or has a fantastic view. I am also open to a sub-sale home because such older developments are more strategically located. I find that most new developments are further away from the city. If I have a bit more money, I would be interested in a landed home in Petaling Jaya. It would be nice to have a bit of space for myself, but that is still a long way to go."

- Ho Jia Wen, 23

"I am looking for a condo that's in a suburban neighbourhood but not too secluded that it's too far away from a city or town shop lots. Preferably with at least a nice pool, playground and maybe a gym as facilities. I don't really mind on what floor but I prefer higher floors after staying on the 26th floor in my current condo for the past 10 years."

- Ellen Chui Su Ching, 23



Here is what today's younger home buyers have to say



"Preferably condos with facilities away from my workplace, perhaps within or nearby a forest area. Facilities as it is to keep up with a healthy lifestyle, and away from my workplace where I have a clear disconnection from my office work."

- Jeremy Mark Hazzim, 30



"Apartments are preferred because they're small, cosy and easy to clean. It has to be far enough from the city to be away from the hustle and bustle but near enough to a well-stocked mall with lots of variety so that I don't actually have to go anywhere else. It should be within walking distance to the LRT station so I won't need a car to get there. I'd like for the apartment to also be overlooking a protected mangrove or forest area nearby - it'd be nice to know that not the whole area will be demolished for development. Basically, an area with everything I need in it: a good shopping mall, a protected forest area, good access to public transport and away from traffic jams."

- Nor Farzana Syaza Binti Jeffri, 26



"One of the criteria for property buying for me would definitely be a bright house with good ventilation as I have lived in a condominium with poor ventilation that has moulding issues. Preferably service apartments and condominiums for the security too. A good view would be optional but I prefer not to have the view facing a busy street or highway as it can get very noisy. I would also prefer one nearby a public transport station as I take the train to work daily."

- Ariessa Razali, 25



"Homes with a view because I would like to create my own space with a nice view. It matters to me when it comes to the preparation of the day, you wake up in the morning to a nice view, the air you breathe is sweeter than usual too. The way you start your day is important to the progress of the day. And it would be great to come back home to a nice view too." 🏡

- Koh Xin Yu, 24

Resort Residence 2 - A once-in-a-lifetime opportunity

Last chance to be a part of Bandar Sri Sendayan's last premium residential parcel

THEY say that opportunity only knocks once and this adage holds true for those seeking to be a part of the upper echelon community within Bandar Sri Sendayan's final premium residential parcel Resort Residence 2.

Seremban property developer, education enabler and community builder Matrix Concepts Holdings Bhd (Matrix Concepts) will be launching the last piece of its premium residential parcel this August, offering buyers a high-end resort living experience in homes designed for a more relaxed lifestyle.

Located in the heart of Bandar Sri Sendayan in Negeri Sembilan's capital Seremban, Resort Residence 2 comprises residential homes with proximity to commercial, institutional, as well as industrial and leisure components within the 6,272-acre township.

Residents of Resort Residence 2 will have easy access to the precinct's 6.3-acre lake park, which hosts a multitude of facilities that promotes a healthier lifestyle.

In addition, Resort Residence 2 is a stone's throw away from ample amenities, including retail conveniences, education hubs and outdoor recreation and lifestyle parks, that are located within the mature Bandar Sri Sendayan township. Matrix Concepts believes that convenience is key to ensuring customer satisfaction and takes care of residents' basic needs by providing suitable amenities in a self-sustaining township.

Matrix Concepts has put in much thought and effort to provide the best in its residential products. It is important to understand customer needs to create quality products that meet buyers' demands and the developer is confident that its latest resort home series will appeal to buyers.



The pathways take residents on scenic routes within the park and nature areas of Resort Residence 2.



ABOVE
 The jogging track runs alongside scenic lakeside and nature features to encourage a healthier lifestyle.

Good feng shui

Matrix Concepts focuses on building a holistic community experience and engaged the Joey Yap Consulting Group to customise the feng shui of Resort Residence 2. They identified that the special feng shui formations; the hills in the vicinity to the East are ideal to support the wealth accumulation goals of the residents. In addition, the other unique mountain here, referred to as the auspicious Greedy Wolf Mountain in classical feng shui, provides the future occupants with the potential for greater status, nobility and life fulfilment. Ideal feng shui energies for those who are looking to reside or invest here.

In feng shui, the water element is an important component of opportunities and the ability to generate money. The Joey Yap Consulting Group also identified the lake located on the northern side of Resort Residence 2, as having the right location and qualities to be in the most prosperous location

for the incoming energy cycle of Period 9 (2024 - 2043). This will enable the development to thrive and grow for the next 20 years, a key aspect for investors looking to invest in the direction of growth.

True to the prediction, the earlier phases of Resort Residence 1 and Resort Homes were well-received, with all units fully sold since they were launched in 2021 and 2019 respectively.

Fun-filled amenities

Bandar Sri Sendayan's vast appeal can be credited to the incorporation of Seremban's natural opulence and the encompassing amenities that the township offers. For example, residents have easy access to the exclusive clubhouse, d'Tempat Country Club. The 380,000 sq ft clubhouse offers a wide range of top-notch facilities, such as an Olympic-size swimming pool, gymnasium, bowling alley, movie room, reading room, tennis court, badminton

court, table tennis, squash court, banquet hall, spa room, meeting rooms, bars and cafes.

For outdoor lovers, the 34-acre X Park Sendayan, dubbed the largest entertainment venue in Negeri Sembilan, promises to give residents a good dose of thrills and adrenaline. It offers different recreational activities, including an all-terrain vehicle (ATV) ride, kart racing, flying fox ride, paintball, wall climbing and archery, as well as a futsal court, badminton court and driving range.

The 100-acre Sendayan Merchant Square offers dining, shopping and daily necessities. And in the works is an upcoming neighbourhood shopping mall on a 6.4-acre parcel in Sendayan Merchant Square that will offer more dining, retail and entertainment options for residents and visitors.

As Bandar Sri Sendayan also caters to growing families, education is fully covered by nearby institutions like SJK (T) Bandar Sri Sendayan, SMK Bandar Baru Sri Sendayan, SK Bandar Sri Sendayan and Matrix Global Schools. The 20-acre Matrix Global Schools provide facilities from pre-school to secondary levels, with the local Kurikulum Standard Sekolah Rendah (KSSR) as well as the Cambridge syllabus. The international school can accommodate up to 2,500 local and foreign students, which makes the township attractive to families with school-going children.

Shopping amenities include Aeon Mall Seremban 2, Palm Mall, Mydin Seremban 2, KPJ Seremban Specialist Hospital and Columbia Asia Hospital. In terms of connectivity, Bandar Sri Sendayan enjoys easy accessibility via major highways such as the North-South Expressway (NSE), Seremban-Port Dickson Highway and KLIA Linkage. The NSE's Seremban toll exit is only a five-minute drive from the township.

As this premium segment of Bandar Sri Sendayan is highly sought after, potential buyers are advised to reserve their units early as they are expected to be snapped up quickly. Visit <https://simplified.resortresidence2.com/> for more information. 📍

BELOW
 The Grand Entrance to Resort Residence 2.



The Pavilion offers a resting area amidst the shade of nearby trees.



Bandar
 SriSendayan
 Seremban

The self-sustaining city



Artist's Illustration

ACCOMPLISH
 SYMPHONIOUS
 EXPERIENCES
 IN A STELLAR
 ADDRESS

Resort
 Residence 2
 Living Quintessentially™

Welcome to the very final series of Resort Residence, at the heart of this award-winning township. Within the great outdoors of a 6.3 acre lake park, stands your future home minutes away from the renowned Matrix Global Schools, the lifestyle hub of Sendayan Merchant Square and the 5-star d'Tempat Country Club.

