

**COMMEMORATING
THE STARPROPERTY AWARDS
2021 WINNERS**

StarProperty

AWARDS
2021 *REAL ESTATE
DEVELOPER*

Contents



Editorial

Content Manager: Joseph Wong
Writer: Chow Zhi En

Corporate

General Manager: Mindy Chia

Advertisement

Arthur Jeng
Contact: (012) 383 7415
email: arthurjeng@thestar.com.my
Gan Fock Yong
Contact: (016) 338 0977
email: ganfy@thestar.com.my

Events

Head of Customer Engagement and Support: Ivy Leong
Contact: (03) 7967-1341
email: ivyleong@thestar.com.my

P4-5 Cover story

Celebrating the wins

P3

- Comments from Star Media Group (SMG) chairman Tan Sri Chor
- Comments from SMG group chief executive officer Alex Yeow



Tan Sri Chor



Alex Yeow

P6, 8, 12 & 16

Tribute to the winners



P18-19

Branding their way to the top



P20

Proptech makes waves in property industry



StarProperty Fairs are back

StarProperty

FAIR 2021

OMNI-channel platform StarProperty is back with its popular property fairs after a long hiatus following the multiple movement control orders (MCOs) that temporarily grounded all exhibitions.

Three physical events have been slated to take off. These include:

- IOI City Mall, Putrajaya (Nov 10 - 14)
- Mid Valley Exhibition Centre (Nov 19 - 21)
- IOI Mall Puchong (Dec 1 - 5)

With the exception of Mid Valley, which runs from 11am to 9pm, the other two StarProperty Fairs will start at 10am till 10pm. Visitors to any of the three fairs will be able to grab exciting promotions offered by the participating developers and the chance to win prizes by taking part in the survey.

Those who are seeking homes should also take advantage of the added promotions that come with every fair held by StarProperty. On top of the incentives offered by the Home Ownership Campaign (HOC), each participating developer has its own set of promotions. So buyers will be spoiled for choices, given the number of discounts and rebates given during the fairs.

Do not miss out. Drop by and see what is in store for you either at one or all three StarProperty Fairs. 📍





FOREWORD

AFTER nearly two years since the onset of Covid-19, the new normal has become our way of life. While the pandemic continues to reshape and recalibrate how we live, its reverberation effect also positively impacts the property market, accelerating many aspects and designs that were already being introduced into new developments.

While such features and facilities continue to be streamlined and improved, the path forward is positive. In recognising Malaysia's outstanding real estate projects, we are also paying tribute to the unsung nation builders. These are passionate, committed, creative and forward-thinking professionals who challenge themselves in the pursuit of the new standards and higher levels of excellence. Their award-winning properties challenge the boundaries of innovation, architecture and functionality, especially at a time when the property industry revolves around how we now live our lives.

As always, the Awards continue with the established tradition of paying homage to the nation's builders and their projects, which will form the fabric of the nation's infrastructure, shaping the landscape for years to come. Technology, lifestyle, sustainability and wellbeing are the new points of focus. As such, the award categories were redesignated and fine-tuned to better reflect the changing socio-economic and cultural landscape of today's norm.

Twenty-six categories were contested, although under normal circumstances, there would have been more. To all winners, we congratulate you on your achievements. You have taken Malaysia a step closer towards being a preferred global destination for real estate investment.

Tan Sri Chor Chee Heung
Star Media Group chairman

SINCE its inception, the StarProperty Awards 2021: Real Estate Developer has been held for six consecutive years, drawing in developers of distinction to vie for one of the nation's most prestigious property awards.

The Awards serve as a benchmark and encouragement for property developers to excel in their craft of building comfortable homes, practical offices, enticing commercial and retail areas, and immaculate shared spaces, among others.

As drivers to the next generation of residential, commercial, retail, office and hospitality real estate, our stringent criteria say it all. Attributes such as safety, security, sustainability, value creation and environmentally friendliness, these are the attributes that consumers focus on, and were duly taken into account for this year's Awards.

With additional award categories introduced this year, the number of experts enlisted for the StarProperty Awards 2021 judging panel increased to reflect the more robust and extra-stringent criteria set for participating property developers. This year's diverse panel of judges comes from varied disciplines and different backgrounds to ensure a fair and comprehensive judging process. StarProperty also took into consideration judges with vast experience in property management and valuation for the new awards and added criteria.

These judges are from organisation such as the Malaysian Institute of Planners (MIP), Malaysian Institute of Architects (PAM), Malaysia Green Building Council (MalaysiaGBC), Institution of Engineers Malaysia (IEM), Institute of Landscape Architects Malaysia (ILAM), Malaysian Institute of Interior Designers (MIID), Malaysian Institute of Property and Facility Managers (MIPFM), Royal Institution of Surveyors Malaysia (RISM), Association of Valuers, Property Managers, Estate Agents and Property Consultants in the Private Sector, Malaysia (PEPS) and Star Media Group's StarProperty.

On behalf of Star Media Group and StarProperty, we congratulate all our winners. We certainly look forward to witnessing your achievements and working alongside you in the exciting years ahead.

Alex Yeow
Group chief executive officer



Celebrating the wins

Success comes to those who work for it



Star Media Group (SMG) chairman Tan Sri Chor Chee Heung (front row, fifth from left) and SMG group chief executive officer Alex Yeow (front row, sixth from left) take a virtual group photo with the winners of the StarProperty Awards 2021.

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

THE expressions of winners tell it all even though they were all following standard operating procedures (SOPs). The excitement of receiving the sought-after trophies of the StarProperty Awards 2021 exudes even behind the masks as the pandemic failed to dampen the thrill of victory.

Major players in the field of property development showed that they have remained strong in the face of adversity and are not afraid of striving for bigger returns in the foreseeable future.

It can be said that the secret of success is brought about by a combination of smart habits, a tenacious spirit and a whole lot of luck. And making a few conscious changes in behaviour and attitude could prove to be quite rewarding. So how are the outstanding award-winning developers able to shine brighter amid the gloomy overcast of the Covid-19 pandemic?

"It really relates back to what kind of values and positive impacts have we created for our buyers and our community at large within our developments," said Matrix Concepts Holdings Bhd (Matrix Concepts) group managing director Ho Kong Soon.

"Keeping true to our promise as a responsible community developer to all stakeholders, buyers' satisfaction on prompt delivery of a good quality shelter is not enough. We at Matrix Concepts have upped our game plan to innovate as we build our resilience

and continuously perform despite this unprecedented time to enhance the lives of our community in our developments," he said.



The key to success needs a more holistic approach for the real estate industry.

A holistic approach is needed where big townships like Bandar Sri Sendayan are concerned. It is not just a simple case of building and delivering various real estate types to home buyers and investors. Given the immense size of the township, the master developer has to look at every possible angle to elevate and spur the growth of the entire development, and not just the neighbourhoods within.

"Socio-economic levels must improve overall and factors such as job opportunities and steady employment through FDIs (foreign direct investments), and other forms of investments for urbanisation, play a huge role besides the current offerings of public

amenities, infrastructure connectivity and convenience.

"The involvement of various stakeholders, including the local government and authorities, in a collaborative effort towards betterment will create synergistic values and advantages, especially for the community at our townships.

"The return of investments for our homebuyers and all stakeholders will be more than doubled intrinsically," Ho said.

Standing out in the crowd

With many property developers in the market, competition among industrial peers often

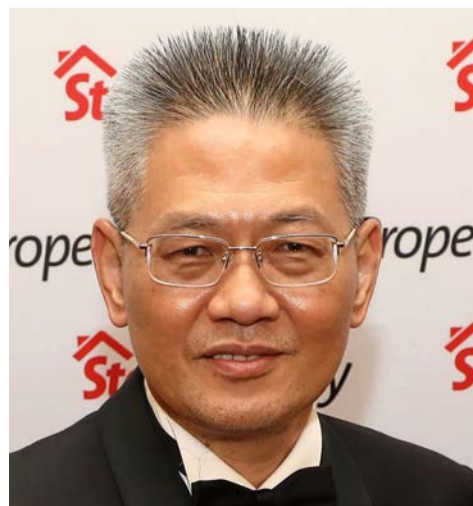
requires them to up the ante. Some developers make bold statements while others weave intrinsic values that are subtle yet captivating to house buyers. Regardless, these elements elevate one township from the another.

"We strongly believe that the true measurement should be the affirmation of happy and satisfied customers, employees and of course our shareholders," said Guocoland marketing and sales executive director Andy Chua.

"What we strive for are having returning customers and getting their referrals, fulfilling our employees' career aspirations and attracting new talents whilst giving shareholders reasonable returns and obtaining their reinvestment. That is the ultimate objective of a relevant, thriving and sustainable organisation going forward," he said.

