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Developers thrilled at success of fairs

KUALA LUMPUR, Mon. - Homeowners spent RM58 million during the three-day property fairs in Kuantan and Seremban in a frenzy of last-minute buying.

It was earlier announced that a similar property fair in Selangor racked up sales of RM15 million in the first two days. All the fairs ended on Sunday, two days shy of the end of the Home Ownership Campaign.

In Kuantan, the Pahang Home Ownership Fair ended yesterday on a highly successful note, with the 28 participating developers recording sales worth RM36 million during the three-day event.

State Housing Developers Association chairman Chin Yoke Kan said today the fair, held at the Berjaya Megamall, attracted 100,000 visitors not only from the State, but also from as far as Kuala Terengganu.

"About 350 transactions were recorded during the three days. Houses in various categories costing RM150,000 and below were a hit among buyers," he added.

Properties worth a total of RM114.68 million were offered for sale at the State-level launch of the campaign on Dec 12. Up to Jan 6 the participating developers recorded sales worth RM25.23 million.

"With the RM36 million sales recorded during the fair, overall sales since the launch of the campaign have surpassed RM60 million. The campaign has been very successful," Chin said.

Besides the various incentives offered to prospective buyers, Chin attributed the fair's success to the one-stop agency concept where housing loans and insurance coverage could be provided on the spot.

Ten commercial banks, three finance companies and four insurance companies also took part.

Chin said the association had handled thousands of enquiries from prospective buyers throughout the campaign period.

"Most of the enquiries were for houses costing RM130,000 and below. This shows there are still many potential buyers. As chairman of the State HDA, I call on association members to build houses in this price range," he said.

In Seremban, 162 residential and commercial units worth almost RM22 million were sold during the three-day State-level "Home Ownership Campaign", which ended yesterday.

The association's State chairman Ng Lip Chong today said the outcome had far exceeded their expectations.

"Most of the properties sold were residential units in the Seremban area," he said. The association was satisfied with the response from the public.

Some 2,495 property units worth RM540 million were offered for sale during the campaign.

Meanwhile, Seremban Two Sdn Bhd executive director Datuk Samsuddin Dubi said he was happy with the response. The company sold 11 houses valued at a total of RM2.2 million.

Of the units sold, he said, 10 were semi-detached houses priced at RM220,000 each, while the other was a bungalow which sold at RM450,000.

He said the company had sold 81 mixed residential units and shoplots valued at RM20.2 million since the campaign was launched on Dec 12 by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Samsuddin said the company had offered 122 units worth RM22 million for sale at its Seremban Two township project here.

"We will concentrate on affordable housing priced at below RM150,000 in the future while offering 3,000 low-cost units which will be launched in the middle of this year," he added.

In Johor, most of the properties offered at RM250,000 and below were snapped up during the two property exhibitions in conjunction with the Home Ownership campaign.

Johor Housing Developers Association president Paw Teck Hua said many local professionals and others working in Singapore had expressed interest in upmarket properties during the second exhibition over the weekend.

"This second exhibition was primarily targeted at Malaysians working in Singapore and I am glad that we managed to woo many of them," he said.

A total of 47 developers offered 8,000 units worth over RM1.2 billion during the two exhibitions.

Meanwhile in Malacca, the State Housing Developers' Association reported that a total of 1,600 houses valued at about RM300 million had been sold.

Its president, Terence Tan, said the number of units sold exceeded the association's 1,000-unit target.

"Most units taken up by buyers were single- and double-storey houses priced at RM200,000 and below," he said, adding the association would hold a similar campaign pending approval from the authorities for unsold condominium units and shophouses with prices above RM250,000 each.

"On behalf of the participating developers, I wish to express our utmost gratitude to Prime Minister Datuk Seri Dr Mahathir Mohamad for initiating the campaign, which has got the property market moving."

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