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Over 2,000 housing units sold at fair

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KUALA LUMPUR, Sun. - More than 2,000 properties worth about RM200 million were sold during the Home Ownership Campaign '99 which ended today.

A spokesman from S.K. Brothers Realty, the organisers of the campaign said more than 100,000 visitors managed to find their dream homes at the fair.

He said though the property fair had ended, the campaign would continue till June 15 and buyers could still enjoy the discounted rates offered by developers and attractive financing packages.

"The fair received such overwhelming response that some developers had registered potential buyers for projects they had not even launched," said the spokesman.

The fair, which featured properties from more than 100 developers was co-sponsored by RHB Bank, Arab-Malaysian Bank Bhd, BSN Commercial Bank, the International Real Estate Federation and the Institute of Property Agents Malaysia.

The first home ownership campaign was initiated by the Government and held from Dec 12 last year to Jan 12.

Mooted by Prime Minister Datuk Seri Dr Mahathir Mohamad, the campaign generated sales worth more than RM3.8 billion from 19,281 houses and non-residential units sold.

According to Bandar Subang Sdn Bhd marketing manager S. Raveen, response had been overwhelming.

"We were expecting to mainly raise awareness and close sales at a later date but we have been finalising on-the-spot sales," he said, adding that they had sold more than RM5 million worth of units and were expecting more after the fair.

Bandar Subang Sdn Bhd are developers of Ridzwan condominiums which are priced between RM78,800 and RM232,920.

Assistant sales manager of Agenda Istimewa, Brian Lee said they had closed more than RM3 million in sales of their Bandar Tasik Kesuma township and were still receiving endless enquiries.

"We believe the HOC '99 is a success because it offered purchasers the opportunity to view a large variety of properties under one roof," he said.

Among the incentives are up to 95 per cent financing and interest rates of zero per cent above the BLR for the first year for residential properties valued below RM250,000.

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