Chua believed that every property delivered must satisfy the aspect of liveability, including its environment. "Therefore, we don't just build and deliver properties with bricks, mortars and structures but prioritise the experience of our purchasers intended living in the spaces created for them. We hold true to the proven adage that a happy and satisfied customer is the best testament," he said.

"It is important to deliver what we planned and promised. In the long term, our objective is to make GuocoLand Malaysia synonymous with a responsible and sustainable developer that delivers place-making property incorporating good design and quality, emphasising liveability, and of course enhancing appreciating value to our customers as well," he added.



Being successful is very subjective, said Ho.



Culture and DNA are key attributes to Mah Sing's success, said Hon Sang.

Fast turnaround business model

Similarly, Mah Sing Group Bhd's (Mah Sing) approach is similar. Mah Sing group chief executive officer Datuk Ho Hon Sang said the company takes pride in understanding the needs of the home buyers.

"We always craft our strategies and design our projects in line with the current market trends. This ensures that we could offer the right product at the right price," he said.

Being nimble also plays a crucial role for the property developer. It is also one of the fastest to react to changes in the market and strategise solutions to meet those new needs.

"Mah Sing is also well known for its fast turnaround and nimble business model where we are always quick to acclimatise to the changing market conditions, and this gives us an edge over our peers. Mah Sing's culture of fast execution has also been a strength of the group to stand the test of time," affirmed Hon Sang.

Naturally, having a strong hand on finances is a crucial attribute. Those who are financially stable can afford to take advantage of land acquisition when the market is soft to reduce their development cost, translating to more affordable homes for buyers.

Hon Sang confirmed this fact. "Mah Sing practices prudent and disciplined financial management. With a healthy balance sheet, this allows us to consistently eye more land as part of our strategy for continuous growth, with Greater Kuala Lumpur, Klang Valley, Johor and Penang being the focus areas," he said.



Finding the right fit will help ensure success.

It does not mean that a property developer has to be a Bursa Malaysia-listed company to be financially strong. Many non-listed companies can also achieve this strength, like SkyWorld Development Group, which took StarProperty's 2020 award for the most financially stable property developer.

Not just building homes

"There is actually one distinct goal or an on-going concern in our journey towards being a reputable developer - being successful is very subjective and how do you define success?" Matrix Concepts' Ho pointed out.

"At Matrix Concepts, our concern is towards our community which encompasses all our stakeholders and being labelled a community

developer resonates well with us. How do we take care of our community? What can we do for our community? How can we do better for ourselves and our community as one. What do we aspire our community to be? All these are valid concerns for us as a developer. It is not just about building houses," he said.

Ho emphasised that the vision is to build a community that is integrated, multi-racial and living in harmony within a self-sustaining township.

The idea of a civilised society enriched with understanding and the diversity of its people where every resident feels safe with equal socio-economic opportunities within a thriving desired address comes into play, he said.

"To achieve this is not easy. It takes hard work and lots of effort to improve with continuous enhancements in various development of our projects and townships.

Value creation is a must to uplift the lives of the homebuyers and the living standards. Much attention must be thought out to find our edge in this competitive property market as a sought-after developer.

"With such a goal in mind, our key strengths are that we at Matrix Concepts are adaptive and agile. Our ears are always on the ground as we listen to the market and the needs and wants of the homebuyers.

"Thus, we are able to have quick turnaround time and revisions due to our readiness in our business continuity plans within our structured processes and systems. Also, having the trust of our contractors and supply chain helps the overall efficiency and efficacy. All these essential factors are nought if we do not have a team of like-minded players who are leaders in their own fields who work cohesively and in tandem to our company's goal," Ho said.

To cap it all up, Ho said the critical indicators of a successful development could be spelt out in four aspects, namely:

- The price of the property over time.
- The migration of home buyers from other states.
- The residing population rate after the handover.
- The socio-economic growth of the surroundings.

A final word from Hon Sang pointed to one other defining factor as well - that the property developer itself needed to be a forward-looking one.

"The company's culture and DNA is also one of the key attributes to our success. The spirit of entrepreneurship is deeply embedded within Mah Sing and informs how we innovate, constantly reevaluate and reinvent our way of doing things. This is embodied in our tagline of Reinvent Spaces. Enhance Life," he said. 🏠



Knowing what will work will put developers in a better position.e.

Tribute to the winners

The Business Estate Development (Commercial)

Interlocking relationships between location advantage and seamless connectivity prime these commercial elements for high volume. Winners in this category further display a triumvirate of qualities: favourable work environment steeped in safety measures, ease of doing business and plenty of amenities nearby.

The Cornerstone Development

Winners of this category deliver the best of the best for landed properties. Residents are blessed with a host of diverse amenities, furnishing and fittings selected to meet buyers' discerning criteria. An important plus point includes a strategic location that is complemented by a multitude of accessibility options.

The Distinctive Build Development

This type of home offers the best that landed properties can offer. Residents are privy to a host of diverse amenities that gives maximum convenience. Furnishing and fittings should reflect modern living and offer occupants a contemporary lifestyle. A vital plus point is easy access in and out of the locality.

The Family-Friendly Development (High-rise)

The winning development convincingly exhibits multi-generational features with recreational facilities that aid family bonding, and provides a place where dwellers can plant roots and flourish. Home is for the family, and the proud owner knows that this property is also for the next generation.

The Family-Friendly Development (Landed)

Home is where the family lives, and the proud owner knows that you don't really possess it but merely keep it for the next generation. These developments exhibit multi-generational living features with recreational facilities that aid family bonding as well as provide a place where residents can plant roots and flourish.

The Earth Conscious Development

The winner of this award has sustainability on its mind. The project showcases environment-friendly elements in its planning, design and construction processes. Beyond that, the development encourages environmental sustainability as a way of life.

The Holiday Home Development

Scenic vistas, idyllic beaches or peaceful living within nature – these homes allow occupants to relax and unwind. Such properties underscore the term holiday and boasts tourist attractions, Airbnb potential, as well as facilities and amenities in close proximity.

7 Awards

SkyWorld Development Group

- The Distinctive Build Award - SkyVogue Residences
- The Landscape Award (High-Rise) - The Valley Residences @ SkySierra
- The Landscape Award (High-Rise) - EdgeWood Residences @ SkySanctuary
- The Proximity Award - SkySierra Integrated Development
- The Skyline Award - The Valley Residences @ SkySierra
- The Starter Home Award (High-Rise) - SkyAwani 5 Residence
- StarProperty All-Star Award



SkyVogue Residences



The Valley Residences



EdgeWood Residences



SkySierra Integrated Development



SkyAwani 5 Residence

5 Awards

Sunway Property & Sunway City Iskandar Puteri

- The Cornerstone Award - Sunway Citrine Lakehomes
- The Creative Space Award - Sunway GRID
- The Family-Friendly Award (Landed) - Sunway Citrine Lakehomes
- The Earth Conscious Award - Sunway City Iskandar Puteri
- StarProperty All-Star Award



Sunway GRID Residence.



Sunway Citrine Lakehomes



Sunway City Iskandar Puteri

4 Awards

Gamuda Land

- The Full Circle Award - Lucent Residence @ twentyfive.7
- The Landscape Award (Township) - Gamuda Gardens
- The Business Estate Award - Townsquare @ Gamuda Cove
- StarProperty All-Star Award



Lucent Residence @ twentyfive.7



Gamuda Gardens



Gamuda Cove's Townsquare

NADA
BIDARA



YOUR **AFFORDABLE**
LIFESTYLE LIVING BEGINS
HERE


StarProperty
AWARDS REAL ESTATE
2021 DEVELOPER
HONOURS
THE STARTER HOME AWARD
(HIGH-RISE)



price from
RM **246,500***


Development with
Smart, Sustainable
& Liveability Concept


Low Rise
Residency


3.7 Acres
Bidara Lake


The Vein


Jogging Track


Education
Hub


Walking Distance
to Commercial
& Marketplace


Within
Malaysia Vision
Valley 2045

**SER
PAJAM**
Development

012 7800 161 seripajam.com.my

DYNAMIC AGE CONSTRUCTION SDN BHD (1034288-T)
Nada Bidara Sales Gallery, Persiaran Nada Bidara 1, Taman Nada Bidara, 71950 Seremban, Negeri Sembilan Darul Khusus.
TUNAS RESIDENSI - 7 & 8 STOREY APARTMENT (Block A & Block B) - Developer License No.19845-1/12-2021/01297(L) - Advertising Permit No. 19845-1/12-2021/01297(P) - Validity Period: 27/12/2019 - 26/12/2021 - Expected Date of Completion: November 2022 - Tenure of Land: Freehold - Land Encumbrance: Maybank - Total No. of Unit: Block A: 140 units, Block B: 160 units - Price: Block A: RM246,500 (Min) - RM354,000 (Max), Block B: RM250,000 (Min) - RM379,000 (Max) - Block C - Developer License No.19845-2/03-2022/0241(L) - Advertising Permit No. 19845-2/03-2022/0241(P) - Validity Period: 17/03/2020-16/03/2022 - Expected Date of Completion: November 2022 - Tenure of Land: Freehold - Land Encumbrance: Maybank - Total No. of Unit: 160 units - Price: RM250,000 (Min) - RM379,000 (Max) - Building Plan Approval No: 503/2019 - 59023/2019 - Approval Authority: Majlis Perbandaran Nilai - *Terms & conditions apply. - Iklan ini telah diluluskan oleh Jabatan Perumahan Negara.

