

HOC 2.0

The second coming of the Home Ownership Campaign (HOC) has been highly regarded as a saving grace to a hard-hit property market. Following the success of the first HOC, hopes are high for the resuscitated second campaign. Find out how it is performing.

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A four-in-one choice with IJM Land

Designed for the wider community with modern families in mind

STRATEGICALLY located in the neighbourhood of Seremban 2, property developer IJM Land has crafted four property developments that give buyers and investors the choicest homes, all at pocket-friendly prices.

Property owners can still enjoy all the modern amenities and convenience of a city while maintaining the tranquillity of a country ambience, ensuring a healthier lifestyle away from the negatives of city-living.

Built with community development as a prime goal, the four projects are Rimbun Aman, Rimbun Kiara, Rimbun Impian and Kalista 2. Each development has its own unique appeal, and the shared facilities mean that the community can still come together and bond, even though they reside within their own individually guarded communities.

Starter homes of Rimbun Aman

Neatly tucked within a 42-acre parcel, Rimbun Aman offers 304 units of freehold single-storey terrace houses at attractively affordable prices. Starting at a low RM350,000, these homes come in three different land sizes to suit the needs of their owners.

Crafted for young modern families in mind, Rimbun Aman is equally suitable for empty nesters as these desired homes come with practical space and comfort, all within a close-knit neighbourhood. The project is expected to be completed in June 2023.

In addition to that, IJM Land will also provide a payout package where homebuyers will be awarded RM500 monthly from the subsequent month of the first drawdown from the financier until the month of the notice to take vacant possession of the unit. This allows potential buyers to have a home of their own without having been overly burdened.

Family-oriented Rimbun Kiara

Fuelled by rising demand from homebuyers and investors to have a modern, practical and yet affordable home, the Rimbun Kiara's two-storey terrace houses are built on 21.46 acres offering a total of 255 units. Phase one offers three land sizes with prices starting from only RM498,000. Due to the good response, phase two is now open for sale.

As a guarded community with perimeter fencing, residents can rest safely and children can enjoy themselves at the playground or play sports at the outdoor sports court. The led street lighting means lower maintenance cost,

and underground utilities and covered drainage mean an uninterrupted view of the open spaces.

Smart living with Rimbun Impian

Nestled within a tranquil and green environment, the 345 residential units in the Rimbun Impian provide both quality of life and a futuristic lifestyle through its lush surroundings and built-in smart technology.

Spanning over 41.6 acres, Rimbun Impian boasts an abundance of space and size within the development, making it ideal for families seeking a carefree and comfortable lifestyle. Consisting of new upsized homes for a spacious environment, the residential experience is further enhanced with an abundance of space for the comfort of every family member. These spacious two-storey link home, priced from RM678,420, are limited and is being snapped up quickly.

With its guarded environment and perimeter fencing, residents can rest easy and enjoy the 3.12-acre Central Park, sports court and playground facilities in safety. Like Rimbun Kiara, the LED street lighting means lower maintenance cost and underground utilities and covered drainage means an uninterrupted view of the open spaces.

No shortage of facilities with Kalista 2

This residential apartment development offers all the perks of executive living. Built on 8.7 acres, Kalista 2 has only 522 units of three- to four-bedroom configurations and

built-ups from 1,076 sq ft to 1,561 sq ft. Priced from RM440,610, residents will be thrilled with condominium facilities like a swimming pool, wading pool, gymnasium, playground for children, half basketball court, multi-purpose hall and pavilion. There is also added security features like guardhouse, access card entry and CCTVs to offer 24-hour surveillance.

All four properties benefit from the existing great amenities such as the S2 Club, 15-acre City Lake Park and 30-acre Hill Park in Seremban 2 Heights.

For families with children, their education needs are easily catered to as there are multiple kindergartens, five national schools, two Chinese primary schools and an International school within the vicinity.

Shopping is a breeze at Aeon Mall, Mydin Mall, Lotus's Hypermarket, NSK Trade City and Palm Mall and there are no shortage of restaurants and eateries. S2 Uptown Avenue and S2 Centrio are popular with the locals.

Banking needs are catered too by Maybank, CIMB Bank, Hong Leong Bank, Bank Rakyat, RHB Bank and BSN, while healthcare needs are taken care of by Columbia Asia Hospital, KPJ Seremban Specialist Hospital, Klinik Kesihatan S2 and Sehat Healthcare Centre.

For those working in Kuala Lumpur, the location of this development is approximately an hour's drive from the city via the North-South Expressway.

Seremban 2 is a gateway of convenience for those commuting between KL and Seremban. With a toll-free road connecting directly to KLIA and KLIA2, it takes about 45 minutes for travellers, affording people less time on the road. ✈



Rimbun Impian provides both quality of life and a futuristic lifestyle.



Kalista 2 offers executive living.



Rimbun Kiara's two-storey terrace houses are family-oriented.



ABOVE
There are only 304 units of single-storey terrace houses in Rimbun Aman.

Residents can enjoy brisk walks and exercise along the 15-acre City Lake Park.



Shine

WITH UNRIVALLED SEREMBAN 2

Live life glowingly at the best location of Seremban 2. Easy commute to surrounding towns and cities via major roads and highways. Surrounded by lush landscape with facilities and amenities aplenty, the amazing choice of homes makes families basked in joy and shine with delight.



Rimbun Aman
1-storey Link Homes
FREEHOLD

Rimbun Kiara
2-storey Link Homes
FREEHOLD

Rimbun Impian
2-storey Super Link Homes
FREEHOLD

Kalista 2
Executive Apartment
FREEHOLD

New Launch



New Launch



Limited Units



Completed



PROVIDING EVERY CONVENIENCE



S2 Club



30 Acres Hill Park
15 Acres City Park



Kindergarten
5 National Schools
2 Chinese Primary Schools
An International School



Aeon Mall, Mydin Mall
Lotus's Hypermarket
NSK Trade City
Palm Mall



S2 Uptown Avenue
S2 Centrio
Seremban Gateway
The Plazo, 1 Avenue



Maybank, CIMB Bank
Hong Leong Bank
Bank Rakyat
RHB Bank, BSN



Columbia Asia
KPJ Seremban Specialist Hospital
Klinik Kesihatan S2
SEHAT Healthcare Centre



Seremban Toll Plaza
Toll Free Route to
KLIA / KLIA 2

OPENING HOURS : Mon - Sat | 9am - 5pm / Sun & Public Holiday | 10am - 5pm

Seremban Two Holdings Sdn. Bhd. 199501028262 (357468-H)
PT 10786 Seremban 2, 70300 Seremban, Negeri Sembilan.

1800 222 456
seremban2.ijmland.com

IJM LAND

An IJM Company

RIMBUN AMAN - Type Of Property: 1-Storey Terrace House (Phase 2) • Developer: Seremban Two Holdings Sdn. Bhd. 199501028262 (357468-H) • Address: PT 10786, Seremban 2, 70300 Seremban, Negeri Sembilan • Developer's Licence No: 9567-24/05-2023/0479(L) • Validity: 26/05/2021 - 25/05/2023 • Advertising & Sales Permit No: 9567-24/05-2023/0479(P) • Validity: 26/05/2021 - 25/05/2023 • Land Tenure: Freehold • Expected Date Of Completion: April 2023 • Price: (Phase 2) 20' x 65' RM474,336 (Min.) - RM734,196 (Max.) • 22' x 65' RM512,156 (Min.) - RM620,736 (Max.) • Total Phase 2 Units: 20' x 65' - 174 Units, 22' x 65' - 10 Units • Building Plan Reference No: MBS.S.KB1 - 09/2020 • Approving Authority: Majlis Bandaraya Seremban

RIMBUN KIARA - (Fasa 2) Pemaju: RB Land Sdn. Bhd. (199301027399/282137-P) PT 10786, Seremban 2, 70300 Seremban, Negeri Sembilan. • No. Lesen Pemaju: 6516-42/05-2023/0467(L) • Tempoh Sah: 22/5/2021-21/5/2023 • No. Permit Iklan dan Jualan: 6516-42/05-2023/0467(P) • Tempoh Sah: 22/5/2021-21/5/2023 • Pegangan Tanah: Hak Milik Kekal • Bebanan Tanah: Tiada • Sekatan Kepentingan: Tanah ini tidak boleh dipindah milik, dipajak atau digadaikan melainkan dengan kebenaran Pihak Berkuasa Negeri • Tarikh Dijangka Siap: Dis. 2023 • Pihak Berkuasa yang Meluluskan: Majlis Perbandaran Seremban • Jumlah Unit: Fasa 2: Rumah Teres Dua Tingkat (Jenis D) - 145 unit • Diskaun Bumiputera: 10% • No. Kelulusan Pelan Bangunan Kediaman: MBS.S.KB1-02/2020 • Harga: Fasa 2 (Type D) RM757,080 (Min) RM1,118,880 (Maks.)

