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HOC sales affected by unconfirmed incentives

HOME Ownership Campaign 2001 did not generate the sales volume that participating developers hoped it would. The lacklustre performance was perhaps due to the absence of a formal announcement on the reinstatement of the incentives given during previous housing campaigns.

SK Brothers Realty Sdn Bhd chief executive officer and HOC2001 organising chairman Charlie Chan said many buyers had put off making any commitment during the campaign, preferring to wait for a formal announcement on the incentives. This was so they could avail themselves of the incentives promised by the Government.

The cautious mood of buyers was based on a statement by Prime Minister Datuk Seri Dr Mahathir Mohamad's statement on March 27 that the incentives offered during previous housing campaigns would be reinstated with immediate effect. No announcement on the gazetting of the incentives has been made to date.

Buyers and developers alike are in a quandary as to when they will be implemented. The anticipation in the market is that the incentives will help reduce the existing overhang.

The HOC2001 only registered sales of 9.1 per cent (or 1,660 units) of the 18,290 units of property offered. In terms of value, the total worth of the stock sold was RM231.47 million or 8.3 per cent of the total value of the properties featured, amounting to RM2.8 billion.

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