Scan me!



Access to
VIRTUAL
show unit!

EXCELLENCE IN RECOGNITION:



The Poseidon Development

Water, the giver of life, raises a primal intrigue in the human mind, making us yearn for its tranquil blue depths. Built around or fronting water bodies, these developments harness the flow to aesthetically complement the architecture to provide homes with unparalleled vistas while mastering the dynamic nature of water.

The Proximity Development (Township)

This award goes to the project that epitomises the Work, Play, Live and Learn concept. The township is built with a selection of amenities within a neighbourhood's walkability range and is directly linked to a mass public transportation system to reduce the carbon footprint. This results in an integrated, sustainable and liveable environment that encompasses its residential, offices and commercial component.

The Proximity Development (Project)

This award goes to the transit-oriented development that epitomises the Work, Play, Live and Learn concept. The development takes the aspects of an integrated, sustainable and liveable environment that encompasses its residential, offices and commercial components. The development is built with a selection of amenities within a walkability range. As such, the community would have a lower carbon footprint.

The Proximity Development (Integrated)

An integrated development is more than just having amenities that are easily reachable through the just walk facet. Tenets of green living should also be inculcated through sustainable and liveable features which minimise the community's carbon footprint. This award goes to the integrated development that epitomises the Work, Play, Live and Learn concept.

The Creative Space Development

The winners of these developments utilise space seamlessly to offer elegant and spacious living. Equipped with state-of-art amenities together with built-in technological infrastructure, these developments make full use of the space of small homes to fit modern living.

The Southern Star Development

This title is awarded to the best residential and commercial developments in the southern region. Best is defined by the myriad aspects taken into consideration, including the interplay between diverse amenities and human needs, location superiority, and choice furniture and fittings for the discerning house buyer. The harmony of these elements is apparent in the development worthy of carrying the title Southern Star.

The Wow Development

A potential classic in the making, the winner boasts innovative designs, iconic features and unique aspects to distinguish itself from the common stock. Residential or commercial, these projects idealise the very factor that makes property buyers go wow.

4 Awards

Matrix Concepts Group

- The Business Estate Award - Sendayan Merchant Square
- The Family-Friendly Award (Landed) - Ervina @ Ara Sendayan
- The Starter Home Award (Landed) - Avisa & Belissa @ Laman Sendayan
- StarProperty All-Star Award



Sendayan Merchant Square



Ervina



Avisa & Belissa

OSK Property

- The Family-Friendly Award (Landed) - Iringan Bayu, Seremban
- The Landscape Award (Township) - Iringan Bayu, Seremban
- The Starter Home Award (Landed) - Iringan Bayu, Seremban
- StarProperty All-Star Award



Iringan Bayu, Seremban



Tropicana Miyu



Tropicana Cenang

Mah Sing Group Bhd

- The Skyline Award - M Luna
- The Landscape Award (High-Rise) - M Arisa
- The Southern Star Award - Meridin East
- StarProperty All-Star Award



M Luna



M Arisa



Meridin East

Tropicana Corporation

- The Distinctive Build Award - Tropicana Miyu
- The Holiday Home Award - Tropicana Grandhill
- The Poseidon Award - Tropicana Cenang
- StarProperty All-Star Award



Tropicana Grandhill

3 Awards

IJM Land Bhd

- The Borneo Star Award - Bandar Utama Sandakan
- The Close-To-Home Award - Riana Dutamas
- StarProperty All-Star Award



Bandar Utama Sandakan



Riana Dutamas



A quality home,
a secure future with
Mah Sing NOW

MahSing
Now

Save
Now

Own
Now

Zero
Now

MAKE IT YOURS WITH
#HOUSKEY
Financial partner
Maybank Islamic

Own
Now

+ Easy home financing
with Maybank Islamic
HouzKEY*

Zero
Now

+ Zero downpayment*
+ Zero payment during
construction*
+ Zero legal fees on
SPA & loan

Save
Now

+ Save up to 50% off
your monthly payments*
+ Save on MOT
+ Save with extra cash
incentive for vaccinated
buyers*
+ Save with our free
furnishing*

Participating Projects

M Adora
Wangsa Melawati, KL
850 sqft - 1,200 sqft
From RM468,000
03 9078 2899 mahsing.com.my/m-adora
M Adora Sales Gallery

Meridin East
Pasir Gudang, Johor
18' x 70'
From RM420,000
07 291 3208 meridin-east.com.my
Meridin East Sales Gallery

Sensory @ Southville City
Bangli, Selangor
888 sqft - 914 sqft
From RM458,000
03 9212 0199 southville-city.com
Southville City Sales Gallery

Scan here to



M Arisa
Sentul, KL
550 sqft - 1,025 sqft
From RM468,000
03 9212 8309 m-arisa.com.my
M Arisa Sales Gallery

M Luna
Kepong, KL
700 sqft - 1,000 sqft
From RM385,000
03 6259 6188 mahsing.com.my/m-luna
M Luna Sales Gallery

M Oscar
Off Kuchai Lama, KL
708 sqft - 1,198 sqft
From RM480,000
03 9212 8309 mahsing.com.my/m-oscar
M Oscar Sales Gallery (Official)

View all participating projects

Applicable to selected units in participating projects only. T&C apply.

Reinvent Spaces. Enhance Life.