RIMBUN IMPIAN Parcel 2 - Developer: Seremban Two Holdings Sdn Bhd (199501028262/357468-H) PT 10786, Seremban 2, 70300 Seremban, Negeri Sembilan. • Developer's License: 9567-23/10-2022/0649(L) • Validity Period: 02/10/2020-01/10/2022 • Advertising Permit: 9567-23/10-2022/0649(P) • Validity Period : 02/10/2020-01/10/2022 • Land Tenure: Freehold • Encumbrances: NIL • Restriction-in-interest: NIL • Completion Date: June 2022 • Approving Authority: Majlis Perbandaran Nilai • No. of Units: Parcel 2: 2-storey Link Homes (22'x78') - 80 units, : 2-storey Link Homes (22'x75') - 6 units, 2-storey Link Homes (24'x75') - 58 units • Discount Bumiputera: 10% • Building Plan Approval No.: MPN.431/1/70/2019/2(10) • Selling Price: Parcel 2 (22'x78') RM995,540 (Min) RM1,428,440 (Max) (22'x75') RM899,496 (Min) RM1,222,416 (Max) (24'x75') RM1,051,440 (Min) RM1,480,440 (Max);



Home Ownership Campaign 2.0 to the rescue

Has the second round improved the property sector?

By JOSEPH WONG
josephwong@thestar.com.my

LIKE many of the government's emergency Covid-19 measures, the re-introduction of Home Ownership Campaign 2020-2021 (HOC 2.0) was timely to stabilise a badly hit property sector and help genuine home buyers looking for a roof over their heads.

It was not surprising to discover that property developers were elated over its re-introduction. The majority applauded the government for making the move to ease the way for potential buyers to buy a home of their own, particularly the first-timers.

Especially in such a tumultuous time, any move to provide aids like loan moratoriums to provide relief assistance, subsidies for companies to retain staff or stamp duty waivers offered is appreciated by property stakeholders.

"The key focus during these challenging times is to ensure all economic sectors continue to function as smoothly as possible to minimise any negative effects on other parts of the economy.

"The decision to continue HOC 2020-2021 until 31 December, 2021 has proven to be successful, whereby many developers have cited the campaign as a reason for their favourable performance," said Real Estate and Housing Developers' Association (Rehda) president Datuk Soam Heng Choon.

The sentiment was also echoed by various surveys held by Juvai IQI Global and StarProperty, citing the HOC as a driver spurring the industry. According to Knight Frank Malaysia, the campaign is also expected to play a role in the recovery of the housing market in 2022.

"Despite the Covid-19 pandemic and the fact that we have been badly hit by MCO (movement control order) 3.0 and NRP



The HOC is expected to keep the industry buoyed for the rest of 2021, said Tan.



The HOC has proven useful and effective in encouraging sales, said Teo.



The HOC has also given developers a lifeline, said Ong.



To spur the property sector, both market segments need to be looked into, said Chan.

(National Recovery Plan) 1.0, which lasted three months, the response from purchasers has been very encouraging compared to 2019. We hope that there will be a substantial recovery in the last quarter of 2021.

"The HOC with its attractive discounts and rebates offered by developers (at the expense of profit margins) along with the low interest rate environment are the main factors contributing to the steady and good performance," said Soam.

Mitraland Group general manager Low Kwok Leong, who was pleased with the HOC, said the company managed to sell 70% of its affordable homes.

He also pointed out that the campaign has helped many developers clear their unsold stock.

The HOC has proven useful and effective in encouraging sales, agreed Paramount Corporation Bhd deputy group chief executive officer Benjamin Teo.

"The impact of this, together with other initiatives, can be seen in our financial results for 1H21 when Paramount Property managed to achieve property sales of RM309 million. This is 62% higher against RM191 million in the corresponding period last year and is very encouraging against the backdrop of a lacklustre property market," he said.

Moving forward, Teo would like to see more property-friendly incentives being introduced to further stimulate spending and improve employment.

"In the meantime, we hope the interest rates will remain low to continue spurring property buying interests. By next year, when most Malaysians have been vaccinated, we look forward to a more normalised situation with significantly restored confidence in the property market," he added.

Naturally, developers would capitalise on what was offered by the campaign and add

in their own spin with additional offers to sweeten the deal and encourage buyers to sign the sales and purchase agreement.

"To capitalise on this, we have rolled out the Tropicana 100 sales campaign as well as the Tropicana FreeDOM campaign – helping us to secure more opportunities in 2021. The HOC is expected to keep the industry buoyed for the rest of 2021. We also noticed that there had been an increase in innovation and a greater focus on digital solutions targeting the tech-savvy market," said Tropicana Corporation Bhd managing director Dion Tan.

"We appreciate the government's efforts to spur the property market. To ensure property market recovery, we look forward to more holistic, people-first, and sustainable schemes by the government and policymakers," he added.

While there is an increase in the number of buyers taking the plunge to secure their own homes, it does not mean that home buyers are beating down a path just to sign on the dotted line.

The numbers are increasing gradually partly because of the respective restrictions imposed by the MCOs. Some buyers were held back due to the delays in securing financing for the property.

This was confirmed by IJM Land senior general manager Datuk Hoo Kim See. "I would say it (the number of buyers) has increased but at a slower pace. As customers not only look at the additional incentives under the HOC but also their ability in securing a bank loan," he told StarProperty.

Offering a lifeline

The HOC has also given developers a lifeline to bring in sales during this pandemic period and weak market, said OSK Property chief executive officer Ong Ghee Bin, adding that the personal income of the purchasers may be affected. Hence, the HOC's financial assistance is most appreciated by the purchasers.

"Most purchasers are not aware of the Memorandum of Transfer (MOT), stamp fee for transfer of ownership at the vacant possession stage, as per the Strata Management Act 2013, and hence may not have budgeted for the amount which ranges

from RM10,000 to RM20,000 (roughly about 2.5% of the SPA price).

"The HOC exempts the MOT stamp fee and hence makes home ownership easier and timely issuance of strata title. We've seen the sale and demand for affordably priced homes are increasing, and for the past few years, we've also carefully strategised our product offering to ensure that the selling price is competitive and easy for the market to consume," he said.

A different goal

One of the main objectives of the HOC was to address the overhang of the residential properties, said Matrix Concepts Holdings Bhd chief marketing officer Lim Kok Yee.

Due to the positive response, developers become more willing to launch new products, albeit in smaller numbers, and work closely with various parties, including financial institutions to optimise value creation for its targeted market, he said.

Lim said the sales of new Matrix Concepts properties for its financial year 2021 (April 2020 to March 2021) increased by 16.7% to RM1.2bil compared to its previous year's RM1bil.

While developers are essentially happy with the overall effect of the HOC, Malaysian Institute of Estate Agents (MIEA) president Chan Ai Cheng pointed out that the campaign would better benefit first home buyers if the secondary market was included.

This is because the secondary market is the bigger slice of the property pie, comprising nearly 80% of the transactions.

"Although the Home Ownership Campaign (HOC) is perceived to be an important strategy to bolster the residential property market's performance, a survey conducted by MIEA revealed that it only ranked as the fourth most important factor. And this can be attributed to the fact that the HOC is limited to the primary residential market and does not benefit the entire residential property market," said Chan.

To spur the property sector, both market segments need to be looked into since the options for the secondary market are limited to what was already practised, she said.

"I would say it, the number of buyers has increased but at a slower pace. As customers not only look at the additional incentives under the HOC but also their ability in securing a bank loan.

– Datuk Hoo

Kim See



One of the main objectives of the HOC is to address the overhang issue.



Lessons learned

ALTHOUGH the second Home Ownership Campaign will run until Dec 31, 2021, property stakeholders are already analysing how future campaigns can be improved to further reignite the property market.

