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PROPERTY-CAMPAIGN

HOME OWNERSHIP CAMPAIGN OFFERS ATTRACTIVE DISCOUNT AND FINANCING

KUALA LUMPUR, May 5 (Bernama) -- House buyers, who missed out in the first home ownership campaign mooted by Prime Minister, Datuk Seri Dr Mahathir Mohamad last year, will have another chance to be proud property owners come May 15.

The Home Ownership Campaign '99 following the trail of the highly successful maiden campaign, will be a month-long effort organised by SK Brothers Realty (SKB) with the support of several local banks.

This time around the goodies offered are expected to attract many buyers. A discount of up to 30 percent and financing of up to 95 percent for properties valued below RM250,000 will be offered during the campaign from May 15 until June 15, said the statement from SKB released today.

The statement said, "The campaign will be officially launched by Minister of Housing and Development, Datuk Ting Chew Peh, and end with a mega property fair from May 27-30 in Kuala Lumpur.

It added to date, RHB Bank Bhd, Arab-Malaysian Banking Group, BSN Commercial Bank Bhd and Bank Rakyat have confirmed their participation in HOC '99.

Loan applications will be processed in situ at the property fair, it said.

Among the property developers which will be featured at the property fair are BCM Realty (M) Sdn Bhd, Guthrie Properties, IJM Corporation, Lion Group, Talam Corporation, Bandar Sri Subang, Rawang Lakes and Bukit Cerakah, Indah Jaya Development, Agenda Istimewa and Island & Peninsular.

SK Brothers hoped that the campaign will repeat the success of the previous one held earlier.

The first campaign, initiated despite the economic gloom, saw some 20,000 properties worth RM3.8 billion transacted, said its chief executive officer, Charlie Chan.

He said this was an excellent time to channel investments into realty because property prices were unbelievably low.

"This is a buyers' market and if you missed out on the first opportunity to acquire property, the time is now, he said. -- BERNAMA

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