Register your interest now for Resort Residence 2, coming to you soon.



1800 88 2688



Scan here to register

Nurture a holistic, lifestyle with MCT's twin prides

Alira and Aetas create an exclusive, family-centred lifestyle for urbanites

LIVING in an era of change, families are adapting their lives to new priorities. We navigate the sweeping shifts in modern ways of living such as the increasing digitisation of society and economic changes.

As more high-rise developments are being built in the city, Malaysians are looking for homes in prime locations that are easily accessible. But in the search for the best location, a family-centric design with welcoming, contemporary architecture is often overlooked.

It is here that Alira @ Tropicana Metropark excels. Developed by MCT Bhd, Alira is a serviced apartment located in Subang Jaya, Selangor, conceptualised with a resort-style architectural design.

A haven for modern families that are looking for a dynamic and engaging lifestyle when living in the city, Alira is centred in an integrated neighbourhood with more than 40 facility types. The apartment is designed with clean, crisp lines, naturally accentuated with a simple colour palette.

With a sense of nature and flow in every element, Alira offers 832 units from a built-up area of 695 sq ft to 1,048 sq ft. With careful consideration of its customers, the units have a wide range of practical layouts that include the Type A, with three bedrooms and two bathrooms, the Type D, with one plus one bedrooms and one bathroom, and much more.

Ranging from RM493,800 to RM816,800, the apartment units are warmly designed to be an idyllic home which balances the conveniences of a city and the serenity of nature.

Modern social spaces

With consideration for the sensibilities of today's living environment, the apartment has dedicated co-working spaces for those who are working from home, or who have decided to run their businesses online. Building around the needs of its residents, MCT Bhd centres on family relationships with its recreational facilities, such as the singing lounge, where one will be able to host



open mic nights, and the mini library, which allows a safe space for the little ones to create new, exciting memories.

Apart from these facilities, the apartment is equipped with a spa, gym, and pool to create a stylish and effortlessly chic living experience for its residents. In line with the agenda to encourage a healthy and proactive lifestyle through outdoor activities, Alira has direct access to the 9.2-acre central park.

Whether it is a refreshing walk through lush greenery, or regular exercises to work out the stress of the job, the park is created with the intention to increase the connection residents' have with nature.

With its location settled in a neighbourhood of high connectivity, residents will also be able to easily

access GEMS International School, which is within walking distance of the development. Harkening back to bygone times, children will be able to walk to school and back, enjoying the tranquillity of the many trees lining the residence.

Not only is there access to educational institutions, Alira is well-connected to public transportation, for the convenience of its residents. It is located 1.6km from KTM Batu Tiga station, 3.7km from the LRT SS18 station and 4.1km from the LRT SS15 station. With two car park spaces allocated per unit, high-powered professionals have the luxury of owning more than one vehicle without issues of finding an extra parking bay for the second vehicle.

When it comes to creating a nurturing environment for the family, there is no question that quality is

paramount. With Aetas Damansara, mature professionals will be able to cultivate homes that are not only rejuvenating, but sustainable and eco-friendly as well.

A tranquil enclave nestled within Petaling Jaya, Selangor, Aetas Damansara is a luxury condominium comprising 226 units, with a built-up area from 2,325 sq ft to 3,273 sq ft, depending on layout. Home buyers will have a myriad of options to choose from, with layouts ranging three plus one bedrooms and four bathrooms to four plus one bedrooms and four bathrooms.

As a low-density development, residents will be able to enjoy the meticulous spatial planning, well-embodied in the private lift lobby with multi-tier security and scenic surroundings.

Smart design

West facing units are equipped with Low E glass windows to reduce heat transmission, as well as motorised solar protection blinds. To provide for families of all ages, from the elderly to the little ones, the residence prides itself on its universal mobility-friendly features.

Priced from RM2,385,800, Aetas offers an elegant and well-connected lifestyle, with 83% of the units able to enjoy a view of the expansive golf course, and a dual view of either the Kuala Lumpur skyline, or the Subang and Petaling Jaya area.

Residents will be able to enjoy a holistic urban experience with nearby recreational facilities, consisting of the Tropicana Golf Club, Tropicana Gardens Mall, and the Sunway Giza Mall. With four educational institutions within a 10km radius, as well as five medical centres within 10km, take advantage of Aetas' prime connectivity and accessibility.

From its design to its execution, MCT Bhd continues to inspire future developments with its focus on creating luxurious, family-centred housing. Both developments are expected to be completed by November 2025.

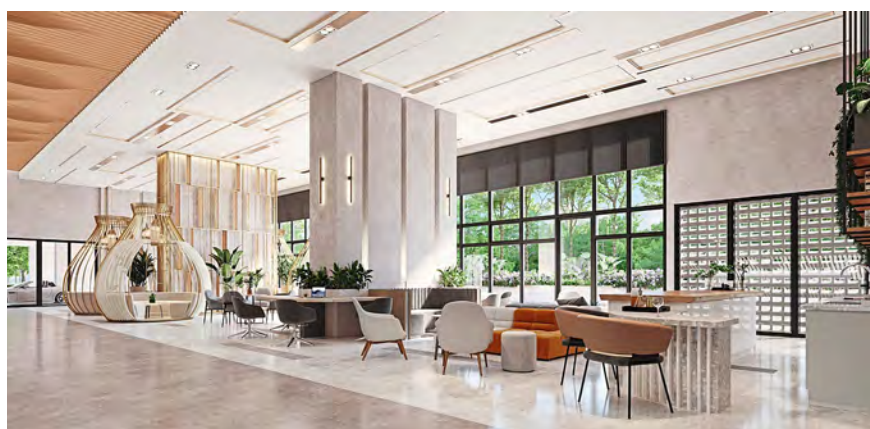
To find out more about Alira and Aetas, visit <https://alira.my/> and <https://www.aetasdamansara.my/>.

ABOVE

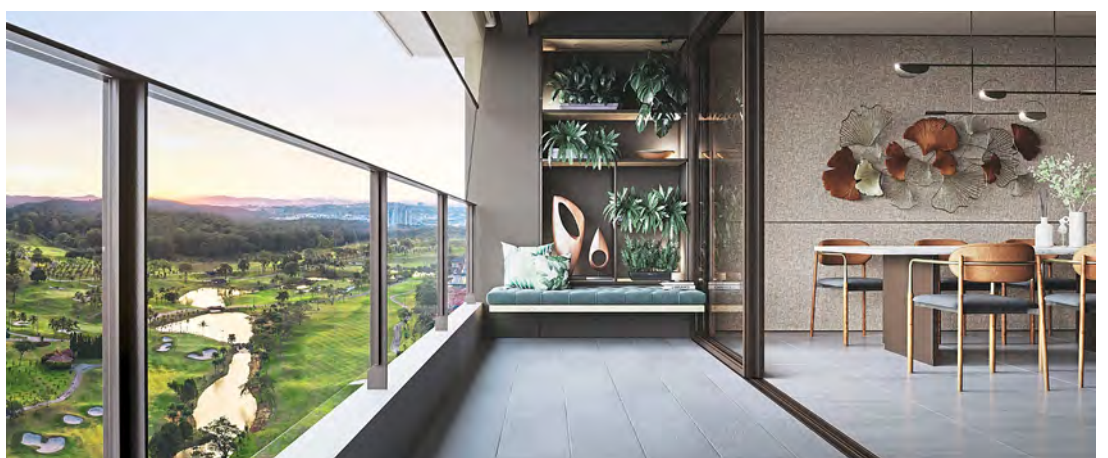
Alira is centred in an integrated neighbourhood with more than 40 facility types.