MahSing

THE EDGE
Top Property
Developer Awards
2020

StarProperty
AWARDS
2021
REAL ESTATE
DEVELOPER
STARPROPERTY
ALL-STARS AWARD

BCI ASIA
AWARDS 2019
TOPTEN
DEVELOPERS 2019

1300 80 6888
www.mahsing.com.my/now

Maxim Heights Sdn Bhd (747466-P) (A wholly-owned subsidiary of Mah Sing Group Berhad) | Wisma Mah Sing, Penthouse Suite 1, No. 163 Jalan Sungai Besi, 57100 Kuala Lumpur | Tel: +603 9221 6888 | Fax: +603 9221 8999 | Website: m-adora.com.my | Email: m-adora@mahsing.com.my • Developer Licence No: 11606-2/07-2022/0392(L) • Validity Period: 08/07/2020 - 07/07/2022 • Advertising & Sales Permit No: 11606-2/07-2022/0392(P) • Validity Period: 08/07/2020 - 07/07/2022 • Building Plan Reference No: BP U2 OSC 2019 2205 • Expected Date of Completion: June 2024 • Tower A Total Unit: 378 • Min Price: RM 680,160 • Max Price: RM 987,360 • Tower B Total Unit: 299 • Min Price: RM 690,960 • Max Price: RM 1,020,960 • Built-up (Tower A & B): 850sf, 1,000sf and 1,200sf • Type of Property: Condominium • No of Car Park per Unit: 2 or 3 unit • Approving Authority: DBKL • Land Tenure: Leasehold (21/01/2117) • Lease Term: 99 years • Restrictions: The land cannot be transferred, leased or mortgaged without any consent from the Land Committee of Kuala Lumpur, Federal Territory • Land Encumbrance: HSBC Bank Malaysia Berhad • Developer: Southville City Sdn. Bhd. (788149-T) • Registered Address: Wisma Mah Sing, Penthouse Suite 1, No. 163, Jalan Sungai Besi, 57100 Kuala Lumpur • Tel: 03-9221 6888 • Developer Licence No: 13425-6/03-2022/01227(L) • Validity: 2/3/2021 - 1/3/2022 • Authority Approving Building Plan: Majlis Perbandaran Sepang • Building Plan Reference No.: MP Sepang 600-34/3/265 • Expected Date of Completion: December 2022 • Land Encumbrance: Nil • Land Tenure: Freehold • Property Type: Serviced Apartment • Type A: 183 units, Type A1: 74 units, Type A2: 72 units, Type B (Affordable Apartment): 148 units • Total Units: 477 units • Selling Price: Tower A (Min) RM469,600 - (Max) RM659,600, Affordable Apartment (Min) RM270,000 - (Max) RM270,000 • Nama Projek: Residensi M Arisa Pelangi • Pemaju: Cosmoworld Housing Development Sdn. Bhd. (1194333-T) • Alamat: Wisma Mah Sing, Penthouse Suite 1, No.163, Jalan Sungai Besi, 57100 Kuala Lumpur • Tel.: 03 9221 8888 • No. Lesen Pemaju Perumahan: 19228-2/01-2022/62 (L) • Tempoh Sah: 22.1.2020-21.1.2022 • No. Permit Kltan dan Jualan: 19228-2/01-2022/62 (P) • Tempoh Sah: 22.1.2020-21.1.2022 • Pihak Berkuasa yang Meluluskan: Dewan Bandaraya Kuala Lumpur • No. Rujukan Pelan Bangunan: BP U1 OSC 2019 1858 • Tarikh Dijangka Siap: Julai 2024 • Bebanan Tanah: HSBC Malaysia Berhad • Pegangan Tanah: Pegangan Kekal • Jenis Hartanah: Pangasuri Suite • Menara A- Jenis A: 87 Unit, Min. RM315,000 - Maks. RM501,000, 1 Tempat Letak Kereta; Jenis B: 30 Unit, Min. RM530,400 - Maks. RM578,500, 1 Tempat Letak Kereta • Jenis C: 275 Unit, Min. RM542,100 - Maks. RM620,100, 1 Tempat Letak Kereta; Jenis Ct: 30 Unit, Min. RM621,400 - Maks. RM669,500, 1 Tempat Letak Kereta; Jenis D: 276 Unit, Min. RM670,800 - Maks. RM791,700, 1-2 Tempat Letak Kereta; Jenis E: 101 Unit, Min. RM744,900 - Maks. RM919,000, 1-2 Tempat Letak Kereta • Menara B- Jenis A: 87 Unit, Min. RM315,000 - Maks. RM501,000, 1 Tempat Letak Kereta; Jenis B: 30 Unit, Min. RM530,400 - Maks. RM578,500, 1 Tempat Letak Kereta; Jenis C: 275 Unit, Min. RM542,100 - Maks. RM620,100, 1 Tempat Letak Kereta; Jenis Ct: 30 Unit, Min. RM621,400 - Maks. RM669,500, 1 Tempat Letak Kereta • Jenis D: 276 Unit, Min. RM670,800 - Maks. RM791,700, 1-2 Tempat Letak Kereta • Jenis E: 101 Unit, Min. RM744,900 - Maks. RM919,000, 1-2 Tempat Letak Kereta • Email: m-luna@mahsing.com.my Tower A & B • Developer Licence No: 11348-2/06-2022/0326(L) • Validity Period: 06/06/2020 - 05/06/2022 • Advertising & Sales Permit No: 11348-2/06-2022/0326 (P) • Validity Period: 06/06/2020 - 05/06/2022 • Building Plan Reference No: BP U1 OSC 2019 2037 • Type of Property: Serviced Apartment • Tower A Total Unit: 860 • Tower B Total Unit: 812 • Tower A Min Price: RM 583,440 • Max Price: RM 856,440 • Tower B Min Price: RM 599,040 • Max Price: RM 868,140 • Built-up (Tower A & B): 700sf, 850sf and 1,000sf • No. of car park per unit: 1 or 2 unit • Expected Date of Completion: December 2024 • Approving Authority: DBKL • Land Tenure: Leasehold (04/04/2115) • Lease Term: 99 years • Land Encumbrance: RHB Bank Berhad • Restrictions: The land cannot be transferred, leased or mortgaged without any consent from the Land Committee of Kuala Lumpur, Federal Territory • Meridin East Sdn. Bhd. (1054999-D) dahulunya dikenali sebagai Sanjunc Tropika Development Sdn. Bhd. (sebuah syarikat milik penuh oleh Mah Sing Group Berhad) • Meridin East Sales Gallery, Jalan Kong Kong 81700 Pasir Gudang • Rumah Teres 2 Tingkat - Parcel 11 "Acacia" (22'x70') - Fasa 2 • No. Lesen Pemaju: 14297-8/02-2022/0144(L) • Tempoh Sah: 14/2/2020 - 13/2/2022 • No. Permit Kltan dan Jualan: 14297-8/02-2022/0144(P) • Tempoh Sah: 14/2/2020 - 13/2/2022 • Pihak berkuasa yang meluluskan: Majlis Perbandaran Pasir Gudang • No. Kelulusan Pelan Bangunan: JBG/N/129/2019(PG) • Hak Milik Tanah: Hak Milik Kekal • Pajakan Tanah: Maybank Islamic Berhad • Tarikh dijangka siap: JAN. 2022 • Harga Jualan: RM691,000(min.) - RM993,000(mak.) • Jumlah Unit: 94 • Project Name: Residensi M Oscar Petaling • Developer: Mah Sing Properties Sdn. Bhd. (264979-M) • Registered address: Wisma Mah Sing, Penthouse Suite 1, No. 163, Jalan Sungai Besi, 57100 Kuala Lumpur • Tel: 03-9221 8888 • Developer Licence No.: 5911-31/09-2021/0876(L) • Validity: 27/09/2021 - 26/09/2022 • Advertising Permit No.: 5911-31/09-2021/0876(P) • Validity: 27/09/2021 - 26/09/2022 • Authority Approving Building Plan: Dewan Bandaraya Kuala Lumpur • Building Plan Reference No.: BP S3 OSC 2019 1003 • Expected Date of Completion: September 2023 • Land Encumbrance: Public Bank Berhad • Land Tenure: Freehold • Property Type: Apartment Suites • South Tower - Type A: 153 units, Min RM470,000 - Max RM710,000, 2 car parks; Type B: 186 units, Min RM600,000 - Max RM915,000, 2 car parks; Type C: 93 units, Min RM750,000 - Max RM1,100,000, 3 - 4 car parks • Price: RM470,000 (Min) - RM1,100,000 (Maks) • North Tower - Type A: 190 units, Min RM510,000 - Max RM750,000, 2 car parks; Type B: 192 units, Min RM640,000 - Max RM935,000, 2 car parks; Type D: 96 units, Min RM882,000 - Max RM1,300,000, 3 - 4 car parks • Price: RM510,000 (Min) - RM1,300,000 (Max) • Total unit: 910 unit (Min RM470,000 - Max RM1,300,000) • This advertisement has been approved by Jabatan Perumahan Negara.



Guocoland marketing and sales executive director Andy Chua holds the two trophies that the developer won.



HCK group executive director Dennis Ling takes a photo with the two trophies.



Mitrland group general manager Tan Chee Hoaw celebrates his company's wins.



SPB director Yap Lih Shiyun shows that first-timers can grab trophies as well.



Vista Sentul, which won two awards, was happily celebrated by director Gary Gan.



Matrix Concepts snagged four awards. Taking a group photo with Star Media Group (SMG) chairman Tan Sri Chor Chee Heung (third from left) and group chief executive officer Alex Yeow (second from left) are (from left) group business development and project planning senior general manager Pak Heng Cheong, chief marketing officer Lim Kok Yee and assistant general manager Bryan Lee.



The biggest winners of the night with seven awards went to SkyWorld Development Group. Celebrating their wins are (from left) brand communication head Leonard Tan, deputy chief executive officer Lee Chee Seng, founder and group managing director Datuk Ng Thien Phing, product assistant general manager Chen See Leong and corporate marketing senior manager Joey Tong.

Big night, big wins

THE celebration of the sixth installation of the StarProperty Awards 2021: Real Estate Developer was held in Cyberspace for the second time, capitalising on the experience gained from the previous virtual event to create greater excitement and pomp.

Continuing to break new grounds as winners celebrate their hard-won trophies, StarProperty, the property division of Star Media Group (SMG), conducted the auspicious event in SMG's Studio Maya, a green screen studio to cater to creating digital content.

Following strict standard operating procedures (SOPs), the managing directors, chief executive officers and heads of winning property developers went through two days of filming and interviews in preparation for the virtually held StarProperty Awards 2021.

The gala night was lived on Oct 28, featuring the winners of this year's awards.

The event can still be viewed at <https://www.youtube.com/watch?v=i8J2CXCspo4&t=4s>.

SkyWorld Development Group bagged the most trophies for 2021, winning seven awards. The respective properties that took the titles include SkyVogue Residences, The Valley Residences, EdgeWood Residences, SkySierra Integrated Development, The Valley Residences and SkyAwani 5 Residence.

Sunway Property and Sunway City Iskandar Puteri jointly came in second with five trophies. The awards were won by Sunway Citrine Lake homes,

Sunway GRID and Sunway City Iskandar Puteri.

Gamuda Land Sdn Bhd, Mah Sing Group Bhd (Mah Sing), Matrix Concepts Group (Matrix Concepts), OSK Property Bhd and Tropicana Corporation Bhd (Tropicana) each took four trophies. Gamuda Land's winning developments include Lucent Residence, Gamuda Gardens and Townsquare.

For Mah Sing, the winning properties were M Luna, M Arisa and Meridin East, while for Matrix Concepts, Sendayan Merchant Square, Ervina and Avisia & Belissa won their respective awards.

