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## Unconfirmed incentives affect sales

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THE poor sales performance of the Home Ownership Campaign 2001 may be due in part 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 deferred their buying decision as they preferred to wait.

This was so they could avail themselves of the incentives promised by the Government.

This anticipation 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.

However, no announcement on the gazetting of the incentives had been made to date.

This had left buyers and developers alike in a quandary as to when they will be implemented.

Buyers' hesitation to commit themselves during HOC2001 is evidenced by the fact that only 9.1 per cent (or 1,660 units) of the 18,290 units of property offered were sold.

In terms of value, the total worth of the stock sold was RM231.47 million, representing 8.3 per cent of the total value of the properties featured, which amounted to RM2.8 billion.

Of the total number of properties offered, 17,500 units, or 95 per cent, were in the residential category. The total worth of these units was estimated at some RM2.5 billion, of which 9.1 per cent, or RM227.36, was sold.

Terrace houses proved to be the most popular among buyers and raked in a total of RM127.5 million for participating developers.

On the other hand, condominiums, which are fast becoming the staple offering by developers in the land-scarce Klang Valley, only brought in RM28.95 million in sales.

The sales performance of other landed residential properties such as bungalows and semi-detached houses could not match up to terraces, as developers managed to sell only RM14.2 million and RM4.4 million worth of each type respectively.

The sale of residential properties also revealed the potential of the Southern Growth Corridor.

Chan said "the majority of the sales of double-storey terraces were in Cheras and Serdang with apartment sales being predominantly in Puchong".

Given the fact that the campaign was to encourage home ownership more than anything else, the sale of commercial and industrial properties was dismal.