BELOW

Aetas' west facing units are designed to reduce heat transmission.



Co-working spaces that emphasize elegance and comfort.





AETAS™
DAMANSARA



Artist's impression only

An
Illuminating Journey of Life

Inspired by the sprout of life in natural history, comes Aetas Damansara. A low-density residence fitted with splendid and meaningful spaces to foster nurturing moments with your family, discover the comprehensive and detailed architectural design of the homes with the addition of the latest luxurious furnishings and contemporary facilities for your personal enjoyment. Nestled within the mature neighbourhood of Persiaran Tropicana, here you can experience a holistic lifestyle that is both convenient and rejuvenating.



LOW DENSITY
226 UNITS



PRIVATE
LIFT LOBBY



KL CITY
VIEW



2,325 -
3,273 SQ.FT.



AGE &
MOBILITY-FRIENDLY



aetasdamansara.my

Aetas Damansara Sales Gallery

+6011 3011 6368

Scan here for more



• Developer: One Residence Sdn. Bhd. (Company No. 1126688-P) • Address: Lot D-02, Level 2M, SkyPark @ One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor Darul Ehsan • Developer's License No.: 20017-1/12-2022/0817(L) • Validity Period: 12/12/2020 - 11/12/2022 • Advertisement & Sales Permit No.: 20017-1/12-2022/0817(P) • Validity Period: 12/12/2020 - 11/12/2022 • Land Encumbrance: NIL • Land Tenure: Leasehold 99 years (Expiring on 4 April 2109) • Authority Approval Building Plan: Majlis Bandaraya Petaling Jaya • Building Plan No.: MBPJ/120100/T/P10/728/2020 • Expected Date of Completion: June 2025 • Type of Property: Apartment • Total No. of Unit: 226 units • Built-up Area: 2,098 - 6,114 sq.ft. • Block A - 149 units, Selling Price: From RM2,112,960 (Min) - RM4,180,560 (Max) • Block B - 77 units, Selling Price: From RM2,838,960 (Min) - RM6,119,760 (Max) • Total Car Park Allocation: 742 • Bumiputra 7% discount • The information contained in this advertisement is subject to change and cannot form part of an offer or contract. All renderings are artist's impressions only. All measurements are approximate. While every reasonable care has been taken in preparing this advertisement, the developer cannot be held responsible for any inaccuracies. All the above items are subject to variations, modifications and substitutions as may be required by the Authorities or recommended by the Architect or Engineer • THIS ADVERTISEMENT HAS BEEN APPROVED BY JABATAN PERUMAHAN NEGARA.

The return to family-friendly homes

These homes have always been an important segment of the market but is it growing?

By JOSEPH WONG
josephwong@thestar.com.my

UNLIKE their Western counterparts, Malaysian families have always placed great emphasis on filial piety where multiple generations live under the same roof. It is not uncommon in the past to see three generations, where grandparents, parents and children reside together.

Everyone reaps beneficial synergy as retired grandparents can spend time with their grandchildren while parents are working. There would be savings as parents need not spend on childcare services while they are at work. Grandparents will have time to themselves while the children are in school. Most of all, the cost of owning a home is greatly reduced since such a family only needs one home.

However, over the last couple of decades, more and more young adults have moved out of their parents' homes, chasing employment or wanting their own space. Many even moved interstate or overseas, resulting in the reduced demand for big homes especially when families face the empty nest stage of parenthood.

Naturally, this gave rise to new housing demands, which many property developers were quick to leverage on. But interestingly, there is a new shift to return to multi-generation homes. And with the shift comes the demand for homes to be more family-friendly.

"It is certainly a thing these days for friendlier homes – kid-friendly, pet-friendly, disabled friendly, etc – and all these are signs of a maturing nation where brick and mortar alone are no longer the only requirements," said Malaysian Institute of Estate Agents (MIEA) president Chan Ai Cheng.

Depending on their stage in life, these family-friendly homes will appeal to them, she said.

Knight Frank Property Hub deputy managing director Reeve Thang agreed with Chan. "There is increasingly more demand for families looking to upgrade and resize, according to their needs," he said.

The two property experts are not the only ones acknowledging this trend. Real Estate and Housing Developers' Association (Rehda) president Datuk NK Tong, Juwai IQI Group co-founder and chief executive officer Kashif Ansari and a host of property developers have also noticed this trend.

While reasons are plentiful, the catalyst could have been the Covid-19 pandemic which forced many households to relook their situation and triggered the return to multi-generation homes.

And because homes that are suitable for family stay with the focus on parent-child scenarios, these units will usually have a minimum of two bedrooms and three to four bedrooms for bigger families, noted Thang.



What constitutes family-friendly?

Due to the multiple needs of modern families, developers will be challenged in designing a home that needs to satisfy many preferences. Apart from offering a variety of differently sized units, developers will have to look at what are the common demands to narrow down their designs, and ultimately reduce costs.

"It depends on the families' budget and size. The ideal family-friendly home has enough bedrooms so children and adults can have their own rooms, safe indoor



The kitchen is the most used common area in any home.

and outdoor spaces where children can play under the eye of their parents, rooms where the whole family can gather to be together, a larger kitchen and plenty of room for storage," said Ansari.

"The first thought that comes to mind when I hear the phrase family-friendly homes – it usually involves the home being children friendly. It has the same ring as family-friendly restaurants or activities," said Chan.

She pointed out that features of such a home should include window latches, baby gates at staircases and wider doors and hallways for trollers, and at a later age,

be wheelchair accessible.

"Unlike overseas like Australia or parts of Europe, their windows are equipped with latches that restrict its opening to allow for ventilation yet ensuring safety," she said, adding that even simple things like the type of paints to be used should be considered for family-friendly homes.

Children have been known to create their masterpieces of artwork on walls, so paints that allow easy cleaning should be considered, she said.

Chan said many aspects ranging from children to adulthood to the aged have to be considered in the designing of a family-friendly home, so it is not just a matter of moving to a bigger home.

High-rise living

Moreover, with more high-rise and high-density properties expected for the inner city to match a growing population, how would this impact family-friendly homes?

"High-rise apartments and high-density neighbourhoods can be the most family-friendly. Choose an apartment or townhouse with enough space and sufficient outdoor amenities.

"Apartment buildings have a huge advantage in that they can provide amenities like gyms, gardens, barbecue areas, and swimming pools. Most individual families cannot afford to have these things for themselves.

"Another benefit of high-rise living

is that you have close neighbours, so there's always a friendly face to help with the children," said Ansari.

He added that high-rise homes also tend to be close to education, healthcare and employment and for parents, this means less time spent travelling to and from work and more time at home with their children.

Cost versus benefit is always a factor of consideration but space is definitely important to achieve a family-friendly home, said Chan. With high-rise condominiums, the cost of having shared spaces is apportioned out to the many owners, thereby, reducing it to a more acceptable level.

Family-friendly homes are defined by space. But a key component to being family-friendly is the building of a sense of community with neighbours. This can be achieved in both high-rise developments or landed properties. The key is to have spaces and facilities for families to gather.