OSK Property's Irangan Bayu, Seremban won multiple awards in several categories, making it one of the more versatile developments, while Tropicana's latest projects, namely Tropicana Miyu, Tropicana Grandhill and Tropicana Cenang, took their respective categories.

IJM Land Bhd, Mitrland Group, Platinum Victory (PV) and Sri Pengkalan Binaan Sdn Bhd (SPB) each won three trophies. For IJM Land, the winning properties were Bandar Utama Sandakan and Riana Dutamas.

Mitrland's mixed development Gravit8 gave the developer three trophies, whereas PV snagged theirs for Vista Sentul Residences and SPB's Taman Nuri, Puncak Kasa Heights and Acacia Heights took their respective awards.

Seven developers took two awards each. They are Austin Heights Sdn Bhd, Glomac Bhd, Guocoland (Malaysia) Bhd, HCK Capital Group (HCK), I-Bhd, NCT Group of Companies (NCT) and Suntrack Development Sdn Bhd (Suntrack).

The winning entries for Austin Heights were 8 Avenue and The Original Cluster Home, while Glomac's Plaza, Guocoland's Emerald 9 and Suntrack's Tuai Residence took their respective trophies.

The transport-oriented development i-City Golden Triangle was I-Bhd's winning entry. In contrast, HCK took their awards through Edumetro and Edusphere, and NCT's Ion Forte Green City and Grand Ion Majestic won for the developer.

Homecity Realty Sdn Bhd's Garden Villa, Parkland Group's Taman Parkland and Seri Pajam Development's Nada Bidara each won an award. 🏆



Glomac project senior general manager Ong Chee Howe (left) and business development senior manager FD Idzham FD Iskandar proudly hold their trophies.



Mah Sing heads jointly holding their four trophies. From left are property subsidiaries CEO Yeoh Chee Beng, group chief executive officer Datuk Ho Hon Sang and sales and marketing senior general manager Chen Weng Hong.



IJM Land took three awards. Taking a group photo with Star Media Group (SMG) chairman Tan Sri Chor Chee Heung (third from left) and group chief executive officer Alex Yeow (second from left) are (from left) IJM Land central region senior general manager Datuk Hoo Kim See, managing director Datuk Edward Chong and 368 Segambut Sdn Bhd director Datuk Anderson Thor.



Gamuda Land makes another year of good runs with four awards. From left are Gamuda Cove general manager Wong Yik Fong, corporate branding and communications assistant general manager Celina Ong, Gamuda Land chief operating officer Aw Sei Cheh, Gamuda Gardens assistant general manager Wong Siew Lee and twentyfive.7 deputy general manager Randall Tong.



Celebrating their win with Seri Pajam Development chief operating officer Thomas Ten (centre) are (from left) assistant general manager Cheo Sze Yih, general manager Lee Chi Kien, director Ten Fui Jean and planning and development head Nur Farhana Zulkiflin.



SMG group chief executive officer Alex Yeow (second from left) takes a photo with the Tropicana team after they received their awards. From left are group corporate and marketing communications general manager Serena Lim, sales and marketing managing director Joanne Lee and group corporate and marketing communications manager Winnie Ooi.



i-City director Monica Ong (right) holding her trophies after receiving them from SMG chairman Tan Sri Chor Chee Heung.



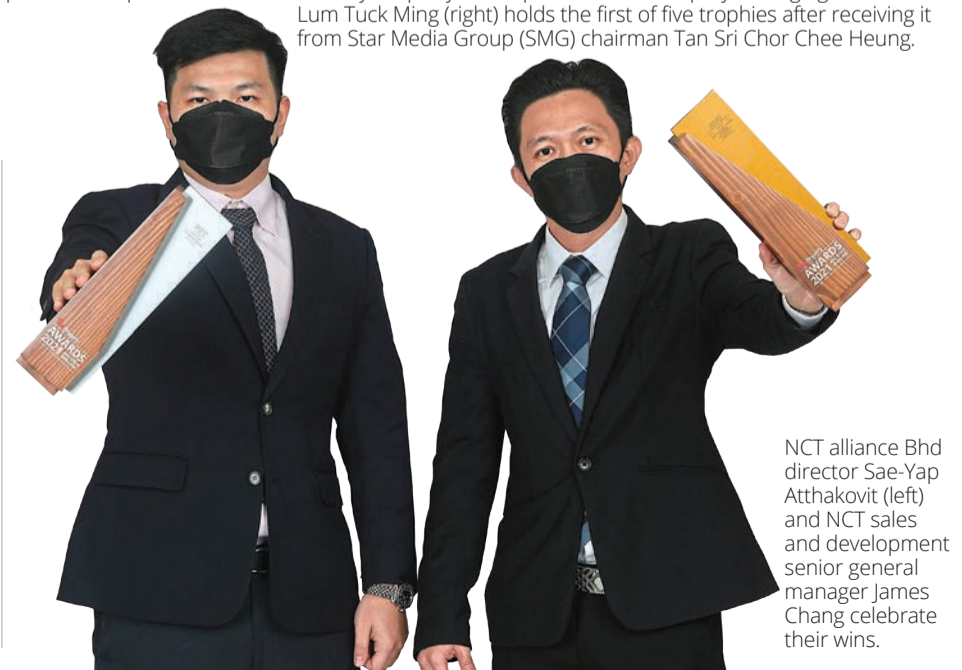
Chief executive office James Tan holds up the two trophies that Suntrack has won.



Sunway Property development division deputy managing director Lum Tuck Ming (right) holds the first of five trophies after receiving it from Star Media Group (SMG) chairman Tan Sri Chor Chee Heung.



Homecity managing director Datuk BC Ng (right) and business development manager Darren Ng jointly hold their trophy.



NCT alliance Bhd director Sae-Yap Atthakovit (left) and NCT sales and development senior general manager James Chang celebrate their wins.

The Borneo Star Development

This award goes to the residential or commercial development located in East Malaysia (Labuan, Sabah, and Sarawak). Winning developments showcase elegance in its planning, design and construction, with an array of amenities, furnishing and fittings that have been selected to meet the discerning tastes of buyers. An important plus-point is a strategic location complemented by many accessibility options.

The Skyline Development

With a commanding view of the cityscape, these high-rise developments are vertical testaments to exemplary engineering and architectural prowess. In a metropolitan setting where land is scarce and space is a luxury, these projects overcome inhibiting factors with uninhibited creativity. Contemporary lifestyle, modern conveniences, unique and functional designs or futuristic ambience – this is the language that describes winners of the award.

The Assisted-Living Home Development

The development that looks into and provides amenities and features targeted at the older generation will snatch this award. Such projects cater to older residents who require assistance, such as designated medical assistants or nurses to provide healthcare services or seated shower areas.

The Starter Home Development (Landed)

Buying the first home marks a wonderful milestone, and starter homes with affordable prices facilitate the process of homeownership. Without cutting corners, these winning developments embody the essence of value over money. They display efficient space utilisation through design while maintaining a price tag below RM500,000.

The Starter Home Development (High-rise)

This award is for high-rise developments marketed in the affordable range. An affordable home is defined as providing the best possible lifestyle and project quality with a price tag below the RM500,000 mark. These developments must appeal to first-time homebuyers as they check all the right boxes – value for money without compromising quality and aesthetics.

3 Awards

Mitraland Group

- The Family-Friendly Award (High-Rise) - The Tresor @ Gravit8
- The Poseidon Award - Gravit8
- The Proximity Award - Gravit8



Gravit8

Platinum Victory

- The Starter Home Award (High-Rise) - Vista Sentul Residences
- The Creative Space Award - Vista Sentul Residences
- StarProperty All-Star Award



Vista Sentul Residences



Taman Nuri

Sri Pengkalan Binaan Sdn Bhd

- The Cornerstone Award - Taman Nuri
- The Family-Friendly Award (Landed) - Puncak Kasa Heights
- The Southern Star Award - Acacia Heights



Puncak Kasa Heights



Acacia Heights

2 Awards

Austin Heights Sdn Bhd

- The Investor's Choice Award (Commercial) - 8 Avenue @ Austin Heights
- The Investor's Choice Award (Landed) - The Original Cluster Home @ Austin Heights



8 Avenue



The Original Cluster Home

Glomac Bhd

- The Close-To-Home Award - Plaza @ Kelana Jaya
- The Starter Home Award (High-Rise) - Plaza @ Kelana Jaya



