

13/04/2001

Message from Organising Chairman Charlie Chan CEO SK Brothers Realty

WE are indeed very happy with the tremendous response from participating housing developers for this year's Home Ownership Campaign 2001 (HOC2001). We had previously organised three other campaigns over the past two years, each time being able to bring in about 200,000 visitors resulting in sales amounting to billions of ringgit.

We certainly appreciate the role of the government, especially the honourable Prime Minister Datuk Seri Dr Mahathir Mohammed for the recent boost to the property market. This special package of incentives can be considered as a bonus from the government to property purchasers. Accordingly, we expect an increase in the number of visitors to our exhibition at Putra World Trade Centre (PWTC) from April 12 to 15.

The campaign will be launched by our honorable minister of Housing and Local Government Datuk Seri Ong Ka Ting.

Another prominent feature of HOC2001 is the presence of four major banks, Arab-Malaysian, Bumiputra Commerce, Standard Chartered and HSBC. They will be offering lots of very exciting financial packages for homebuyers, including competitive interest rates and higher margins of financing.

With more than 150 projects from seven states on display, we hope property buyers will take this opportunity to visit the exhibition. We understand that housing developers are offering many goodies including discounts and special lucky draws to attract purchasers. Never has this happened before. And we feel that this exhibition will enable buyers to shop for the best properties at the most reasonable prices.

This is house buying made fast and easy. The event will slowly but surely change the way house sales can be transacted. What has happened to consumer goods is now happening to properties. All this is done because we need to provide customer satisfaction.

To prepare our participating developers for this year's event, we conducted an HOC Selling Skills and Motivational Workshop recently in a major hotel, where we saw a full turnout. Datuk Lawrence Chan, Malaysia's number one sales trainer and motivator was the main speaker.

Moreover, we also organised the HOC2001 Roundtable Conference participated by representatives from the property industry and other related associations/interest groups to discuss the proposed package of incentives offered by the government and its impact on the various sectors of the real estate market.

This provided us a channel to further appreciate the needs of the various industry players and we intend to submit the recommendations to the government.

Last but not least, in conjunction with the opening of HOC2001, we are also delighted to note the launching of New Straits Times' weekly special interest section, PropertyTimes. Dedicated to inform and guide us on all aspects of property, it would definitely be an invaluable tool as property ownership is the Malaysian dream.

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