"Typically, this would be the neighbourhood park in a housing estate or the playground. Specific to condominiums in the inner city, family-friendly facilities like swimming pools, playgrounds, and playrooms allow young children to meet others and interact in a safe environment," said Tong.

"This can be further enhanced by the condominium management organising regular activities around festive celebrations for children to gather. Examples of such activities could be a pot-luck open house during Hari Raya, a Santa giveaway during Christmas, a lantern procession during Lantern Festival or a fancy dress during Halloween," he said.

With Malaysia's growing population, urbanisation remains unavoidable. As such, family-friendly homes will continue to be impacted by limited space due to the higher cost of properties.

While some solutions include shared community spaces and facilities, the future designs of family-friendly homes might take on new formats even as the needs and demands of the modern family continue to shift. However, there will always be some demands that will remain the same like well-designed functional facilities that ensure a healthy lifestyle, enhance safety and security and promote creativity and well-being.



Condominium facilities can allow young children to meet others and interact in a safe environment, said Tong.



"It depends on the families' budget and size," said Ansari.



Demand for more affordable landed housing towards the city outskirts has been steady, said Thang.



"It is certainly a thing these days for friendlier homes," said Chan.



Homes built in the outskirts of the city have the advantage of being closer to parks and nature for family activities.

Status quo remains the same

For a short brief moment, there was a sharp interest in properties on the outskirts of cities, resulting from fear of the Covid-19 pandemic. StarProperty noted a spike of interest in landed properties further away from the city with a preference for the less dense areas.

With the pandemic coming under control as the nation shifts to the endemic stage, the interest for landed properties further away from the city has normalised.

"During the worst of the pandemic, we did see more demand for landed properties, often on the outskirts of the

city. However, this trend seems to be reversing as more people rediscover the benefits of inner-city living," said Juwai IQI Group co-founder and chief executive officer Kashif Ansari.

Nevertheless, there will always be new families looking towards the outskirts. "Demand for more affordable landed housing towards the city outskirts has been steady, as growing families look for more space and better quality of life," said Knight Frank Property Hub deputy managing director Reeve Thang.

"As a generalisation, a new family is typically a young family just starting

out, with a limited household budget. Properties in the outskirts, whether landed or condominiums, are typically more affordable, so for the same budget, new families are able to afford larger spaces for their growing families," Real Estate and Housing Developers' Association (Rehda) president Datuk NK Tong explained.

Price has always been one of the major factors for new families, Malaysian Institute of Estate Agents (MIEA) president Chan Ai Cheng pointed out.

"For the same price you pay for a two-bedroom unit in the city, you could get a two-storey terrace home in the city outskirts. Smaller families may not view this as a main consideration but a larger one will," she said.

However, with more businesses slowly transitioning back to pre-movement control order (MCO) era and traffic jams becoming the norm again, it will be a challenge for those commuting to work daily if the location infrastructure is not well supported, warned Thang.

On a brighter note, he said the commissioning of more public transportation modes, such as the soon-to-be-completed mass rapid transit Line 2 (MRT2) and light rail transit Line 3 (LRT3), and the future MRT3 Circle Line would further facilitate the shift to city outskirts.

This shift to the outskirts is part and parcel of the healthy growth of a city, where such suburbs develop a life of their own with the possibility of becoming satellite cities like Petaling Jaya and Subang Jaya, Tong said.



A community of dreams

Suria Square brings new jobs and economic opportunities to Bandar Alam Suria

WITH more property developers entering the market of mixed integrated development, the standard for a sustainable and contemporary township is ever improving. Malaysians are demanding more from a property than just its residential aspect.

Trading has shaped the course of society since the beginning. Communities prosper with the constant exchange of goods and services, which brings with it the equally important factor of social integration.

Blazing the trail of mixed integrated development is IJM Land's award-winning township Bandar Alam Suria, located in Puncak Alam, Selangor. Its latest commercial project, Suria Square, is nestled in the heart of the township.

Not only is it a shopping hub created for the enjoyment of its residents, but it also aims to act as a catalyst for the sustainable growth and development of the entire region.

Immerse yourself in an idyllic lifestyle brimming with greenery. Residents and visitors alike will be able to take advantage of Suria Square, which facilitates a return to the close relationships among neighbours. Residents will be able to build a strong community, becoming the heart of the development.

Rather than having an enclosed mall, this commercial centre replicates an open-air experience of 115 units of double-storey shop offices, encouraging not only a healthy lifestyle of walking but a back-to-nature approach that is especially needed in today's era.

With plenty of space to choose from, Suria Square spans 18.51 acres of land. Each shop office is priced from RM806,000, these units come with a generous built-up area of 3,047 to 4,922 sq ft, open to brands from food and beverage, retail outlets, and more.

With heatwaves becoming more and more frequent, these shoplots are masterfully designed with a north-west and south-east orientation to absorb less heat, ensuring the design itself contributes to a cooling effect for its tenants. This measure is enhanced by the incorporation of a well-ventilated system for each of the lots.

The units come with large windows on the first floor, ensuring that the products you choose will be well-displayed for passers-by to see. Its incorporation also promotes natural lighting, which is beneficial for the well-



being of tenants and staff members.

In line with IJM Land's sustainability agenda, Suria Square also makes use of rainwater harvesting tanks and LED street lights. With the help of these methods, tenants will be able to minimise their carbon footprint by simply tending to their shops.

To create a seamless experience, there are multiple entry points residents will be able to take when visiting Suria Square, easing the risk of congestion. Furthermore, the hub is also equipped with a large parking space, capable of accommodating visitors and residents.

Keeping in mind accessibility features, there are measurements put into place to create an inclusive environment. Encouraging a family-friendly outing, residents can bring their wheelchair-bound family members with the numerous pedestrian walkways and eight feet wide corridors. These design choices have been made to ease the flow of human traffic.

Primed to be a major commercial intersection, Suria Square hits the ground running with a population catchment of approximately 28,000 people in the vicinity, speculated to increase drastically in the foreseeable future.

These numbers come from estimates that follow the footsteps of Suria Square's previous phase, Dataran

Suria, which appreciated 100% in value, with the commercial shop offices rising from RM400,000 to RM800,000.

City of leisure

A commercial hub is only as prosperous as the community around it, which is precisely the reason IJM Land puts its all into the residential township of Bandar Alam Suria. With lush surroundings, mother nature herself welcomes you to bask in the serene beauty of Klang Valley's suburbia.

Guided by the values to reside, revitalise, and reconnect, the township allows residents to reside in comfort and peaceful living, revitalise themselves through the tranquil surroundings, and reconnect with both nature as well as the community.

With as much innovation as there is a true passion for its development, Bandar Alam Suria has turned a quiet, quaint area into one of prominence since its launch in 2001. Residents will be able to find their peace away from the bustling city, surrounded by the wonders of nature.

As of now, 55% of the township has been completed, with approximately half of the development planned for residential units, including bungalows, semi-detached houses, courtyard homes, terrace houses, apartments and more.

ABOVE

An artist impression of the shop lots.

18.51 acres

With plenty of space to choose from, Suria Square spans 18.51 acres of land.

BELOW

An aerial depiction of Bandar Alam Suria.

With the development set aside for commercial purposes, Dataran Suria and Suria Square are primed to create additional footfall and jobs for the community.

Having allocated 46% of Bandar Alam Suria for institutional development, amenities and infrastructure, IJM Land further exhibits a responsibility towards public spaces that is exemplary among township developers, going beyond its residential and commercial properties.