Plaza

HCK Capital Group Bhd

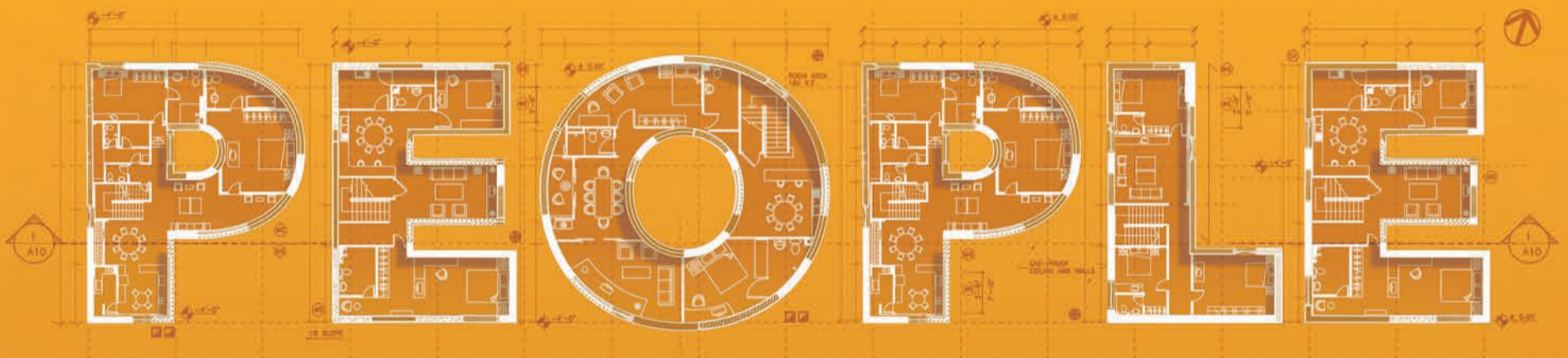
- The Business Estate Award - Edumetro @ Subang Jaya
- The Proximity Award - Edusphere @ Cyberjaya



Edusphere



StarProperty
AWARDS
 2021 REAL ESTATE DEVELOPER



***The award brings recognition.
 But the people bring the rewards.***

While it is truly gratifying to win in so many categories, the real reward comes from what those categories stand for. From building first time homes, to creating spaces for families to grow, and establishing developments for businesses to thrive. It is the people who truly win, including all of our stakeholders and supporters who made it all possible.



**STARPROPERTY
 ALL-STARS AWARD**

EXCELLENCE
 THE STARTER HOME AWARD
 (LANDED)

HONOURS
 THE FAMILY-FRIENDLY AWARD
 (LANDED)

HONOURS
 THE BUSINESS ESTATE AWARD

TROPICANA

journey

COLLECTION

Tropicana Journey Collection presents an iconic selection of resort-style properties: “Homes by the Sea” – Tropicana Cenang, Langkawi to “Homes by the Hill” – Tropicana Grandhill, Genting Highlands. Featuring four main advantages, let’s embark on a journey to discover a great property investment.



Artist Impression



Tropicana Cenang Property Gallery
 Lot 60177, Jalan Pantai Cenang, 07000 Langkawi, Kedah.
 Tel: +60 16-363 0900

Tropicana Grandhill Property Gallery
 Jalan Permai 2, Genting Permai Avenue, 69000 Genting Highlands, Pahang.
 Tel: +60 18-390 9988

Pemaju: Cenang Resort Sdn. Bhd (1012934-P) Alamat: Lot 60177, Jalan Pantai Cenang, 07000 Langkawi, Kedah, Malaysia. Tel: +604-952 3939 • No. Lesen Pemaju: 19160-1/09-2022/02946(L) • Tempoh Sah: 29/09/2021 – 28/09/2022 • No. Permit Iklan dan Jualan: 19160-1/09-2022/02946(P) • Tempoh Sah: 29/09/2021 – 28/09/2022 • Pihak Berkuasa: Majlis Perbandaran Langkawi • No. Rujukan Pelan Bangunan: MPLBP/D/3/01/2020(8) • Pegangan Tanah: Kekal • Bebanan Tanah: Affin Bank Berhad • Tarikh Dijangka Siap: Feb 2026 • Jenis Pembangunan: Suite Servis • Bilangan Unit: Blok A – 831 Unit; Blok B - 60 Unit • Keluasan Unit: Blok A: 380kp (Min) – 1,310kp (Maks); Blok B: 1,066kp (Min) – 1,303kp (Maks); • Harga Jualan: Blok A – RM543,000.00 (Min) – RM2,789,000.00 (Maks); Blok B - RM1,820,000.00 (Min) – RM3,430,000.00 (Maks) • Syarat-syarat Nyata: Tanah yang terkandung dalam hakmilik ini hendaklah digunakan sebagai Tapak Hotel, Suite Servis & Bangunan Perniagaan sahaja. Sekatan-sekatan Kepentingan: Ditegah membuat sebarang perkiraan (dealings) di atas tanah yang hendak dimajukan sebagai Tapak Hotel, Suite Servis & Bangunan Perniagaan sahaja melainkan tuan tanah bina dan pelihara simpanan jalan itu dan taruh batu dan tar menurut taraf Jabatan Kerja Raya serta perbuat parit-parit dengan sepuas hati Penguasa Tempatan serta mendapat sokongan daripada Jabatan Kerja Raya atau ada jaminan daripada Penguasa Tempatan dan Jabatan Kerja Raya bahawa jalan-jalan dan parit-parit itu dapat disempurnakan • IKLAN INI TELAH DILULUSKAN OLEH JABATAN PERUMAHAN NEGARA

SIMPLY SENSATIONAL



STRATEGIC

Strategically situated in popular holiday destinations.



SPECTACULAR

Endless variety of recreational activities.



SUPERIOR

Freehold fully furnished residences with a resort-style ambience.



SMART

Property investments rich in potential and opportunities.



HOMES BY THE **hill**



Artist Impression

EXPERIENCE IT ALL

www.tropicanajourneycollection.com



Developer: Tropicana Sierra Sdn. Bhd. (289863-A) • Developer's Address: Unit 1301, Level 13, Tropicana Gardens Office Tower, No. 2A, Persiaran Surian, Tropicana Indah, 47810 Petaling Jaya, Selangor. • Developer's License No.: 19893-1/03-2022/0199(L) • Validity: 03/03/2020 – 02/03/2022 • Advertising & Sale Permit License No.: 19893-1/03-2022/0199(P) • Validity: 03/03/2020 – 02/03/2022 • Approval Authority: Majlis Perbandaran Bentong • Building Plan Reference: MPB/JKB/GH/4/26/2019 • Expected Date of Completion: 60 Months from Date of SPA (March 2026) • Land Tenure: Freehold • Land Encumbrances: Nil • Type of Property: Serviced Apartment • Total Units: 1,443 Units • Block A: 795 Units; Block B: 648 Units • Selling Price: Block A RM477,000 (Min) - RM1,154,000 (Max); Block B RM593,000 (Min) - RM1,954,000 (Max) • Built-up Area: Block A 379 sf (Min) – 961 sf (Max); Block B 381 sf (Min) - 1,330 sf (Max) • 5% Bumiputera Discount • Express Condition: The Land cannot be transferred, leased, or charged except with the consent of the State Authority.

IKLAN INI TELAH DILULUSKAN OLEH JABATAN PERUMAHAN NEGARA.

All renderings are artist's impressions only. The developer reserves the right to modify any part or parts of the building, development and/or any unit prior to completion as directed or approved by the architects and/or the relevant authorities. While every reasonable care has been taken in preparing this material, the developer cannot be held liable for any inaccuracies.

The Full Circle Development

Open to bungalows, semi-detached, villas and other types of landed property, the winning entry of this award should have the best attributes that make this completed landed property the most desirable among the ones vying for this title.

The Investor's Choice Award (Commercial)

This award goes to the commercial development with a proven record of escalating capital appreciation in secondary market transactions when compared to its initial selling price. The winning development is recognised for its achievement in excellent value creation.

The Close To Home Award

The criteria for this award is based on the developers' decision to build the project at its respective locations and the rationale in ensuring that residents will be spoiled for choice where shopping, dining, recreation, community, transportation and other amenities and conveniences are concerned.

The Investor's Choice Award (Landed)

This award goes to the landed project with a proven record of escalating capital appreciation in secondary market transactions when compared to its initial selling price. The winning landed development is recognised for its achievement in excellent value creation.

The Landscape Award (Township)

The landed property that has the best landscaping innovations and aesthetics will take this award. Considerations taken into account include how the landscape benefits the environment and the people.

The Landscape Award (High-rise)

The high-rise property that maximises its greenery within limited settings will take this award. The winning project must show how its landscaping innovations and aesthetics benefits the environment and the people.

