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Developers: Better liquidity will revitalise sector

KUALA LUMPUR, Sun. - The Housing Developers' Association Malaysia today expressed confidence that the easing of the liquidity problem will spur economic activities and generate employment in the housing and property sector.

Its deputy president Datuk Francis Ng Tian Seng said this was made possible by the recent announcement by Prime Minister Datuk Seri Dr Mahathir Mohamad that RM11 billion had been returned from Singapore and another RM8 billion would go into circulation as a result of the reduction in the Statutory Reserve Requirement from six per cent to four per cent.

"The revitalisation of the housing and property sector is even more significant in view of its multiplying effect on the more than 140 linked industries upstream and downstream," he said in a Press statement.

Ng said HDAM also welcomed the Government's efforts to meet the challenges arising from the current economic problems by reducing bureaucracy, allowing higher densities to spread out land costs and introducing innovative cost-saving ideas.

"This has enabled developers to sell their properties at reasonable and affordable prices.

"HDAM assures house buyers that investment in properties now is value for money. Comparatively, house prices have come down 20 to 30 per cent.

"In these difficult times, when developers are generally focused on cash flow rather than profit, prices are as good as cost value."

Ng also advised foreign investors to look seriously at the Malaysian market.

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