Bandar Alam Suria's 11-acre Central Park, which boasts over 500 trees and 1,290 shrubs, constitutes 13.43% of green spaces for the entire township. Much like Suria Square, these parks have also integrated wheelchair ramps to encourage an inclusive, family-friendly experience among the differently-abled and the elderly, while having a healthy, outdoor lifestyle.

Nurturing a diverse and vibrant community, Bandar Alam Suria is home to educational institutions such as the UiTM Puncak Alam campus, Hospital UiTM, banks and shops, such as Lotus's, Econsave and Jaya Grocer. When coupled with the blossoming Suria Square, there is no doubting the affluence of the township will continue to grow.

Through the North Klang valley highway, Elite expressway, Guthrie corridor expressway and Latar expressway, the township has links to Shah Alam, Petaling Jaya and Kuala Lumpur, ensuring convenient access.

Placing the community at the heart of the conversation, IJM Land cultivates a reputation as a township developer that strives toward new social and economic heights. With the promise of increased job creation, economic opportunities and community wellbeing, look forward to living life to its fullest.

For more information, visit www.alamsuria.com.my.



Greenery is visible at every part of the township.



RE

discover

BANDAR
ALAM SURIA

BRINGING IT ALL TOGETHER

As the pioneer township in Puncak Alam, Bandar Alam Suria spans over 1,163 acres of residential, commercial and recreational development. Here, you'll be inspired to live life at your own pace where you can (re)side in comfort, (re)vitalize your lifestyle and (re)connect with nature once again.

With land enhancements and upcoming launches of new phases, Bandar Alam Suria is poised to become the "City of Leisure", where all of life's essentials from serenity to urbanity meet in one place, bringing it all together.



1,163
ACRES
OF SERENE
HOMES

HOME TO
28,000
RESIDENTS
AND MORE

OVER
156 ACRES
OF LUSH
GREENERY

A THRIVING HUB OF ACTIVITY

Suria Square is set to be a bustling commercial hub offering a wide range of services and amenities. The development will attract huge retail traffic as it is strategically located next to matured residential phases in addition to being one of the few commercial phases for the entire township of Bandar Alam Suria.

suria
SQUARE
2-Storey Shop Offices

Price starts from
RM685,100*

WELL-SUITED FOR YOUR BUSINESS NEEDS

- | Future growth of 60,000 population catchment in the vicinity
- | Ample parking spaces
- | 115 units of double-storey shop offices
- | Land size: 22' x 70'
- | Built-up area from 3,047 sq.ft.
- | Limited bumi units



Artist's Impression

NOW OPEN FOR SALE

IJM LAND
An IJM Company

Shah Alam 2 Sdn. Bhd.
(200001018344 (520951-K))
Address: Ground Floor, Wisma IJM,
Jalan Yong Shook Lin,
46050 Petaling Jaya, Selangor.
Phone: +603-7985 8188
Fax: +603-7952 9091/9848

Find Out More
& Register Your
Interest Here

03-3393 3103
www.alamsuria.com.my



waze IJM Land Sales Gallery
Persiaran Puncak Alam 12, 42300 Bandar Puncak Alam, Selangor.

Disclaimer: The development details and information contained herein are subject to changes and shall not constitute be treated as an offer or representation by the Developer. While every reasonable care has been taken in the provision of the information contained herein, the Developer shall not be held responsible for any inaccuracies and/or changes as may be required by the authorities and/or by consultants. The development layout and/or plans are merely approximate measurements only and the visual presentation/images are merely artist's impressions only and in no way a representation by the Developer as to the final product. *Terms and conditions apply.

> FROM PAGE 2

Table 1: No. of population and growth rate by state. 2021-2022

State	2021		2022 ^e	
	No. of population (Million)	Growth rate (%)	No. of population (Million)	Growth rate (%)
Johor	4.0	0.3	4.0	0.1
Kedah	2.2	0.9	2.2	0.9
Kelantan	1.8	1.1	1.8	0.9
Melaka	1.0	0.6	1.0	0.3
N. Sembilan	1.2	0.3	1.2	0.4
Pahang	1.6	0.6	1.6	0.7
Perak	2.5	0.8	2.5	0.2
Perlis	0.3	0.9	0.3	0.8
Pulau Pinang	1.7	-0.0	1.7	-0.1
Sabah	3.4	-0.2	3.4	-0.6
Sarawak	2.5	0.5	2.5	0.2
Selangor	7.0	0.3	7.0	0.3
Terengganu	1.2	1.8	1.2	1.4
W.P. Kuala Lumpur	2.0	-0.9	1.9	-1.0
W.P. Labuan	0.1	0.9	0.1	0.9
W.P. Putrajaya	0.1	5.4	0.1	4.3

^e Estimates

The enrollment transition rate for primary to lower secondary levels showed an increase of 0.6 percentage points in 2020 to 8.9% as compared to 8.8% in 2019. During the same period, the enrollment transition rate for lower secondary to upper secondary level increased by 1.4 percentage points. Meanwhile, the transition rate of enrollment from upper secondary to post-secondary decreased significantly at 14.4 percentage points. The decrease was due to student enrollment for the June 2020 session being postponed due to the Covid-19 pandemic situation.

Meanwhile, the composition of the population aged 15-64 years increased from 69.4% in 2021 to 69.5% in 2022. The decline in this working age group is due to the composition of male foreign workers for non-citizens. The percentage of the population aged 65 and over increased from 7.0% to 7.3% for the same period.

Based on the United Nations (UN) definition, Malaysia has become an ageing society. In addition, the median age also increased from 30.1 years in 2021 to 30.4 years in 2022.

Of the 30.2 million citizens, the composition of bumiputera increased by 0.3 percentage points to 69.9% in 2022 as compared to 69.6% in 2021. However, the composition of the Chinese and Indian population decreased to 22.8% and 6.6% respectively. In 2021, the composition of the Chinese and Indian population stood at 23% and 6.7% respectively. The remaining races remained at 0.7%.

"The three states with the highest population composition in 2022 are Selangor (21.6%), followed by Johor (12.3%) and Sabah (10.4%). On the other hand, WP Labuan and WP Putrajaya recorded the lowest population composition at 0.3% and 0.4% respectively.

"However, WP Putrajaya recorded the highest annual population growth rate for the period 2021-2022 which is 4.3%. For the first time, the population of Melaka surpassed one million mark in 2021," said DOS.

On average, Malaysia has a population density of 99 people per sq km (pskm). Kuala Lumpur has the highest population density with 8,045 people pskm, followed by Putrajaya (2,418) and Penang (1,656).

Meanwhile, Sarawak has the lowest population

density with 20 people pskm, followed by Pahang (45) and Sabah (46)

It is estimated that Malaysia's population will peak in the year 2068 at 42.07 million people. Following 2069, the population is predicted to steadily decline, given the current trends.

If Malaysia wants to continue to grow its population further than the said projections and prevent an ageing population, it will need to increase its fertility rate past the 2.01 births per woman pace, which is just under the population replacement rate.

As a nation becomes more and more developed, its natural population growth will inadvertently start to slide. This phenomenon is experienced in almost every developed country around the world.