"Our government, particularly the Ministry of Housing and Local Government, has been doing an admirable job of trying to make the housing delivery system as smooth as possible so that the rakyat have access to affordable homes," said Real Estate and Housing Developers' Association (Rehda) president Datuk Soam Heng Choon.

"Given the ongoing pandemic and its prolonged impact on the property industry, we hope that the government will extend these measures and introduce new ones to ensure that we are on track on our road to recovery," he said.

The most urgently needed by the industry is the amendment of the Temporary Measures for Reducing the Impact of Coronavirus Disease 2019 (Covid-19) Act 2020 with the exclusion period of contract for MCO 2, MCO 3, EMCO, FMCO and National Recovery Plan Phases 1 and 2.

The amendment is crucial to protect the interests of the affected parties for their inability to meet the contractual obligations due to situations beyond their control.

Some other measures in Rehda's wish list include:

- incentives to first time home buyers for property in the affordable housing category (up to RM500,000);
- government's assistance to reduce the cost of doing business;
- ensure stabilisation of building material prices;
- review or abolish prohibitive measures that were introduced when the property market was at its peak to curb speculation but are no longer relevant at present like the downward revision of the Real Property Gains Tax (RPGT) with zero imposition for properties;
- resolve the long outstanding issue of foreign workers in the construction industry.

Secondary market excluded


Meanwhile, the Malaysian Institute of Estate Agents (MIEA) remains hopeful that future HOC campaigns will include the secondary market.

"MIEA has proposed in the past for the HOC to be extended to the secondary market. However, at that point in time, perhaps the time may not be right and neither was the machinery in place for that to happen," said MIEA president Chan Ai Cheng.

She said MIEA had submitted its Real Estate Recovery Proposal to Finance Minister Tengku Datuk Seri Zafrul Abdul Aziz detailing the plan to stabilise and provide a lifeline for the secondary properties market.

With the loan moratorium ending this December, a new mechanism to stabilise the sector must be in place, she said.

"For an economy to thrive, there must be movement in the market, be it selling or buying," Chan said, adding that the more movement and activity, and the greater the real estate multiplier effect will be.

"It is my strong belief that the key to driving the primary market actually rest in the strength of the secondary market. A strong secondary market is the predecessor of a strong primary market. When buyers see properties appreciating in price or returns by rentals, the interest to purchase in the primary market becomes stronger," she said. 

Freesia Residences, a private sanctuary by the lake

Luxuriate in a tropical haven while enjoying the conveniences of an urban lifestyle

THE peaceful ambience of Tropicana Aman beckons, where you can take a leisurely stroll alongside glittering pools or a relaxing bike ride through the blooming central park to visit neighbours. Bask in the company of family and friends while delighting in the stunning design of modern aesthetics. The township is artfully designed to reacquaint you with all the alluring attributes of nature.

More spaces, better view

Overlooking the central park and lake, bungalow-style living will be redefined in the latest exclusive precinct of Freesia Residence, where 5.2 acres of greenery blend seamlessly with modern comforts to enrich everyday living. Perfect for multigenerational families, you can nurture your loved ones in the Lake Villa's expansive living areas, which include an open concept kitchen with wide openings and soothing lake views.

The two-storey Park Villas come with built-ups from 3,770 sq ft to 4,313 sq ft, five plus one bedrooms and six plus one bathrooms. On the other hand, the Park Villa brings the joy of nature to your family, allowing them to blossom in the lush surroundings. Here lies a home innovatively designed to bring in more natural light, cool air and green views. One of the options, the back-to-back semi-D configuration would give you your very own garden and private park.

Overall, the units provide a covered area large enough for three cars to be parked side by side. They feature main entrance doors that are sized to be disabled and elderly friendly. There are also ample openings which maximise the amount of ventilation and natural sunlight into the unit, minimising the need for artificial lighting. The different lot sizes allow unique and limitless possibilities for individual landscape work.

Home personalisation

T.Living, Tropicana's very first home personalisation programme is designed



The running track along the site boundary is around 1.5 kilometer with a stunning view of the lake.

to take every homebuyer's experience to the next level. You can now choose the preferred look and feel of key areas in your new home. Simply select your preferred layout and choose a colour theme of your choice. From the colour palette to selected fittings, every Freesia Residences unit will truly be "your home, your choice" from now on. With Tropicana, you can experience the new spectrum of living with less hassle and more choices.

Living healthily

All living requirements are met within this healthy walking and biking community. Walking, jogging and biking are extensions of everyday life in the verdant lifescape of Tropicana Aman. The vibrant neighbourhood retail is

connected to residential enclaves via walkways and bike trails, making it easy for residents to enjoy an urban lifestyle. The running track along the site boundary is around 1.5km with a stunning view of the lake, not considering the 85 acres of Central Park for exploration. You can also head over to the newly completed recreational hub, which fronts the mesmerising Eastlake.

There are a wide variety of world-class recreational facilities to complement the vibrant community of Tropicana Aman. Sweat it out at the gym, swimming pool, tennis or badminton courts. For gatherings or hanging out, you may visit the cafeteria or banquet halls that are perfectly designed for various occasions. Not forgetting the little ones, they can have fun at the children's wading pool and outdoor playground.

Where location is central

Should you want more, head on over to the nearby neighbourhood commercial shops for some retail therapy. Tropicana Aman is also near the established and affluent neighbourhood of Kota Kemuning. Connected by roads and highways like the Lebuhraya Shah Alam, Lebuhraya Kemuning Shah Alam, South Klang Valley Expressway



and Expressway Lingkar Tengah, Tropicana Aman is an accessible and convenient township.

It is further surrounded by a variety of facilities and public service amenities like schools, neighbourhood malls, business hubs, banks, medical facilities and international schools. Take, for example, Tenby International School which offers tailored international oriented programmes and the upcoming SJK (C) Bukit Fraser.

Medical centres come in the form of the Columbia Asia Hospital and KPJ Shah Alam, while attractions include the Quayside Mall and Bukit Kemuning Golf and Country Resort. Conveniently, Tropicana Aman is also within driving distance to the KLIA and Sultan Abdul Aziz Shah Airport. 📍

Enjoy bungalow-style living in these distinctive villas that are designed for multi-generational families.



Feast your eyes upon the lush vista from your vantage perch by the balcony.



**TROPICANA
AMAN**
KOTA KEMUNING

FREESIA
RESIDENCES



YOUR DREAM VILLA AWAITS

The new spectrum of living has arrived at Tropicana Aman!
Experience bungalow-style living with our distinctive side2side
or back2back villa designs.



PARK VILLA
48' x 80' | Built-up 3,770 sf



LAKE VILLA
38' x 90' | Built-up 3,769 sf



**EXCLUSIVELY ONLY @
FREESIA RESIDENCES**

Tropicana's unique home personalisation programme makes its
grand debut in this brand new villa series. Call us now to find out
more about its two exciting themes, Alba & Oberon.



Artist's impression only

GATED & GUARDED | BUNGALOW-STYLE VILLAS | DIRECT ACCESS TO CENTRAL PARK



1700 81 8868
tropicanaaman.com.my

Developer:
Tropicana Aman Sdn Bhd 1030655-A
Unit 1301, Level 13, Tropicana Gardens Office Tower,
No. 2A, Persiaran Surian, Tropicana Indah,
47810 Petaling Jaya, Selangor Darul Ehsan.
t +603 7663 6888 f +603 7663 6688
e enquiry@tropicanaacorp.com.my

Tropicana Aman Property Gallery
No 2, Persiaran Aman Perdana 3, Bandar Tropicana Aman,
42500 Telok Panglima Garang, Selangor Darul Ehsan, Malaysia
GPS Coordinates: N 2.9514414, E 101.5438089
Waze: Tropicana Aman Property Gallery
https://waze.to/lr/hw28oy9rd