2 Awards

Guocoland (Malaysia) Bhd

- The Proximity Award (Project) - Emerald 9, Cheras
- The Skyline Award - Emerald 9, Cheras



Emerald 9

I-Bhd

- The Proximity Award (Township) - I-City Golden Triangle
- StarProperty All-Star Award



i-City Golden Triangle

NCT Group of Companies

- The Holiday Home Award - Ion Forte Green City
- The WOW Award - Grand Ion Majestic



Grand Ion Majestic

Suntrack Development Sdn Bhd

- The Assisted-Living Home Award - Tuai Residence Setia Alam
- The Family-Friendly Award (High-Rise) - Tuai Residence Setia Alam



Tuai Residence



Ion Forte Green City

1 Award

Seri Pajam Development Sdn Bhd

- The Starter Home Award (High-Rise) - Nada Bidara



Tunas Residensi @ Nada Bidara

Parkland Group

- The Southern Star Award - Taman Parkland



Taman Parkland

Homecity Realty Sdn Bhd

- The Starter Home Award (Landed) - Garden Villa @ Taman Tasik Semenyih Permai



Garden Villa

FREEHOLD

the Tresor

@ GRAVIT 8

Greek Island Vibes, LANDED HOMES IN THE SKY

Parkhomes @ The Tresor is a collection of residences inspired by the stunning Santorini. Discover a place, where stylish comfort meets nature, style and exquisiteness. Greek architectural details reflect the breezy lightness of the Aegean sea. The blue-domed pavilions. The curved arches. The beautiful pools and gardens. Parkhomes @ The Tresor have direct access to the doorstep via the elevated carpark from level 2 to 7.

Taste a lifestyle that exudes chic island-inspired living. A home for families, couples and any person who wishes to enhance life's living standards.

Parkhomes @ The Tresor. A place of the heart, an elegant retreat you get to call home.



- 1,175 sq. ft. to 1,206 sq. ft.
- 1.3-acre facilities deck
- 24 family-friendly facilities
- 3 unit-fronting carparks
- Link bridge to Pier8 Retail Mall

3XTRA DEALS
FINAL CALL
10 OCT - 31 DEC

LUCKY DRAW

RM320,000 **RM30,000**

ANGPOWS TO BE WON

WORTH OF PRIZES



GRAND LUCKY DRAW



FLASH REBATES



HOC 2021



ADDITIONAL FREEBIES



*T&C apply.



MITRALAND

Developer:
Vibrantline Sdn. Bhd. (1038413-U)

D-28-01, Menara Mitraland, No.13A, Jalan PJU5/1,
Kota Damansara PJU 5, 47810 Petaling Jaya, Selangor.

www.gravit8.com.my www.mitraland.com.my

Sales Gallery Open Daily (10am - 6pm)
For further enquiries, please call:

011 - 1638 6882
03 - 3323 7688

Developer's License: 14308-3/01-2023/69(L) • Validity Period: 27/01/2021-26/01/2023 • Advertising & Sales Permit: 14308-3/01-2023/69(P) • Validity Period: 27/01/2021-26/01/2023 • Type of Property: Serviced Apartment • Approving Authority: Majlis Perbandaran Klang (MPK) • Building Plan Reference No: MPK/BGN-600-4/1/0113(2019) • Expected Completion Date: Feb 2025 • Land Tenure: Freehold • Land Encumbrances: Charged to Affin Bank Berhad • Total Units: The Tresor 374 Units (Type A/C/D/E), Mampu Milik 42 Units (Type B) • Minimum Price: RM567,648.00, Maximum Price: RM875,118.00 (The Tresor) • Minimum Price: RM270,000.00, Maximum Price: RM270,000.00 (Mampu Milik) • 7% Discount for Bumiputera • Restriction on Title: Nil • The information contained in the advertisement is subject to variations, modifications and substitutions as may be recommended by the relevant authorities and/or the project architect and cannot form part of an offer or contract. It shall not constitute and/or be treated as an offer on the part of the developer. All the information in this advertisement is current at the time of printing. All renderings are artist impressions only and all measurement are approximate.

THIS AD IS APPROVED BY THE NATIONAL HOUSING DEPARTMENT

Branding their way to the top

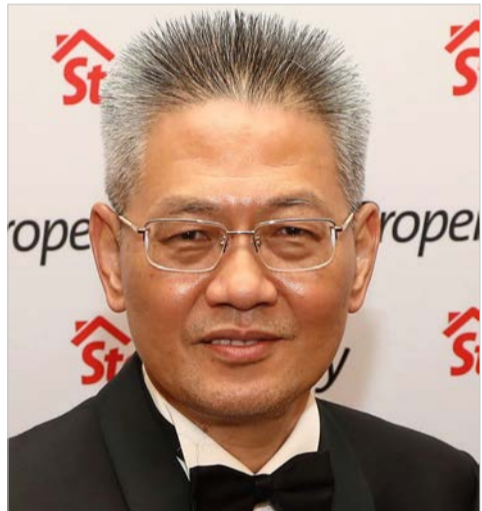
Why real estate players strengthen their brands

By CHOW ZHI EN
zhien.chow@thestar.com.my

FROM a simple mom-and-pop kopitiam to a huge real estate conglomeration, good branding goes a long way. In the property industry, it is doubly important, where a name and logo can carry a lot of weight and distinguish one name from another.

Frankly, in real estate, brand identity is a company's greatest asset in an industry rife with competition. The influence of branding on real estate developers is so great that as long as a positive brand image is cultivated, a neighbourhood will stand out from the others around it. And this will be reflected in the value of the homes in that particular neighbourhood.

One study found that branded property developers are usually on property purchasers' premium list. That is to say, branded developers usually obtain higher scores in all the property purchase preference and attitude factors. What is more interesting is that branding traits can differentiate developers to give them that



Every developer has its own branding, said Ho.

competitor's edge for the market segment they are targeting.

So, developers not only have to identify good locations, but also to provide good investment opportunities to property purchasers through architecture and planning, and property marketing personnel must act professionally in their dealings with the property purchasers to build their brand reputation.

"There is no one true and hard single branding methodology for each and every

developer out there. Each has its own uniqueness and the main question is its objective," said Matrix Concepts Holdings Bhd (Matrix Concepts) group managing director Ho Kong Soon.

For Matrix Concepts, it took the path as a responsible and caring developer stance, and particularly over the difficult times endured during the Covid-19 pandemic, the developer reached out to help its community.

"During these trying times, especially this unprecedented pandemic crisis, we at Matrix Concepts focused on our community – in our developments and its surroundings. We could not sit back and do nothing," said Ho.

For the past 18 months, Matrix Concepts have assisted and contributed over RM11.5mil to various causes at the national and state levels. Various initiatives and services within the group were implemented and adopted to assist the community and people, including the frontliners in managing the pandemic.

"As much as we concentrated on assisting our community, we also strengthened our business framework and direction in terms of digital transformation," said Ho.

Like Matrix Concepts, there are several established names out there carrying out its own form of branding. Some notable names include (in no particular order of popularity) Mah Sing Group Bhd (Mah Sing), Matrix Concepts Group, Mitraland Bhd, Seri Pajam Development Sdn Bhd (Seri Pajam), Sunway Group and Tropicana Corporation Bhd (Tropicana).

Brands like Tropicana and Mah Sing conjure up an idea of security and assurance among the public because of the sentiment they have carefully established in the communities they build.

As former Amazon chief executive officer

Jeff Bezos said before: "A brand for a company is like a reputation for a person. You earn a reputation by trying to do the hard things well".

One such developer that won seven StarProperty Awards for 2021 took this in



Innovation is one of SkyWorld's brand pillars, said Ng.

strides. For SkyWorld Development Group, its founder and group managing director Datuk Ng Thien Phing is a strong believer in branding.

"In SkyWorld, we always think ahead as innovation is one of our strong brand pillars besides Sky Living Experience and Value Creation. Therefore, most of these new trends were already implemented in our handed over projects and new launches," he said.

"For example, parcel lockers were installed in SkyLuxe On The Park and SkyAwani Residences to give convenience to our residents. We saw the trend moving towards e-shopping and with these parcel lockers in place, you don't have to worry about your parcels being delivered to you when you are not at home. And you can easily retrieve it, anytime at your convenience," he added.



Brands are reinforced by what is delivered by the developers.

The value of branding

A real estate and property brand identity should be able to elicit a sense of familiarity in people - the logo itself should evoke a sense of recognition that is unmistakable to the target audience. In fact, a company's logo is a preemptive way to make a first impression since first impressions are everything in the real estate industry.

A well-devised brand lies in the recognition it demands. There should be no mistaking a brand for what it is and what it has to offer. After all, what is a brand, if not a representation of a company?

Building a strong real estate brand identity increases exposure for a company, and therefore allows greater audience reach. The best brands out there are entirely capable of using that recognition in a way that automatically generates brand awareness.



Winning the awards will boost our brand, said Yap.

One way to cultivate that familiarity and recognition while getting some exposure is through awards. One of this year's new StarProperty Award winners, Sri Pengkalan Binaan Sdn Bhd (SPB), had the opportunity to present its latest projects to key real estate industry players, thus lifting its brand image.

"Being able to walk away from the judging sessions with three awards alongside other well-established industry players, really means a lot to us and is definitely a boost to our brand," said SPB director Yap Lih Shyan.