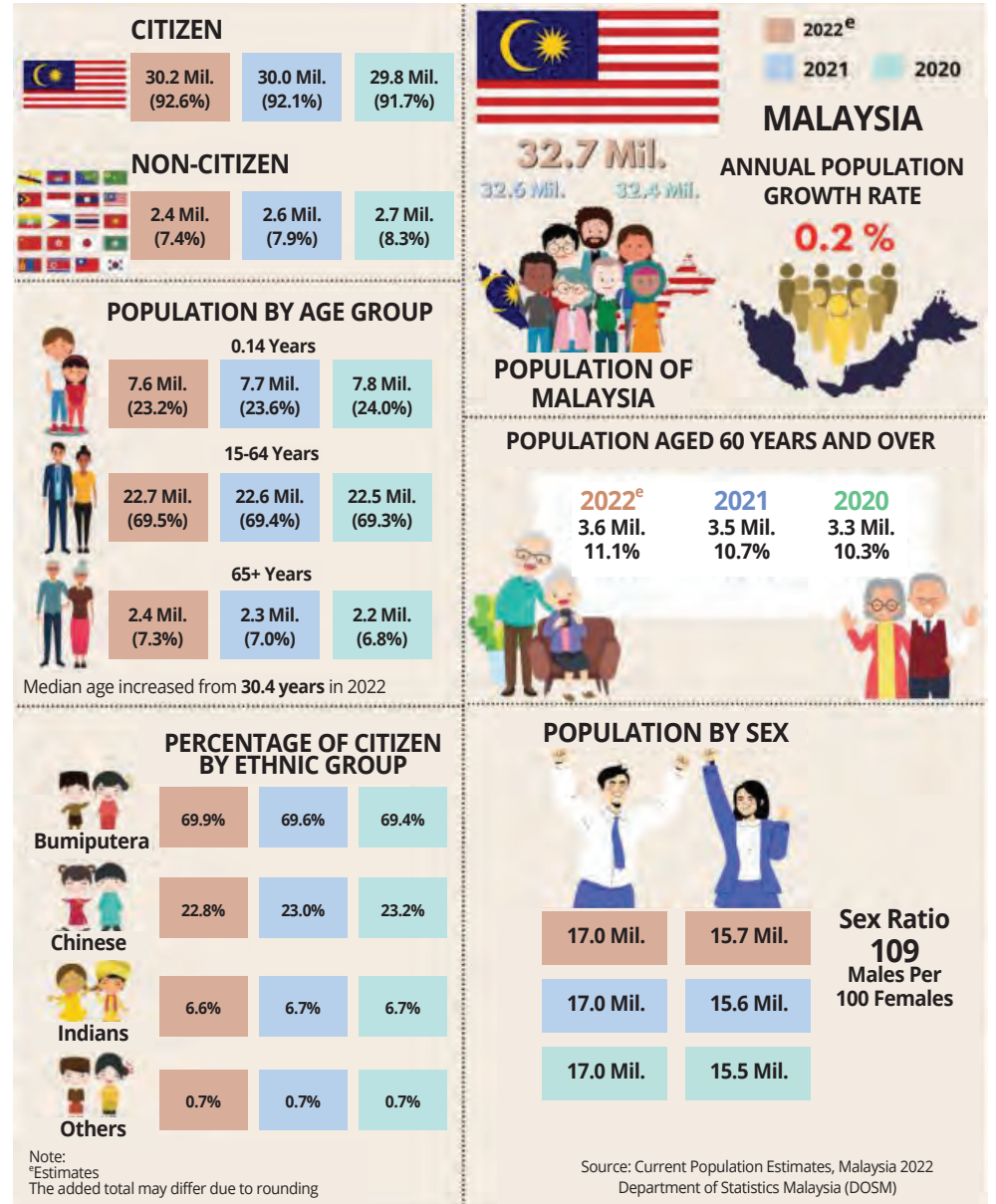
Life expectancy

Babies born in 2021 on average are expected to live 1.3 years longer to 75.6 years old as compared to 74.3 years old 10 years ago. On average, a newborn girl is expected to live longer up to 78.3 years, while a newborn boy is expected to live until 73.2 years in 2021, according to the statistics from DOS.

From 2011 through 2021, the life expectancy at birth for males has increased by 1.1 years, from 72.1 years old (2011) to 73.2 years old (2021), while females increased by 1.5 years as compared to 76.8 years old for the same period.

The highest life expectancy at birth among males and females in 2021 was recorded by Kuala Lumpur with 75.7 years old and 80.5 years old respectively. In contrast, Perlis recorded the lowest life expectancy at birth for both males and females.

Current population estimates, Malaysia 2011

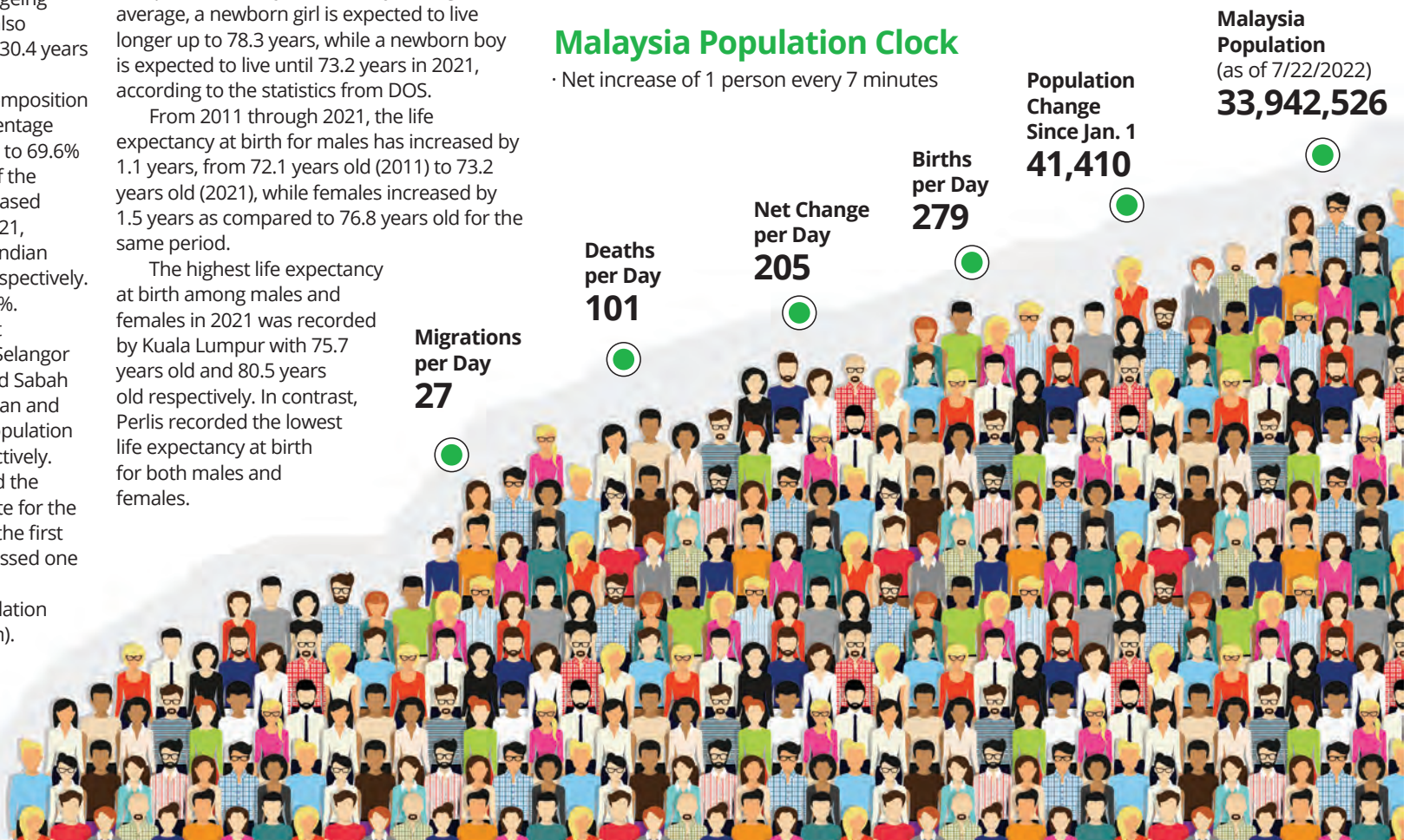


In 2021, there are four states with the highest life expectancies for males compared with the national level (73.2 years) namely Kuala Lumpur (75.7 years), Selangor (75.2 years), Sarawak (74.3 years) and Penang (73.5 years).