Developer: Tropicana Aman Sdn. Bhd. (1030655-A) • Developer's Address: Unit 1301, Level 13, Tropicana Gardens Office Tower, No. 2A, Persiaran Surian, Tropicana Indah, 47810 Petaling Jaya, Selangor Darul Ehsan. • Developer's License No.: 14012-7/05-2023/0420(L) • Validity: 08/05/2021 – 07/05/2023
• Advertising & Sale Permit No.: 14012-7/05-2023/0420(P) • Validity: 08/05/2021 – 07/05/2023 • Approving Authority: Majlis Perbandaran Kuala Langat • Building Plan Ref. No.: MPKL/JKB/2/4/1/2021 (13) • Expected Completion Date: May 2024 • Land Tenure: 91 Years (Expiry: 09/11/2110) • Land Encumbrances:
Nil • Type of House: 2-storey Semi-D; 2-storey Bungalow • Total Units: 198 units (2-storey Semi-D Type A: 130 units; Type A1: 16 units; Type B: 48 units; 2-storey Bungalow Type C: 4 units) • Selling Price: 2-storey Semi-D Type A: RM2,216,800.00 (Min.) – RM2,572,800.00 (Max.); Type A1: RM2,610,800.00
(Min.) – RM3,083,800.00 (Max.); Type B: RM2,303,800.00 (Min.) – RM2,720,800.00 (Max.); 2-storey Bungalow Type C: RM4,251,800.00 (Min.) – RM4,625,800.00 (Max.) • Built-up Area: 2-storey Semi-D Type A: 3,770 sf (Min. & Max.); Type A1: 4,313 sf (Min. & Max.); Type B: 3,769 sf (Min. & Max.); 2-storey
Bungalow Type C: 5,354 sf (Min. & Max.) • 7% Bumiputera Discount • Restriction in Interest: The Land cannot be transferred, leased, or charged except with the consent of the State Authority. The Tropicana Aman development is not associated in any way with the Aman group.
All pictures, images, visuals, materials, illustrations/renderings and information are purely creative/artistic concepts for illustration purposes only and are not intended to form part of any contract or warranty. Whilst care has been taken in providing the information herein contained, the developer shall not be held
liable for any inaccuracies or variations.

IKLAN INI TELAH DILULUSKAN OLEH JABATAN PERUMAHAN NEGARA

Edelweiss, the epitome of office and residential living

Unparalleled connectivity within the heart of Tropicana Indah



ELEVATE your lifestyle with seamless connectivity and conveniences at Tropicana Gardens, a dazzling 17-acre integrated development encompassing a flamboyant mix of residential and commercial elements. The landscape comprises serviced residences, a five-level shopping mall, offices and direct mass rapid transit (MRT) access, all within the pulsating vicinity of Kota Damansara.

Among these components is the tower of Edelweiss, offering the luxury of vibrant city living and commercial viability for your business at the heart of the affluent Tropicana Indah neighbourhood. This is the final block of the commercially successful Tropicana Gardens, featuring small-office-flexible-office (SoFo) and serviced residences that offer a sense of exclusivity and balconies with breathtaking views.

Effortless reach

Being a transit-oriented development, Edelweiss is conveniently connected to the Surian MRT station, which is merely one stop away from Mutiara Damansara and two stops away from Bandar Utama. The MRT leads directly to key locations such as Muzium Negara and the high-end shopping enclave of Bukit Bintang. Not only that, the pedestrian bridge from the development further links you to the Tropicana Gardens mall, where eateries, leisure and entertainment venues can be found, all just a short walk away.

With regards to the SoFo units, they come with built-ups from 452 sq ft to 858



sq ft, featuring functional entry-level units with a flexi layout plan that gives buyers the flexibility to renovate their units to their expectations. They are well suited for fast-paced individuals and entrepreneurs who are looking for great conveniences and a better lifestyle. On the other hand, the serviced residences come with built-ups ranging from 556 sq ft to 1,111 sq ft and a smart home system.

Type A and D are designed to maximise the space with great functionality, while Type C is the only unit with the dual key concept, subject to renovation by future owners. Since the development is GreenRE certified, residents can enjoy many sustainable features. GreenRE is Malaysia's leading green building rating tool, designed to enhance the well-being and generate cost savings for end users.

Examples of such features include the low emissivity glass facade which reduces infrared and UV rays coming into the unit,

thus keeping it cool. Also, the low volatile organic compound paint produces less odour and improves air quality.

Concerning the macro environment, lifts with regenerative features have been incorporated into the development to reduce power consumption and lower energy costs. Then there are the EV chargers for electric vehicles, a clear demonstration of Tropicana's commitment towards sustainability. Towards the top, the insulated RC flat roof reduces the transmission of heat to the building, thereby reducing energy consumption through the usage of cooling units. As a whole, the certification standards take into account considerations such as energy and water efficiency, environmental protection, indoor environmental quality and carbon emission.

Residents can also head to level 10 to enjoy over 25 types of facilities, from swimming pools, resort-style cabanas and

ABOVE

Occupying 2.35 acres, Edelweiss SoFo and Serviced Residences register a gross development value of RM855mil.

LEFT

Spacious layouts allow for quality family interactions.

BELOW

A wealth of quality facilities preside on level 10 of the serviced residences.

gazebos, specially landscaped with lots of plants and trees to create the feel of relaxation.

Poised on a prime spot

Edelweiss is conveniently surrounded by various amenities and places of interest. Reputable education institutions such as St Joseph's Institution International School and SEGi University are nearby, and so are the shopping centres such as 1 Utama, The Curve, Sunway Giza, Ikea or the retail that is Tropicana Avenue.

Besides, it lies in a strategic position within the matured neighbourhoods of Kota Damansara. Then there is the easy access to major highways such as the New Klang Valley Expressway, North-South Expressway, Damansara-Puchong Expressway, Penchala Link and Sprint Highway. The interplay of all these components culminates in a development that is ideal for working, playing and living. 📍





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EDELWEISS
SOFO & SERVICED RESIDENCES



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Integrated with a host of intelligent green components, Edelweiss is built to GreenRE standards with Silver Rating. Green features including Electric Vehicle Charging, Low-E Glass, Low VOC Paint, Insulated RC Flat Roof, and more are characteristics that make up for a sustainable living now and in the future at Edelweiss, Tropicana Indah.



Energy Efficiency



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A Joint Venture Project Between



Developer: Tropicana Indah Sdn. Bhd. (213350-D) | Developer's License No.: 6467-15/11 - 2021/01087 (L) | Validity Period: 16/11/2019 - 15/11/2021 | Advertising & Sales Permit No.: 6467-15/11 - 2021/01087 (P) | Validity Period: 16/11/2019 - 15/11/2021 | Approving Authority: Majlis Bandaraya Petaling Jaya | Building Plan Reference No.: MBPJ/120100/T/P10/537/2019 (9) | Land Tenure: Leasehold (Expiry: 25/04/2106) | Total No. of Units: 630 units | Type of Property: Serviced Apartment | Built-up Areas: 556 sq. ft. (Min) - 1,111 sq. ft. (Max) | Selling Price: RM 846,000 (Min) - RM 1,715,000 (Max) | Expected Completion Date: June 2024 | Land free from Encumbrances: Nil | Bumiputera Discount: 7% | Restriction of Interest: This alienated land cannot be transferred, leased or charged except with the consent of the State Authority.
This information herein is subject to change and cannot form an offer or contract, and the renderings are artist's impression only. The Developer reserves the right to modify part or parts of the building development and/or 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 publication, the Developer cannot be held liable for any inaccuracies.



LEFT
From breezy designs to bubbly vibes, SouthPlace Residences exemplifies colourful urban living that stay fresh forever.

ABOVE
Take pleasure as you bask in the vast selection of over 20 facilities.

there is the Batu Tiga KTM station which is just a stone's throw away. Others nearby include the Subang Jaya KTM station and the USJ 21 and Taipan LRT stations. There are also a number of educational institutions to choose from, like the Fairview International School, the GEMS International School which is part of Tropicana Metropark, and Open University Malaysia, just a few kilometres away. Daily needs can be met at a variety of shopping centres within proximity, such as Aeon Big, Subang Parade and the Empire Shopping Gallery.

Tropicana Metropark sets the tone for Subang Jaya

Prime address encompassing the holistic elements for the ultimate living experience

THE sprawling freehold 88-acre Tropicana Metropark strikes a prominent presence within Subang Jaya, paving the way for an integrated lifestyle within an urban setting. An affluent, vibrant township in the Klang Valley, it comprises residences and retail hotspots, providing a wholesome experience for an exemplary living experience. From stylish studios to two-room units, Metropark's versatility brings to you the lifestyle of your choice.

