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Developers enjoy good response at sites, sales offices

Patvinder Singh; Sharanjit Singh; Lee Keng Fatt

KUALA LUMPUR, Sun. - Developers enjoyed good response at both their sites and sales offices today, a day after the launch of the month-long Home Ownership campaign.

Mah Sing Properties Sdn Bhd marketing manager Ng Heng Thai said a 100-unit block of apartments which was put up for sale yesterday was snapped up while a second block was selling briskly.

"Sales have been very good," Ng said of the company's Mutiara Subang apartments project.

Kajang Utama Sdn Bhd marketing executive Kamarulfarah Kamarulzaman said its 80-unit Seraya Apartments project had been 20 per cent sold and sales were continuing.

A spokeswoman for Salak Park Property Sdn Bhd said sales of its Ketumbar Heights condominiums were brisk and 70 per cent of their three-block project totalling 600 units had been sold.

Kumpulan Sepang Utama Sdn Bhd, which offers buyers of its Vistara Condominiums a chance to participate in a lucky draw for two cars, had in two days sold 80 per cent of their two-block 216 units project.

The campaign launched yesterday by Prime Minister Datuk Seri Dr Mahathir Mohamad has incentives that include a 10 per cent discount, exemption of stamp duty, lower legal fees, lower interest rates, higher margin of financing and discounts on property fire insurance and mortgage reducing term assurance.

United Malayan Land Bhd offered a "purchaser-friendly package" for buyers of its Vista Seri Putra apartments which included a low downpayment of RM1,000 and the balance to be paid in 10 instalments.

The company's marketing general manager Lau Boon Ann said 280 of the 354 apartments had been sold and that the property market was picking up.

At the Riana Green Condominium site office, buyers took advantage of the 10 per cent discount and snapped up almost all of the 380 units offered.

Property division branch manager Richard Lim said the company also offered downpayment to be paid in instalments.

In Alor Star, developers taking part in the campaign said they had received overwhelming number of enquiries from potential house buyers.

Attributing it to extensive media coverage, developers said people who had been toying with the idea of buying a house but did not commit themselves were now more willing to do so.

They said such positive change in attitude among potential house buyers meant things were looking up for the industry.

"The number of enquiries since the media started highlighting the campaign is just unbelievable.

"Our phone lines are jammed with people calling in to enquire about the residential property we are selling," developer Vincent Ho said.

Ho, who is the managing director of Kulim-based Keatyew Development Sdn Bhd, said the company had put 50 units of residential, shophouses and industrial lots for sale.

He said at least three buyers had committed themselves to purchase residential lots priced below RM150,000.

A spokesman for another developing company, Wan Ju Fatt Realty Sdn Bhd, said it would take at least another week to know for sure whether the enquiries could be turned into actual sales.

He said potential house buyers were still in the process of `window

shopping' for their ideal homes.

"Once they have done this they would buy properties which suit them best.

"This will probably take about a week and only then can we say how successful the campaign is," he added.

In Penang, prospective buyers checked out the incentives and discounts offered by Penang's Eden Ferringhi Resort Sdn Bhd, which among others was promoting the Ferringhi Deima Condominium project at Batu Ferringhi at an "affordable price".

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