While for females, five states that surpassed the national life expectancy (78.3 years) comprise Kuala Lumpur (80.5 years), Selangor (79.6 years), Sarawak (79.0 years), Penang (78.9 years) and Melaka (78.4 years).

Malaysia Population Clock

• Net increase of 1 person every 7 minutes



Essential design in facilities that encourage family bonding

Liveable spaces allow privacy when needed while encouraging togetherness

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

WHETHER it is children or parents who have become increasingly isolated on their mobile devices, watching or surfing their favourite sites, concerns over family activities and bonding time have become more prevalent in this Internet of Things age.

However, there are a number of ways to facilitate interaction in the home. The built environment impacts social behaviour in many ways, whether directly or indirectly, and facilities specially designed for family bonding have increased in popularity.

"In general, common areas such as kitchen, dining, living, family and games room will encourage family bonding, however, it depends on the residential typology and size of the property," Veritas Architects' director Azril Amir Jaafar said.

These are areas that allow for increased interaction between family members. Not only do families have to put their digital devices down for a hands-on experience, but these are also where communal activities such as eating and playing can occur.

When it comes to differing housing types, some families may not be able to incorporate new rooms due to size or layout. Compact, high-density areas hinder socialisation, in comparison to larger areas with ample communal facilities, as those living in the area will not have to compete for spaces to work, study and indulge in leisure activities. However, well-designed housing facilitates interaction without being obstructive.

"The spaces and facilities should be more open for ease of interaction. Facilities and furniture that encourage face-to-face interactions will be useful rather than the electronic gadgets that limit physical communications," Azril said.

Pointing out that design choices are personal to the individual, and depend on one's culture and lifestyle, Azril noticed that such communal spaces could be filled with basic bonding gadgets like board games and other equipment of common interest to the family.

"Social planners believed that proper housing layout could help to build a strong bonding community. The idea is for these people to meet with each other frequently," University Putra Malaysia faculty of human ecology professor Prof Dr Ahmad Hariza Hashim said.

Socialisation and design

There are many ways in which a room can be repurposed to facilitate better relationships within the household.

For rooms and spaces to facilitate



bonding, Ahmad noted that design had to be based on proximity. With a controlled entrance and a common area, residents will be able to have more chances to meet. If a design has many entrances, there is a possibility of not meeting each other even though they might be living in the same area.

An example would be having seating arrangements in a social petal pattern. The arrangement allows more interaction where sitting is arranged in a conversation circle. This is designed to bring people together, allowing for more eye contact and interaction.

"The same principle can be applied in the house in furniture arrangement, especially where families are expected to interact more, for example, the living, family hall and also dining room. The arrangement of the furniture in these should be in a social petal arrangement," Ahmad said.

When it comes to creating a supportive living environment, he also pointed to the concept of liveable play.

A home is liveable if there is enough space for the number of people living together, allowing there to be space for the family to have privacy when they want, while also encouraging them to be together with others at their leisure.

"For more interaction to happen then the plan of the house should adopt the open concept, where there is no separation between the living room and the dining room and to some extent the kitchen," Ahmad said.

The closed concept is more formal and uses many walls to separate each room, however, Ahmad commented that a direct line of sight is meant for certain rooms like the living room and dining room, as well as some parts of the kitchen.

Common areas like the kitchens can encourage family bonding.

This is crucial in allowing more participants to continue engaging with each other, instead of having to pause conversations when moving between rooms. For busy parents, it will allow them to spend time socialising with not only their spouse, but their children when preparing a meal.

Ahmad pointed to features such as a pergola in the garden or benches, which represented a private place for them to interact comfortably for the family to sit down and enjoy the presence of people.

These are small changes in the layout that facilitate face-to-face interactions, which are important to sustain and develop relationships.

The balancing act

While open spaces are more and more necessary in homes, designers are aware of the need for privacy in multi-generational homes. The pandemic showcased that families living together still require privacy and space for themselves, places such as the bedroom



"The spaces and facilities should be more open for ease of interactions," Azril said.



"For more interaction to happen then the plan of the house should adopt the open concept," Ahmad said.

are often sanctuaries for not just children, but also those living with their parents.

"The balance can be achieved through space planning, circulations and partitions that separate the spaces," Azril pointed out.

Spaces can be divided into categories of public, semi-public, semi-private and private spaces, Ahmad said. The most public space in the house is the lounge or the living room. Then there are semi-public spaces where the control is in a specified time, for example when one books a playing field, no one is allowed to use the space unless given permission.

For families that live in compact homes, booking semi-public spaces such as basketball and badminton courts will allow them to do more active activities with their family members.

"Then there are semi-private spaces like an office where only certain people are allowed to go in for a longer period and those who do not belong to that organisation need to ask or be invited to come in. This space provides some sense of belonging to that particular organisation where they have a place to go and do their work," Ahmad said.

"For families, this semi-private space is important, the family hall, for example, is a semi-private space where all family members can join in leisure activities together," he added.

The family hall differs from the living room, such that the former is for family members and the latter is relegated to receiving guests. When considering the layout of a house, harmonious living can only be achieved when members have a good mix of private space for themselves and communal public spaces for activities. 🏠

Did the pandemic add more gigs to the economy?

Office and WFH spaces shifting to meet new demands



Contributed by **SULAIMAN SAHEH**

EVEN before the world had been hit by the Covid-19 pandemic back in 2020, the term gig economy was already a buzzword in reference to the rising trend of jobs and workers that are in nature independent, temporary and flexible. As digital platforms gain mainstream popularity, the nature of selling products and services became even more accessible and simplified to not only a wider target market, but also doable as a one-man team. This then paves a newer, more accessible road to self-employment and flexible jobs that some find to be the solution to the current struggles of modern life.

In its name, the word gig is defined as a job that is temporary and taken on by an individual that is only contractually employed to complete the specific project or task within an agreed, often short, time period. Following this, a gig economy veers away from the traditional, long-term employment approach by embracing a more shareable, collaborative and mobile employment structure. For individuals, participating in this non-traditional practice enables them to develop a diverse set of skills and be exposed to various experiences and opportunities as they work with multiple employers and companies.

Possible higher income

There is also a greater level of independence and freedom in how work is done and, in some cases, a gig-based income can be higher than its full-time counterpart. But on the risk side, gig contracts typically do not include much, if any, worker's benefits and entitlements that are given to full-time employees. And since income for gig workers are dependent on the actual availability of the gigs themselves, gig workers often have to always be on the beck-and-call mode to not miss out on any openings and the incomes they entail.

Looking at the bigger picture, having that extent of divergence from the traditional work structure will have its own pronounced impact on the design and

function of workspaces. For companies operating under the gig economy umbrella, there are fewer full-time staff on hand and instead, have a majority being part-time or remote working employees that are on shorter-term contracts. This then requires such businesses to seek office spaces that are flexible in adjusting their capacity to accommodate the ever-changing staff size at any given time.