Flexible spaces at affordable prices

Introducing the new stylish serviced apartment, SouthPlace Residences resides right above exciting neighbourhood shops. Comprising one tower of lifestyle-centric serviced residences occupying levels 10 to 39, it offers a total of 656 units.

Surrounded by the vibrant towns of Subang Jaya, Shah Alam and Glenmarie, residents further enjoy spectacular views of the 9.2-acre urban park with a canal. SouthPlace Residences is specially designed in such a way that both sides of the building enjoy unobstructed views of the Urban Park and Shah Alam.

As for the unit layout, Type A comes with 700 sq ft, two bedrooms, two bathrooms and two car park bays, while Types B and C are studios with 500 sq ft,

one bathroom and one car park bay.

The split open plan layout for the Types B and C allows extra room to be created on one side of the unit's layout, which can either be a bedroom or study room. This concept is also applicable to the living, dining and kitchen areas, promoting flexibility in terms of interior arrangements and design. It grants total freedom to the purchaser to explore unlimited possibilities in spatial arrangement.

Also, large window panels of approximately eight feet in height have been incorporated into every unit, maximising the entry of natural lighting into the living spaces. To ease the effort of moving into your new home, all units come with partial furnishing, including kitchen cabinets, hob and hood, air conditioners, water heaters, as well as a digital door lock.

On top of that, this certified green building helps save water, energy, and natural resources, which translates into cost savings on utility bills while benefiting the health and wellbeing of the residents.

There are over 26 types of facilities located at level nine, from swimming pools and a basketball court to resort-style cabanas and gazebos, landscaped with lots of plants and trees to help you unwind after a long day.

Along with this convenience is the presence of the sophisticated commercial strip located right below the residences. The SouthPlace Shoppes offers a

refreshing commercial concept with a park-side retail podium. Revel in a lush, green atmosphere, which beckons visitors from the storied neighbourhood and beyond to come and belong.

Making its mark as the first commercial hub in Tropicana Metropark, SouthPlace Shoppes is a destination for casual dining, activity and relaxation, featuring three levels of retail shops with a total of 69 units and a typical lot size of 1,665 sq ft. This commercial phase is set to cater to an estimated 15,000 residents and 1.3 million visitors from Subang Jaya and surrounding townships.

All-in-one conveniences

The surrounding area is replete with conveniences, ranging from shopping malls, hypermarkets, road linkages and medical institutions. Major road access to Tropicana Metropark include the Federal Highway, Lebuhraya Damansara-Puchong, New Pantai Expressway, New Klang Valley Expressway, South Klang Valley Expressway and Shah Alam Expressway, providing easy access to other points of interest should the need arise. Tropicana Corporation Bhd has also taken the liberty of building a direct link connecting the Federal Highway to Tropicana Metropark.

Not considering private transportation,

The time is now

With so many benefits awaiting you besides the great offers, there really is no better time to end your renting days. In conjunction with the Home Ownership Campaign, the stamp duty is waived for your property purchase and this is further coupled with 100% financing and 0% down payment schemes for SouthPlace Residences. That is not all. You can even own a 500 sq ft studio unit and enjoy a low monthly payment starting from RM850, which means only RM29 per day. 🏡

Making its mark as the first commercial hub in Tropicana Metropark, SouthPlace Shoppes is a destination for casual dining, activity and relaxation, featuring three levels of retail shops.

Revel in the hip nature of the semi-alfresco bazaar at level two of SouthPlace Shoppes, which promises a fun affair for all ages.





SOUTHPLACE RESIDENCES

NEW LAUNCH

YOU DESERVE A GOOD QUALITY OF LIFE

ALONGSIDE GREAT CONVENIENCES FOR YOUR SOCIAL & ACTIVE LIFESTYLE NEEDS

SouthPlace Residences doesn't just come complete with a myriad of residents' only facilities but also a good mix of modern retail conveniences and a 9.2-acre urban park at your doorstep.

This is a new addition to Tropicana Metropark, the largest freehold integrated lifestyle master plan in the golden triangle of Subang Jaya.



Artist's impression only

*Terms and conditions apply

TROPICANA METROPARK, THE LARGEST FREEHOLD INTEGRATED MASTER PLAN IN SUBANG JAYA



FEDERAL HIGHWAY DIRECT LINK



9.2-ACRE URBAN PARK



GEMS INTERNATIONAL SCHOOL



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DEVELOPER
TROPICANA METROPARK SDN BHD
TROPICANA METROPARK PROPERTY GALLERY
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47500 Subang Jaya, Selangor, Malaysia.
GPS Coordinate: 3.069312 N, 101.564488 E

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Tropicana Metropark Sdn Bhd (412231-X), Level 10-12, Tropicana City Office Tower, No. 3, Jalan SS20/27, 47400 Petaling Jaya, Selangor. • Developer's License No.: 12238-4/02-2022/0180(L) • Validity Period: 27/02/2020 - 26/02/2022 • Advertising & Sale Permit No.: 12238-4/02-2022/0180(P) • Validity Period: 27/02/2020 - 26/02/2022 • Approving Authority: Majlis Perbandaran Subang Jaya • Building Plan Reference No.: MPSJ.BGN.BP2.600-1/10/4/12(18) • Land Tenure: Freehold • Type of Development: Serviced Apartment • Land Encumbrances: OCBC Bank • Expected Completion Date: March 2024 • Total No. of Units: 656 • Built-up: 500sf - 700sf • Selling Price: RM377,000 (min) - RM852,000 (max) • 7% Bumiputera Discount • Express Condition: Nil.

IKLAN INI TELAH DILULUSKAN OLEH JABATAN PERUMAHAN NEGARA.

A journey like no other

Everyday is a holiday with Tropicana

THE Tropicana Journey Collection provides an interesting offering like no other, a duality of elements alternating between the tranquil forest and the picturesque beaches. Besides the promise of an idyllic lifestyle, these developments carry the qualities of being strategic, spectacular, superior and smart, culminating in a truly unique experience.

Towards the sea, Tropicana Cenang embodies the perfect holiday home. Located at the hottest tourist hub, Pantai Cenang, and only 9km away from the Langkawi International Airport, the development is poised in a central position where you can roam around effortlessly.

Immerse yourself in a luxuriously indulgent resort experience within this premium seafront integrated development, composed of a charming mix of serviced suites, retail shops and a five-star international hotel. Fun, food, relaxation, adventure and shopping are all at your doorstep. On top of that, the residents enjoy professional property management with hotel-grade services.

A Tropical Paradise

The residential component of Tropicana Cenang is shaped by premium quality residences carefully curated with a resort-style ambience. With regards to the units, they have built-ups ranging from 380 sq ft to 1,310 sq ft, and the choice of a studio to four-bedroom design. To accentuate the splendour of a tropical paradise, the fully furnished units open up into a stunning sea view, not considering that the development has direct access to Pantai Cenang, the most happening beach in Langkawi.

Langkawi makes up one of Malaysia's best-known beach destinations, coupled with tropical weather all year round, making it the perfect holiday retreat. It is an archipelago made up of 99 islands on Malaysia's northwest coast, boasting a plethora of hills, jungles, beaches and waterfalls. Well known not only for its beautiful sandy beaches, Langkawi also boasts world-class attractions and an eclectic mix of recreational activities.

Indulge in shopping sprees on this duty-free island. Participate in various international events such as Le Tour de Langkawi or simply enjoy sightseeing at the first UNESCO Global Geopark in Southeast Asia. As one of the most popular tourist destinations in Malaysia, Langkawi has attracted 3.9 million tourists since 2019, with a steady increase of overall tourist arrivals.

The Natural High Ground

Set amidst the cool mountain air, Genting Highlands is a hill resort just 40 minutes away from Kuala Lumpur, this one-of-a-kind hill resort boasts cool weather and lush greenery, making it an ideal escape away from the hustle and bustle of the city. It also boasts Malaysia's and South



ABOVE

The residential component of Tropicana Cenang is shaped by premium quality residences carefully curated with a resort-style ambience.

LEFT

Residents can enjoy the stunning sea view from this beachfront development.

BELOW

TwinPines Serviced Suites will stand tall in the hills of Genting Highlands.

East Asia's most anticipated theme park, Genting SkyWorlds.