"We truly believe in that, and that's exactly what we've been doing all these years and



Tropicana fortifies its brand by building integrated master-planned townships, said Lee.



more so in 2021 - really understanding shifting customer needs, improving internal processes, innovating on our home designs and delivering the highest possible quality and Qlassic scores for all our homes," she said.

Branding via convenience, safety, and trust

This year marked a transitional period for many companies in how they market their latest projects, especially with Covid-19 making it essential for companies and businesses to pivot from brick and mortar to online. Not to mention prospective investors and buyers have expanded what they look for in a property.

That said, even in pre-Covid-19 days, there was a push in branding smarter and safer developments to drive demand so homes could become more cost-efficient. In the pandemic era, that same brand push is focused on leveraging big data, automation and conscientious wellness strategies to keep homeowners safe.

Trust is also an important factor for occupants. Having a smart building will be meaningless if the people occupying it do not trust the technology that is designed with their best interests in mind.

This means community builders have to go the extra mile, putting themselves in their customers' shoes from the start to the end of the homeownership journey.

Developers like Tropicana have continued to fortify its brand in this way by building integrated master-planned townships that come equipped with all the necessary amenities, facilities, infrastructure, and safety features to add investment value to its investors and homeowners.

"Since the pandemic outbreak, everyone has altered their lifestyle to suit the new norm. Many prefer a safe and wholesome place to call home. We recommend our signature townships, offering an oasis of facilities, amenities and green living spaces for our community to live, learn, work, play, and prosper - such as Tropicana Heights, Tropicana Aman, Tropicana Metropark, Tropicana Danga Cove, and Tropicana Uplands," said Tropicana marketing and sales managing director Joanne Lee.

"Besides that, it is also important to purchase properties with modern conveniences and excellent connectivity like our Tropicana Miyu and Tropicana Gardens," she added.

The payoff

At the end of the day, delivering on promises is integral to building any long-term relationship - whether it is an expected project's launch date or incorporating eco-friendly features in a development project.

A prime example is Sunway Property, as it has a unique build-own-operate business model that has been incorporated into its identity and image. The developer has cultivated a brand that has endured over the past four decades.

"One of our key strategies to strengthen our brand is to put our customers at the heart of our business. As part of our digitalisation journey, we are currently harnessing the power of big data and AI to track shifting customer preferences. With these insights, we innovate our business processes and products to deliver exceptional product quality, designs focused on new norm living, and incorporate technologies into our townships, homes, creating better customer experiences," said Sunway Property

development division deputy managing director Lum Tuck Ming

"The success we've had is built on the trust that we have cultivated with our communities, and we've done so by thinking of ourselves as co-investors who act as long-term partners for our communities," he added.

Its recently completed projects like Sunway GRID in its latest township of Sunway City Iskandar Puteri Johor was marketed as an online build-and-buy project, which is the first of its kind in the country. This is a testament to its brand-building efforts that benefits potential homebuyers while driving sales.

It just goes to show that great branding begets a strong presence in the property industry. Any touchpoint with potential homebuyers will leave an impression. It is all about how people perceive a brand. 🏡



A crucial strategy is to strengthen Sunway's brand, said Lum.

Proptech makes waves in property industry

How technology has changed the way we buy and sell real estate

By CHOW ZHI EN
zhien.chow@thestar.com.my

EVER heard of what proptech is? A shorthand for property technology, proptech has been one of those corporate buzzwords in the property industry that has been cropping up recently both locally in Malaysia and internationally.

The idea behind proptech is to make buying, selling, owning, renting and managing properties easier and more efficient for all parties involved. Simply put, it is the use of technology to solve real estate needs.

Proptech's biggest strength is that it has been able to integrate a range of solutions to improve the overall performance and result of property investments cost effectively, transforming the business into one that is more seamless, faster and more profitable.

Some of the more recent technological trends in proptech right now include artificial intelligence (AI) and machine learning (ML), augmented reality (AR) and virtual reality (VR), big data, the Internet of Things (IoT) and 5G.

"Disruptions in communication when the Internet connection fails during a virtual business meeting could cost companies millions of ringgit. This is why many companies (residents included) are now looking at properties that provide secure infrastructures that can facilitate the modern concept of work, live and play," said i-City director Monica Ong.

The advent of these technological trends has allowed property players to leverage smart building software solutions to help them build, manage and maintain their real estate assets. Incorporating new technologies can help property players further enhance their real estate investment portfolio because of the innovative solutions they have built.

"We've already started to see some major changes in the property industry with the advancement of technology. To

point out, we are seeing more and more developers implementing AI to showcase their products," said HomeCity Group corporate executive Darren Ng.

Plus, with the advent of the Covid-19 pandemic in the last couple of years, the trend of proptech's influence on property players has been nothing short of an acceleration by necessity.

Of course, left unchecked and unfettered, proptech can cause disruptions in the value chain of the property industry. Although that does not necessarily mean that it is a bad thing.

AI and VR give dynamic reach

While the property industry has gradually adapted to the previously mentioned technologies, the advancement of AI and ML is helping to make data collection easier and speed up deliverables.

Currently, property search sites rely on basic preferences like location and square footage to display properties for sale or rent. In the future, AI is expected to improve and recommend properties based on individual preferences like personality traits, values and beliefs.

Visitors to these websites will notice the presence of chatbots readily available to answer consumers' frequently asked questions quickly and might even recommend properties based on their queries.

To the benefit of consumers, AI has been able to help predict pricing trends more accurately. This type of technology would look at historical trends of the market in an area and also take into account crime areas, schools, transportation, and marketplace activity.

Property developers like Sunway Group, Mah Sing Group Bhd (Mah Sing), Matrix Concepts Group, Tropicana Corporation Bhd, Mitraland Bhd, Seri Pajam Development Sdn Bhd (Seri Pajam) and many others are already on the AI and VR bandwagon especially with



Ho believes that technology will play a bigger role in years to come.



Technology is the key that unlocks the value of property, said Ong.



With technology, there will be continual changes in the overall property development lifecycle, said Ng.

the on-going pandemic.

Even real estate agents have utilised this type of technology to conduct home viewings via a smart device like a tablet or smartphone to conduct multiple showings in a day in compliance with the new norm.

Real estate developer Seri Pajam chief operating officer Thomas Ten shared that the pandemic changed the whole economic structure and turned the entire landscape into a digital one.

"Our team has been hard at work to transform our product from offline to online platforms such as virtual home tours, webinars and live social media sessions.

"Recently, we managed to sell 70 units of landed homes online within a day. This has shown the current market trend with audiences like millennials, who are

Proptech has been one of those corporate buzzwords in the property industry that has been cropping up recently both locally in Malaysia and internationally.

accustomed to e-commerce habits, are now mid-20s to late-30s and represent the largest segment of the house buying market locally," Ten said.

Mah Sing has also implemented virtual reality to showcase their products via devices, allowing potential buyers to view and access their products prior to completion.

Its chief executive officer Datuk Ho Hon Sang believed that this digital transformation will drive innovation and improve operational performance by streamlining workflows across cross-functional teams.

"For Mah Sing, technology has allowed us to reach out to and engage with our customers in an unprecedented way. This includes various forms of content marketing and live-casts, webinars, the introduction of virtual reality tours for our projects, social media marketing, and the reinvention of our Customer Relationship Journey," said Ho.

The digital and virtual trend is expected to grow further in 2021 and beyond as developers begin to understand and embrace the advantage of having a strong digital presence as a long-term strategy.

Modern problems, modern solutions

Big data company Bernard Marr & Co founder and chief executive officer Bernard Marr emphasised the importance of the Internet of Things and 5G to the property industry and its digitalisation.

This is in reference to the cloud-based smart devices and appliances which could be integrated as part of an automated system that controls everything from a home's lighting to air-conditioning, and even alarm systems.

For example, security systems connected to the cloud can alert owners or property managers to potential problems or threats. In the future, home buyers may be able to download a comprehensive history of a home's maintenance and upkeep through intelligent insights.

Matrix Concepts has already undertaken this by equipping their homes, like their Clover series, with a security alarm system that uses magnetic and vibration sensors.

Of course, this state-of-the-art security would be difficult without the promise of 5G. The higher bandwidth of 5G will allow more smart devices and sensors to connect to the Internet.

Marr noted that with 5G, it would be easier and cheaper to connect sensors and cameras around a property, and these devices will be able to capture higher definition images and transmit them almost instantaneously anywhere.

Technology is here to stay and will continue to play a bigger role in years to come, generating more innovative comprehensive solutions for the convenience of home buyers and the industry players throughout the whole homeownership journey.

Ong summed it all up. "The key that unlocks the value of property development in the future is in driving innovation and adopting new technologies to build a smart city for its community. We need to reimagine quality of life with a work-life integration in property development," she said. 🏡