Instead of bulky, permanent cubicle desks, other more flexible desking options such as hot desks and common lounges would be more suited and practical. In the event that any space becomes unused at a given moment, companies may opt to sublet such spaces and not have them remain vacant while still incurring costs. On the contrary, some companies opt to go office-free entirely and rely on co-working spaces as and when needed. This option not only eliminates the hassle of managing one's own space constantly but also has the option to pick and choose both pax capacity and tenancy periods accordingly with the co-working space provider.

Though the gig economy is often equated with temporary workspaces, there is also an opinion on the other end of the scale where because the nature of gig employment allows such flexibility for employees, companies are incentivised to invest more into their office spaces as a way to encourage their current employees to stay on rather than move elsewhere to avoid the hassle of re-employing new staffs at frequent intervals. Just as the top talents are enticed by the freedom and control they can gain from gig employment, employers would go to great lengths in making their working spaces desirable to attract and retain such talents. This means office space no longer functions as just a place to work, but evolved into a tool for recruitment and talent retention by providing potential and current employees an experiential space that enables professional collaborative interactions and utilisation of the latest technological advancement.

As we see more organisations implementing work-from-home (WFH) hybrid policies which tilt the traditional office-centric workspaces to home-offices or remote workspace hybrid, the concept



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

of a residential premise or home is also consequently influenced by the growth of the gig economy. This had changed the configurations of spaces in a home to be more flexible and adaptable for more conducive workspaces during WFH mode. Furthermore, as gig workers tend to be more mobile and nomadic in their lifestyle, the option to rent a home rather than owning one would be more practical for such a group of workers. While some may opt to rent permanently, others may choose to do so until they are financially prepared to make the big purchase when the time is right.

Preferent shifting

This shift in housing preference would then call for a more standardised and well-regulated rental system that is protected and governed by its own lawful Act. Several developed countries have been practising such, especially in cities where residential housing is mainly resided by tenants rather than owner-occupiers.

But when the time has come for a gig worker to purchase their own home, among the issues that can arise for them is getting the housing loan approval. This issue mainly arises from the fact that gig employment does not necessarily come with official pay slips or salary statements that banks would commonly use to measure the applicant's financial risk level. The factor of inconsistent income also plays an important role in whether a loan applicant is deemed qualified by the bank. Seeing a fluctuating income pattern in the past may result in banks limiting your

Workspaces are required to be more flexible to meet the needs of the gig economy and to retain good workers.



borrowing power and ultimately dash your hopes of affording your dream home. In response to this, the government had announced in Budget 2022 an additional RM2bil guarantee for a new Housing Credit Guarantee Scheme (HCGS) back in October 2021.

Named i-Biaya, the Malaysian Housing Initiative under the Home Ownership Programme (HOPE) was launched in April this year as a way to provide opportunities for youths, especially gig economy workers, to own a home. This initiative is offered through Cagamas Bhd, Syarikat Jaminan Kredit Perumahan (SJKP) or the PR1MA Rent-to-Own (RTO) scheme. Particularly for self-employed and gig workers, financing through Cagamas and SJKP gives the option to not require submitting a salary statement when applying for a mortgage with the participating financial institutions. They are instead assessed based on their monthly financial commitments such as utility bills and online purchases as evidence of their payment track record and financial capability.

Overall, with the pandemic having added its significant weight in relevance, the gig economy is here to stay and is predicted to grow bigger with the advancement of digital platforms and artificial intelligence (AI) operations. Be it at home or work, this non-traditional form of employment will have its own evolving impact on the physical spaces that, once designed to accommodate the traditional structure, now require a makeover to suit the new demand and function. For office spaces, there is a debate between flexible co-working spaces for the office-free goers or highly-tailored headquarters to attract and retain staff. For housing, the necessary changes in documentation and processing to accommodate gig-based income earners looking to purchase their dream home or alternatively, opt for rent in a safe and well-regulated housing rental system. Just as the term new norm is often quoted nowadays in reference to the changes and adjustments embraced post-pandemic, the gig economy is well on its way to becoming a new norm and with it, the correlated physical spaces involved should evolve accordingly as well. 🏡

SREA 2022 - bigger and better than ever

Taking the awards to a whole new level with new categories



AWARDS 2022 REALTOR EDITION

THE StarProperty Real Estate Awards: Realtor Edition (SREA) is taking 2022 to a whole new level with the addition of new categories and sub-categories to elevate the industry further by recognising the efforts and achievements of real estate agencies and professionals to encourage them to excel further.

In total, there are 13 categories and 21 sub-categories, making the Awards bigger than last year's event. Five new categories have been added to this year's event, which

include the Developer Preferred Award for bumiputra units, Subsale Award, Subsale Award for bumiputra units, Most Transacted Rental and the Regional Award.

The Regional Award is divided into five sub-categories to honour the different regions within Malaysia, giving rise to the titles - Pearl of the North, Jade of the South, Emerald of the East, Sapphire of Borneo and Diamond of Central.

Paying homage to the nation's premier property agents and agencies in recognition of their dedication, the importance of industry accolades to real estate negotiators, agents and agencies should not be understated.

Firstly, the most successful property agents attest to the importance of personal branding and realtor awards are the penultimate step in enhancing one's profile or an agency's reputation.

Extensive coverage of the award winners on various mediums also serves as the best kind of earned media both for the winning individuals and agencies.



Secondly, awards garner respect and confidence from the masses. In a highly competitive industry such as real estate, realtor awards personify a symbol of validation to both industry peers and the community.

Just as consumers are more likely to shop from trusted brands and winners of consumer awards, prospective home buyers, sellers and

renters are more likely to hire the services of award-winning agents and agencies given their track record. The winners of these awards become trusted authorities or key figures in their respective fields, paving the way for more clients to invest in their services.

Finally, awards serve as an appreciation for the strides each award-winning agent or agency has accomplished and motivate the individuals therein further to challenge their boundaries in pursuit of greater success.

Registration still on

The gala dinner of the fifth SREA iteration is scheduled to be held on Nov 10 but the call for entries has been extended to Aug 19 as there has been an overwhelming response from participating agencies and negotiators, requesting an extension. Nevertheless, the judging date has been set for Sept 7.

Submissions should be emailed to sales@starproperty.my or call 018-7888949 (Lay Hoon) for more information. 📞

SUBMISSIONS NOW OPEN

Calling Malaysia's leading
real estate agencies,
agents and negotiators!

**Nomination closes
August 19, 2022**

Email your submission to sales@starproperty.my
For more info, please call: **018-788 8949** (Lay Hoon)



starproperty.my

[@StarProperty](https://twitter.com/StarProperty)

[StarProperty](https://www.facebook.com/StarProperty)

[StarPropertyTV](https://www.youtube.com/StarPropertyTV)



**SCAN
TO REGISTER**


FAIR 2022

Turning Your Dream Home Into Reality

Choose an array of attractive
properties under one roof

**Sunway Velocity Mall,
Vanity Atrium, Ground Floor**

18-21 August

- ✓ Kids Activities
- ✓ Homebuyer Lucky Draw
- ✓ FREE Ice-Cream & Balloon

*While stock lasts.




 starproperty.my

 [StarPropertyMY](https://twitter.com/StarPropertyMY)

 [StarPropertyMY](https://www.facebook.com/StarPropertyMY)

 [StarPropertyMY](https://www.youtube.com/StarPropertyMY)



SCAN FOR
MORE INFO

*T&C Apply