Discover the integrated retreat community of Tropicana Grandhill. Sprawling across 112 acres, Tropicana Grandhill is designed with contemplative master planning comprising a serviced residence, commercial, wellness hub, education, adventurous park and silver hair village. As the first residential phase, TwinPines Serviced Suites offers the perfect home in the clouds nestled in the mountain's embrace.

In line with this theme, the fully-furnished units overlook Genting Highlands and the quaint forest. They come with built-ups from 379 sq ft to 1,330 sq ft, and the choice of a studio to four-bedroom design. The versatile unit layout also incorporates the dual key concept for flexibility.

Concerning the resort-style facilities, they are specially designed with a modern tropical concept to complement the premium residences, featuring an outdoor heated pool as one of the signature amenities.

It is also impossible to mention Tropicana Grandhill without touching on the prospect of Genting Highlands. Many Malaysians enjoy making the trip up to Genting Highlands to escape the heat in the city as the temperature varies from 16 to 23 degrees celsius. Investment opportunities continue to proliferate there with the robust annual growth of tourist arrivals. Note the 10-year Genting Integrated Tourism Plan to revitalise Genting Highlands as a world-class tourism destination, promising returns on investment with current demand outpacing supply. 

TROPICANA

journey

COLLECTION

Be amazed by our Tropicana Journey Collection which offers a truly sensational experience from the seaside to the highlands. It's truly a great property investment not to be missed!



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.



TROPICANA
CENANG
LANGKAWI

HOMES BY THE **sea**

Integrated seafront development with direct beach access comprises residences, retail and a luxury 5-star international hotel

Tropical resort-themed residences with a sea view

Built-up sizes from 380sf – 1,310sf | Price from RM457,000*

*T&C Apply



TROPICANA
GRANDHILL
GENTING HIGHLANDS

HOMES BY THE **hill**

112-acre integrated mixed development comprises residential, commercial, education, wellness, park and silver hair village

Retreat-style residences with cool environment

Built-up sizes from 379sf – 1,330sf | Price from RM397,000*

*T&C Apply

Developer: Cenang Resort Sdn. Bhd. (1012934-P) • Address: Unit 1301, Level 13, Tropicana Gardens Office Tower, No. 2A, Persiaran Surian, Tropicana Indah, 47810 Petaling Jaya, Selangor. • Tel: +604-952 3939 • Developer's License: 19160-1/09-2021/02881(L) • Validity Period: 29/09/2020 – 28/09/2021 • Advertising & Sale Permit No.: 19160-1/09-2021/02881(P) • Validity Period: 29/09/2020 – 28/09/2021 • Approving Local Authority: Majlis Perbandaran Langkawi • Building Plan Ref. No.: MPLBP/D/3/01/2020(8) • Land Tenure: Freehold • Land Encumbrances: Affin Bank Berhad • Expected Date of Completion: Nov 2025 • Type of Property: Serviced Suites • Total Units: Block A: 831 units; Block B: 60 units • Built-up Area: Block A: 380sf (Min) – 1,310sf (Max); Block B: 1,066sf (Min) – 1,303sf (Max) • Selling Price: Block A: RM543,000.00 (Min) – RM2,789,000.00 (Max); Block B: RM1,820,000.00 (Min) – RM3,430,000.00 (Max) • Express Conditions: The land contained in this Issue Document Of Title shall be used as a site for Hotel, Serviced Suites and Commercial Buildings only. • Restrictions-in-interest: Prohibited from conducting any dealings on the land which is intended to be developed as a site for Hotel, Serviced Suites and Commercial Buildings save for the construction and maintenance of road reserves, sealing of the road reserves with tar and stone chips in accordance with the requirements of the Public Works Department and construction of drainages to the satisfaction of the Local Authorities and with the support from the Public Works Department or with a guarantee from the Local Authorities and the Public Works Department that the works for road reserves and the drainages can be completed. The information herein is subject to change and cannot form an offer or contract.

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.

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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.
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Can sustainability and affordability go hand in hand?

Realising the dream of affordable sustainability is a difficult juggling act

By JOSEPH WONG
josephwong@thestar.com.my

FACTORING in all the hidden and unhidden costs of sustainable property developments, one could argue that sustainability and affordability are sitting on the opposite ends of the pendulum.

In short, when it comes to sustainable development, you are paying for quality over quantity and quality always inadvertently costs more. At least for now, theoretically speaking.

In the future when sustainable property products fully become the norm instead of just a growing trend, the demand will increase and bring down the prices of goods in lieu of economies of scale. And hopefully, the increased usage of beneficial, sustainable products for the environment could translate to tax exemptions and benefits from the government as was experienced when electric vehicles were first introduced to the mainstream market.

Sustainable development from an environmental point of view is not necessarily unaffordable, but due to new and emerging technologies on energy conservation, be it water, heat or electricity, it is naturally more expensive than conventional construction and developments, said Association of Valuers, Property Managers, Estate Agents and Property Consultants in the Private Sector Malaysia (PEPS) president Michael Kong.

"As we progress and embrace green technologies fully, the cost of these methods, practices and technologies will eventually be lowered significantly," he added.

Thankfully, some things have come down in price like solar panels, insulation foam and synthetic roofing. Other technological advancements like lightweight concrete have also reduced the cost. While many cheaper innovations of sustainable materials have been introduced, their adoption into property construction is unfortunately somewhat at a slower pace.

Long-term savings

Fundamentally, an environmentally sustainable development should not cost more, said Universiti Malaya associate professor (industry) Sarly Adre Sarkum, adding that it should, in fact, save money due to reduced running cost and consumption.

"This prevalent misconception is due to the fact that many companies want to push their technology products which cost more, especially if these technologies are imported. A massive amount of improvement can be obtained by considering passive design elements such as shading, orientation and ventilation. All this should be part of good

architectural design," he said.

GreenRE Sdn Bhd chief operating officer Ashwin Thurairajah agreed with Sarly. He explained that taking several design approaches could help in ensuring sustainability and the green initiative.

"One example is correct building orientation to minimise east and west-facing facades. In a tropical climate, these are the sides of a building where most of the heat gain occurs.

"The reduction of heat gain into a building will correspondingly lower the size of the air-conditioning system required, thereby lowering upfront and operational costs. Cooling systems are responsible for 50% to 60% of the energy requirements of a typical office building.

"Another example is harnessing natural ventilation through cross and stack ventilation. As a minimum, building designers should implement natural ventilation or fan-assisted mechanical ventilation for all common areas of a building," he said.

Sarly was quick to point out that the Malaysian Institute of Architects (PAM) Centre is an excellent example. "The association did not have a lot of funds to build their headquarters but still wanted to be rated GBI Platinum. Hence you can see that the maximum amount of ventilation, natural lighting, shading and such have been implemented. Air-conditioned spaces were reduced, and natural ventilation was given prominence. The building is one of the examples even at Platinum Rating, a building can still be affordable," he said.

Ashwin agreed that working and living spaces should harness natural ventilation



Kong believes that sustainability practices will eventually be ingrained in the built environment.



Fundamentally, an environmentally sustainable development should not cost more, said Sarly.



Taking certain design approaches could help in ensuring sustainability is kept affordable, said Ashwin.

as much as practicably possible for more than one reason. The covid pandemic has highlighted the importance of effective ventilation in a building where proper flushing of air supply in our working and living spaces dramatically reduces the risk of transmitting the virus.

There are many projects that incorporate sustainability philosophy in its construction and development, said Kong.

"I do not wish to single out any particular project as I believe the inception is only a starting point and not necessarily the primary consideration of any sustainable development.

"The most important aspect of any sustainable development to me is its long-run continuity, that is, in terms of its management and maintenance upon handing over to the owners, occupiers and residents," said Kong.

Green building best practices recommended by GreenRE should be applied across the board for all property types and will increase the value of the property, said Ashwin.

Under GreenRE, buildings are assessed across several pillars, including energy efficiency, water efficiency, low embodied carbon materials, greenery provision and indoor environment quality. And buildings are then rated in four tiers based on their scoring across our framework, namely Bronze, Silver, Gold or Platinum. Platinum rated buildings are the most efficient buildings in their class.

The holistic approach to developing a green building transcends environmental performance and includes build quality and longevity of the design. The upkeep and maintenance of a building are equally important.

