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Properties worth RM5bn up for grabs (HL)

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SOME RM5.2 billion worth of properties will be up for grabs with discounts ranging between 10 and 15 per cent, which translates into RM700 million, in the one-month Home Ownership campaign to be launched by Prime Minister Datuk Seri Dr Mahathir Mohamad.

As of yesterday, 222 developers have confirmed their participation in the campaign, offering 22,036 units of properties.

Most of the properties offered for sale are located in Selangor and Federal Territory, followed by Johor, Penang, Malacca and Negeri Sembilan. Others are located in Kedah, Perlis, Perak, Terengganu, Pahang and Kelantan.

Seventy-six developers in Selangor and the Federal Territory confirmed participation in the campaign, with 7,075 units of property offered for sale.

Kajang Utama Sdn Bhd's managing director Mazlan Ali said most of the properties offered by the developers are landed residential ones, followed by semi-divided residential and shophouses/offices.

Kajang Utama is a subsidiary of Malaysian Resources Corp Bhd which is offering medium-cost Pangsapuri Seraya Apartments located 2km from Kajang town centre with original prices of between RM85,800 and RM102,600 per unit.

Mazlan expects more developers to participate in the campaign and the exact figures will be made known during the launch.

Dr Mahathir, who is also First Finance Minister, is expected to announce the Government incentives, including those for prospective foreign buyers, during the launching.

Mazlan, who is also Housing Developers Association Malaysia's council member, urged prospective house buyers to grab the opportunities and incentives offered during the campaign period of December 12 and January 12.

He was speaking to newsmen during the last of a series of press briefings in conjunction with the campaign in Kuala Lumpur yesterday.

Also present were Tan & Tan Developments Bhd chief executive officer Tan Lei Cheng, Mayban Life Assurance Bhd executive director Ahmad Subri Abdullah and General Insurance Association of Malaysia (Piam) executive director/secretary Lim Chia Fook.

Tan, meanwhile, stressed that the properties offered for sale are not the "leftovers" but are instead the best completed residential and commercial units.

According to her, the incentives and discounts offered during the campaign will be equivalent to up to 50 per cent of the property prices. This is based on the ringgit depreciation of 30 per cent and the savings that house buyers make on the legal fees, processing fees or on rentals as the units offered are completed ones.

As foreigners are allowed to participate in the campaign, Tan & Tan Developments has devised plans to attract them, including sending a sales team to Singapore, offering free pick-ups at the airport and providing free accommodation at Micasa and Sucasa, hotels and service apartments.

Tan said the property offered by the company are high-end units priced above RM200,000 and the target buyers include Malaysians who are working abroad.

The parties involved in the home ownership campaign, endorsed by the

National Economic Action Council, are upbeat about the benefits of the campaign. Echoing the views of developers, bankers and financial institutions are representatives from the insurance industry.

Lim said Piam members fully support the home ownership campaign. The general insurance companies have agreed to give a minimum of 25 per cent discount on the gross premium on the properties regardless of price levels, purchased during the month-long campaign.

Lim added that about 50 general insurance companies involved in the campaign have also agreed to provide personal accident insurance of RM10,000 at a nominal premium of RM1.00.

Encik Ahmad Subri, who is a member of Life Insurance Association of Malaysia's management committee, shares Lim's view.

He said the life insurance companies are only too happy to participate in such a campaign and they have agreed to provide a discount of 10 per cent on the Mortgage Reducing Term Assurance cover.

Among the incentives offered to buyers during the campaign include a 15 per cent discount on prices for Bumiputeras and financing of 95 per cent for units costing up to RM250,000.

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