

26/10/2002

Message from the organising chairman, Home Ownership Campaign 2002, Part

Charlie Chan

HOME Ownership Campaign 2002, Part 2 (HOC 2) is the seventh in the series of our Home Ownership Campaigns. We are happy that since we started the HOC in 1999 through the initiative of our Prime Minister Datuk Seri Dr Mahathir Mohamad, lots and lots of Malaysians have taken the initiative to own a home. In some cases they have invested in their second home, as in the long run it is better to invest in properties rather than investing in the stock market. Ownership of real estate properties is also the Malaysian Government's policy.

We are further happy to announce that according to the official report from the Ministry of Finance, the sale of residential properties has not declined and in fact this is a vibrant sector. This piece of news should be received favourably by all developers and perhaps this is why our seventh HOC is a greater success than all the previous campaigns.

We have also observed that the price indicators for residential properties have been very steady. We have not noticed any adverse signals. If at all, the movement is upwards. More so for residential properties in the Klang Valley.

Property values are always appreciating and this is no big secret. It is common knowledge. And, available land is becoming more and more scarce. If you need any assurance to purchase property in the Klang Valley you have our assurance that your investment will be a worthwhile investment now and in the future.

As the organiser of HOC2, we take pride to announce that this seventh show is one of the best for us. Why?

We have managed to attract up to 15 new developers to participate in our HOC2. This is an all-time record. Moreover, we have encouraged 11 financial institutions to participate.

The concepts adopted during the first few HOCs were to clear excess stock. Now it is the maximising of sales, affordable prices and irresistible product designs.

The basic needs of home buyers have been met. Now it is up to you to make your decision. Come to HOC and see for yourself the vast investment