GreenRE certification needs to be renewed every three years to ensure it is performing as intended. Akin to a car that is not serviced, a green building that is not maintained appropriately will lose its value.

It is important to note that there is more than one green and sustainable rating body in Malaysia, but they all ultimately look towards sustainability. And energy efficiency is one of the main pillars of green building certification. As 85% of the electrical grid in Malaysia is still fossil fuel-based, this is a key approach to lowering greenhouse gas emissions in the country.

Widening the scope

Kong said sustainability has always been viewed narrowly from an environmental perspective only.

"However, I believe sustainability encompasses so much more than just environmental impacts, green practices and technology. Aside from environmental concerns, the social aspects of sustainability and livability must also be considered in any built environment as it affects the physical and mental health and well being of the occupiers in the long run," he said.

Kong believes that sustainability practices will eventually be ingrained in the built environment

BELOW The price of some products that promote sustainable living has come down in prices.

due to growing environmental awareness, government policies, legislative framework and best construction practices.

"Wherever possible, the 3R concept of Reduce, Reuse and Recycle will be implemented in construction technology. Projects that have well thought out designs in terms of environmental sustainability, cost savings and social livability will likely stand out and excel in values," he said.

As the industry is better educated and awareness grows, all these sustainability features should be a staple of all types of buildings, said Sarly.

But it is ultimately in the hands of the home buyers as they control the flow of revenue to the developers. The problem is that the buyers are not concerned enough.

"For example, if you buy a single-storey terrace house, you need to make sure that it has an adequately insulated roof that will reduce the monthly electricity bill," he said.

Echoing Ashwin, Early reminded that air-conditioning a home makes up about 60% of a typical household electricity bill.

"Yet do buyers check for this (insulated roofing)? No. Properties with minimal insulation are still sold like hotcakes. At the end of the day, the owner will need to fork out more money for the air-conditioning operating cost than a house with proper roof insulation," he said.



Developers have no incentive to be better if their non-sustainable properties are still selling like hotcakes.

Home buyers' role

AS home buyers, how can they contribute to bringing in a change? For one, make the switch and buy homes that utilise sustainable products. Individual purchases mean increasing demand.

If home buyers leave it up to someone else to purchase such homes, there will simply not be enough people to get the job done. Eco-friendly homes will then remain at the same heightened price.

"Buyers' acceptance and recognition would encourage developers to build more sustainable properties. However, in the long run, community participation would be the key to long-term continuity of any sustainable projects," said Association of Valuers, Property Managers, Estate Agents and Property Consultants in the Private Sector Malaysia (PEPS) president Michael Kong.

Universiti Malaya associate professor (industry) Sarly Adre Sarkum added that it would make more sense for people to buy sustainable properties as they have better cost-savings, especially in the long run.

Buyers need to be educated and their awareness increased to create stronger market forces that will shift the whole market towards better buildings, he said.

In short, developers have no incentive to be better if their non-sustainable properties are still selling like hotcakes. But they will change when their bottom line is affected, he added.

Of course, any outside force that helps to shape the market should also come to play. An example of this is introducing policies that will encourage more people to buy sustainable real estate or encourage developers to go green.

Helping to encourage more buyers to take this step, GreenRE Sdn Bhd chief operating officer Ashwin Thurairajah pointed out that Bank Negara now encourages local banks to offer preferential mortgage rates for purchasers of green properties.

"Several local banks including Maybank and CIMB have launched their own schemes," he said.



The support given

Continued efforts to aid the affected goes a long way



Matrix Concepts founder Datuk Lee Tian Hock assisting an 89-year-old woman to secure the donated food items to her trolley.

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

WHILE the nation and the world have been combating the spread of the Covid-19 pandemic, praise should be given to the dedication of the frontliners and those who provide support from donations to volunteering to aid the affected.

The recent high numbers of positive cases have yet to reduce to a more acceptable level, but that has not stopped Malaysians from continuing to do their part to help those affected by the effects of the pandemic. In the property sector, many developers have been playing their part in combating the contagion and providing assistance to members of the public.

Many have been quietly supporting and providing relief efforts to the frontliners, amounting to millions to ringgit, as part of their community social responsibility (CSR) endeavours. Among them are Tropicana Corporation Bhd, Paramount Corporation Bhd, IJM Land Bhd, Matrix Concepts Holdings Bhd (Matrix Concepts), OSK Property Holdings Bhd (OSK Property) are Mitraland Group (Mitraland).

Numerous others like Sunway Group, Mah Sing Group Bhd, JL99 Group, SP Setia Bhd, Sime Darby Property Bhd, UEM Sunrise Bhd and LBS Bina Group have also pitched in to mitigate the effects of the pandemic.

Paramount Corporation deputy group chief executive officer Benjamin Teo said for the company, the past year has been first and foremost about prioritising the health and wellness of its employees.

"This includes setting aside the funds to ensure our employees are fully vaccinated and given time off to get their shots as well as to recover post-vaccination. Our construction workers are also taken care of and have been supplied with food, care packages as well as cash allowances over the various lockdowns.

"Our support has also extended to poor and needy communities. This includes providing food packages to over 400 families in both the central and northern regions. In addition, donations of medical supplies, wheelchairs as well as oxygenators have also been made to support our medical frontliners. Our coworking

division, Co-labs Coworking, has also been collaborating with non-profit organisations to fundraise for various causes including feeding the homeless as well as supporting equal learning opportunities for children during this pandemic," he said.

Paramount has also contributed RM500,000 to the Edge Covid-19 Healthcare Workers Support Fund, which assisted health care workers affected by the pandemic.

"My late father Datuk Teo Chiang Quan and I also supported this cause with additional personal funds. All these are cumulative efforts made by the different teams across the Group with everyone guided by our company vision of changing lives and enriching communities for a better world," said Teo.

In money and in kind

To date, Matrix Concepts has contributed over RM11.5mil to various organisations and communities over the past one and half years, including RM400,000 specifically for the Matrix Concepts Food Bank programme this year, said Matrix Concepts chief marketing



Hoo (centre) wishing the elderly a happy Chinese New Year during their New Year, New Hope CSR programme in January to kick start their initiatives to keep the community's spirits up during the pandemic.

officer Lim Kok Yee.

Of the total, RM2.6mil was channelled to national and state Covid-19 funds, frontliners, media personnel and affected communities such as the Orang Asli and foreign workers. The developer also donated BRC steel valued at RM60,000 to build the Tampin Quarantine and Treatment Centre and sponsored its d'Tempat Country Club as a vaccination centre. The remaining sum was channelled to various community aids, education assistance, upgrading of sports facilities as well as environmental and social campaigns, he said.

IJM Land has donated about RM400,000 to its CSR initiatives from January to October this year. IJM Land has been closely monitoring the development concerning the pandemic and stepping forward to ensure that the broader communities in Seremban are supported through its community initiatives.

"Our CSR initiatives are aimed at giving a short-term boost to underserved and underprivileged target groups," said IJM Land

senior general manager Datuk Hoo Kim See.

Its many initiatives include the Chinese New Year Charity Programme in January, New Year, New Hope' CSR Programme in February, Home Rehabilitation Programme (myHome) in March and Program Mesra Ramadan in May 2021. In fact, campaigns are held every month mostly to provide financial relief and support to families in need.

OSK Property donated RM540,000 in medical equipment and food supplies thus far this year. "We have supported the frontliners with purchase of additional medical equipment and helping B40 families in PPR homes with food supplies," said OSK Property chief executive officer Ong Ghee Bin.

On helping their own internal staff, the developer said the entire team had started preparing to transition weeks ahead of the last full movement control order (MCO). "We are glad that we have been able to work efficiently with all the tools required for employees to work from home without much challenge," he added.



At the handing over are representatives and recipients of the Mitraland Care food and essential packs.



Donation of RM300,000 to Yayasan Sultan Ibrahim Johor (From left) Yayasan Sultan Ibrahim Johor senior executive Shah Reza Md Kanafe, CEO Fadhly Suffian Laili and Trustee of Board Avinderjit Singh holding the placards with Tropicana group CEO Lee Han Ming and southern region managing director Karen Lee.

Taking further steps

Mitraland took a step further by setting up their own Mitraland Care (community, aid, response and effort) programme to handle the support given to combat the pandemic. While the donated amount comes up to RM132,500 thus far this year, the developer has been active over the years in many CSR activities amounting to RM4mil, according to Mitraland general manager Low Kwok Leong.

"We managed to distribute 200 Care food and essential packs to families in need. Besides that, we donated RM66,000 in cash to various organisation like Majlis Perbandaran Klang Food Bank, Cantonese Association of Klang, Hokkien Association of Klang, Pertubuhan Al-Khaadem, Yayasan Pendidikan Pelajar Melayu and PPR8 Kota Damansara Emergency Meals, to name a few," he said.

And to help its employees adapt to the new work norm, Mitraland mobilised its information technology (IT) equipment to its staff members, particularly to those without laptops. Mitraland also held consistent health checks on its staff while keeping tabs on their work-life balance while working from home

Reactivating their foundation

Tropicana has always contributed towards many charitable causes every year, but in 2020, the Tropicana Foundation was reactivated to consolidate all CSR initiatives under one entity, said Tropicana Corporation managing director Dion Tan. Last year, the foundation contributed RM5.3mil to 37 underprivileged homes and associations across Malaysia. This year, Tropicana has contributed over RM2.2mil.

Not everything was monetary as much was also donated in kind. For example, 200,000 face masks were presented to Selangor Chief Minister Datuk Seri Amirudin Shari. The donations were handed to the state disaster relief room for distribution to the frontliners.

During MCO 2.0, Tropicana Foundation prepared and delivered over 6,500 fresh, hot meals by the truckload to 28 needy homes comprising orphanages, old folks and special need individuals.

Others include the acquisition of hospital beds worth RM30,000, over 2,000kg worth of fresh produce to 10 different underprivileged homes and NGOs and 7,100 protective gear to the Pahang state government. In addition, RM1.5mil worth of medical equipment and hazmat suits were donated to the Health Ministry to support Covid-19 relief efforts. These were distributed to hospitals and health departments.

This care was also given to its own staff as they are, after all, the pillars of the company. Tropicana Foundation provided more than 1,300 care packs containing masks, hand sanitisers, and personal cutlery sets in the recent pandemic to our employees nationwide, said Tan.

When workers living at its TGCR hostels were quarantined indoors during the enhanced MCO, Tropicana Foundation prepared over 180 care packages with food and essential supplies such as drinks, instant food, gloves, hand sanitisers and masks to ensure their safety and comfort during the lockdown.

To ensure Tropicana is a conducive and safe place, Tropicana also extended Covid-19 vaccinations across its Tropicana ecosystem to achieve its target of a 100% vaccinated workforce. "With this vaccination in place, we are certain that our Tropicana community will once again be revitalised and safe for all," he said.

LBS Foundation has also been active in making donations to a number of non-government organisations (NGOs) and individuals affected by the pandemic and the constraints caused by the implementation of the multiple MCOs.

Among the recipients of donations include Persatuan Kebajikan Chen Ai, which comprises the disabled and elderly who suffer from mental disorders, spinal cord injuries, learning disabilities, Autism and other conditions. Aside from that, in June this year, LBS Foundation also contributed several hospital beds and monetary donations to the Emergency Unit at Banting Hospital, Selangor.

Simultaneously, LBS Foundation also made donations to Tzu Chi Malaysia Taiwan Buddhist Foundation to help the Malaysia Solidarity Covid-19 Fund in covering for the medical needs in several hospitals and subsequently channelled to B40 families.

"The effects of the Covid-19 outbreak have negatively impacted the lives of some communities and have completely overturned their lives. We hope that this contribution will lessen the burden of those affected as well as serve as a form of encouragement for the communities that are capable of contributing to assist the needy during these challenging times," said LBS Foundation Board of Trustees Tan Sri Lim Hock San.

These continued acts of kindness of such developers are helping to restore humanity's hopes in times of despair. And by adding more moral elevation to our lives, we may even be moved to become the next heroes in a morality tale yet to be written. 📌



LBS Foundation contributed several hospital beds and monetary donations to the Emergency Unit at Banting Hospital.

Taking into consideration the safety

The changing perception of designs for post-pandemic homes

By JOSEPH WONG
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IMPROVED housing conditions can save lives, prevent disease, increase the quality of life, reduce poverty and help mitigate climate change. Even more so in an age when the Covid-19 pandemic has fundamentally changed the way things were.

New housing designs are becoming increasingly important, particularly in light of health, wellness and safety amidst other concerns like urban growth, ageing populations and climate change.

While the WHO Housing and Health Guidelines bring together the most recent evidence to provide practical recommendations to reduce the health burden due to unsafe and substandard housing, local developers are taking the initiative to introduce new aspects to property design and innovations to tackle the spread of the current and future viruses.

Shifting concerns

To say that there is an emerging priority among homeowners towards health and wellness is an understatement. Not only do they want their homes to protect their health with excellent indoor air quality, but they also want adequate space to attend to their own wellness at home.

No longer are homes mainly a place to gather and rest, but they must also serve as schools, offices, gyms and much more. And everything is centred on safety. Therefore, it is unsurprising that easy-to-clean surfaces, touchless technology, layouts conducive to physical distancing and exercise, and better airflow designs are now in vogue in property development.

A new kind of surface

Cleaning and disinfection to reduce transmission of Covid-19 at home are chores for the new normal. Little wonder home buyers are leaning towards homes that facilitate the ease of maintaining good hygiene at home. There is a shift towards countertops, furniture, and cabinets that have easy-to-clean surfaces to reduce time spent sanitising a home.

The same could be said of flooring materials. While most homes use tiles, wood or parquet flooring, the constant usage of harsh cleaners in the process of sanitising floors can quickly deteriorate the condition of the flooring. Tiles may lose their glaze and shiny surface, polished wood may become dull, and parquet flooring may be damaged. As such, home owners are seeking better solutions to the wear and tear in the new normal.

Interestingly, there are some eye-opening breakthroughs. Interior wall paints have been produced to be anti-



viral, believed to be effective against harmful bacteria and viruses, including coronavirus. Such new innovations are definitely welcome in this day and age.

Touchless access control

The most recently commissioned changes include high-tech touchless features being incorporated into existing technology. A shift to touchless technology for access becomes inevitable for residential property to ensure more frictionless, safer, and smart access control. Initially used by Grade A offices, touchless technology has made the transition into residential property to address the threat of Covid-19.

Facial recognition access control systems are another no-touch technology that is creeping into many residential developments. For example, BeCentral in i-City Golden Triangle and Lake City by Perdana ParkCity and Country Garden will be using this technology. Facial recognition systems detect facial patterns and compare them with what has already been stored in its system to confirm access.

Wellness spaces

When gyms and fitness centres were closed during the Covid-19 outbreak, working out at home became a temporary solution, but as the pandemic dragged on, that temporary solution grew more permanent.

Even after the second dose of the vaccine, many still feel uncomfortable returning to a public gym, and they see the safety and comfort of a home workout area.

This has led to some developers building bigger homes intended for workout equipment, from bikes to weights, as homeowners have a chance to equip a room with what they will need to exercise at home.

On the outside of new high-rise residential units, corridors have increased in width to facilitate physical distancing. As such, neighbours have ample room to pass each other in contrast to cramped indoor hallways. Several developers like JL99 Group have factored this aspect into their new undertakings.

Environmental psychologists, who study human interactions with both the natural and built environment, acknowledge that homes have to be modified to the new demands. There are new research and existing findings

ABOVE Facial recognition technology is gaining a foothold in residential properties.



Are balconies making a comeback?



The temporary solution of working out at home is becoming more permanent.

on factors including risk perceptions to provide designers, architects and business owners with evidence-based recommendations on making spaces safer.

Better air quality

Ensuring proper ventilation with outside air can help reduce indoor airborne contaminants, so the reemergence of balconies in high-rise condominiums and service apartments is eminent. Alternatively, ceiling-to-floor windows are coming to the fore.

Not only will homes enjoy more natural lighting, balconies and windows will increase the ventilation, which can be part of a plan to protect home owners and their families.

Architects and designers are also facing the reversal of a significant design trend. People are turning away from communal confined spaces in favour of separation and isolation. Hence, the new generation of homes needs to be Internet-ready, as telecommunications now play a bigger role in keeping everyone safe. As Covid-19 and possibly future viruses continue to evolve and impact human lives, the property market will also undergo changes to suit the new demands. 🏠