HERALD

by Henry Butcher Malaysia

FEBRUARY 2017

KL New Launches 2016: Adjusting Product Mix

PLUS

A New Look For A New Age

Doing Business in Sunway

Value Map Series: Bangsar South + Pantai

An Award For Noble Aspirations

KDN PP18893/11/2015(034373)

REVIVED FOR NEW AMBITIONS

Introducing HUBIX Urban Commercial Hub – a MSC compliant commercial building, firmly standing 25 levels tall; an unmistakable landmark in Bandar Sunway.

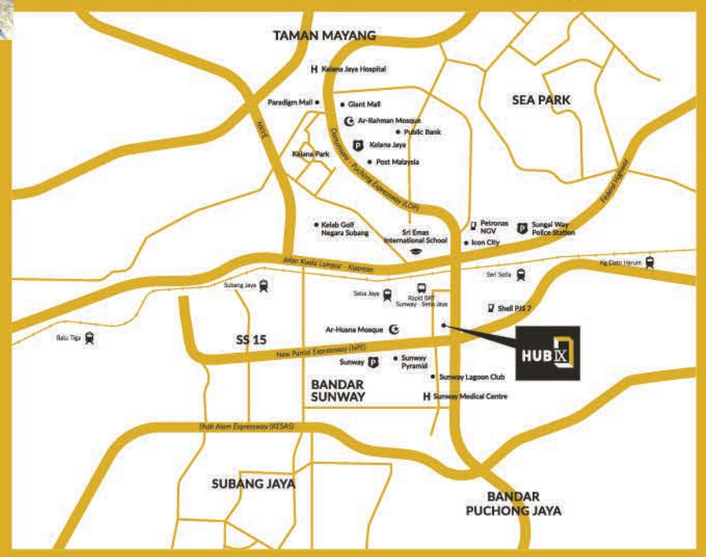
SURROUNDED BY CONVENIENCE

- Mosque
- Petrol Station
- Hospital
- Police Station

TRANSPORTATION
- Setiajaya (Sunway Line) KTM Commuter Station - 2 mins
- USJ - Sunway Light Raold Transit (LRT) Station - 5 mins
- Bus Rapid Transit (BRT) - 2 mins

HIGHWAYS
- Federal Highway - 1 min
- NPE - 3 mins
- LDP - 3 mins
- KESAS - 3 mins
- NKVE - 3 mins

AIRPORTS
- Sultan Abdul Aziz Shah Airport, Subang - 20 mins
- Kuala Lumpur International Airport - 35 mins



- Strategically located in PJ
- Prominent & highly visible
- Easy access to Federal Highway, LDP, NPE, Kesas & NKVE
- Conveniently close to KTM Komuter station & BRT station
- Subang airport nearby
- MSC compliant
- Boutique hotel style lobby with discussion lounge / cafe
- Boardroom, meeting rooms & sky terrace available on Level 20
- Ample car parking
- Beautifully landscaped

FOR LEASING ENQUIRIES:

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Morgan 012-6392803
Yanto 016-2954988

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FEBRUARY 2017

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by Henry Butcher Malaysia

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2016

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43300 Seri Kembangan, Selangor.

A NEW LOOK FOR A NEW AGE

With its ever-growing mailing and distribution list, Herald, our monthly newsletter is now evolving to make our comprehensive content more digestible and visually appealing. Knowing that the newsletter is sent to addresses globally and internationally, from big corporations to various F&B outlets in the Klang Valley, Herald's new look is geared to attract a new generation of property investors - one where technology and modern design reign.

It is also reflective of the Henry Butcher Malaysia's story. As we approach our 30th year in the industry, this is our latest step in keeping ahead with the times, consistent with us adapting and evolving to the meet challenges and customers' needs. Just as we have changed in the past, so we shall now.

These updated visuals aren't just for show - we are presenting our data in a way that makes it easier to read and interpret for all, whether it be the budding first-time buyer or the experienced investor. New look, same comprehensive writing - this is our new direction for Herald.

The two segments that have undergone the most aesthetic changes - to fit the new direction - are our Value Map series and our New Launches reports. The New Launches segment plays with size and numbers - immediately providing you with a macro perspective of the area in focus.

Meanwhile, the Value Map is also given a modern facelift, with a simplified, cleaner illustration of the area of focus. Readers can then easily look past the clutter and zoom in on the various developments within the map.

Aside from these two major segments, our new design will also apply to all our stories - bigger, bolder pictures, eye-catching infographics without compromising on the quality of our features.

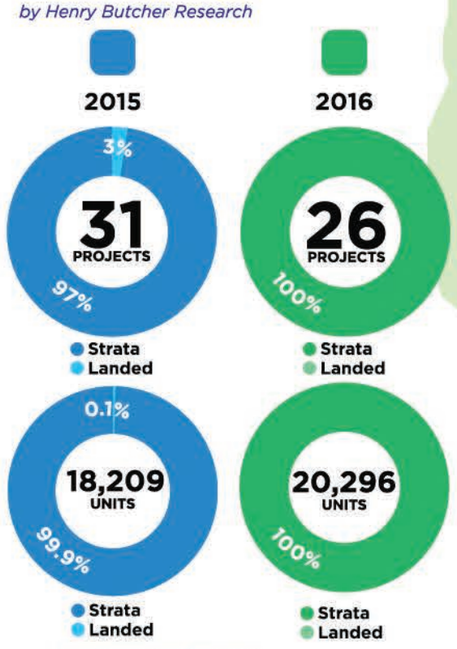
Through these updates, we hope that Herald - with its wide distribution and meaningful content - can grow to be Malaysia's most-sought after professional property newsletter, keeping the public informed on trends, developments, and of course, where the next big things are.

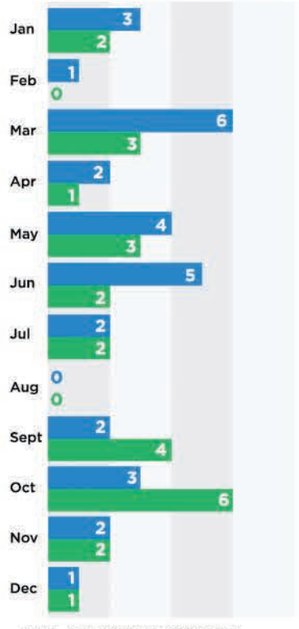
COVER DESIGN CONCEPT

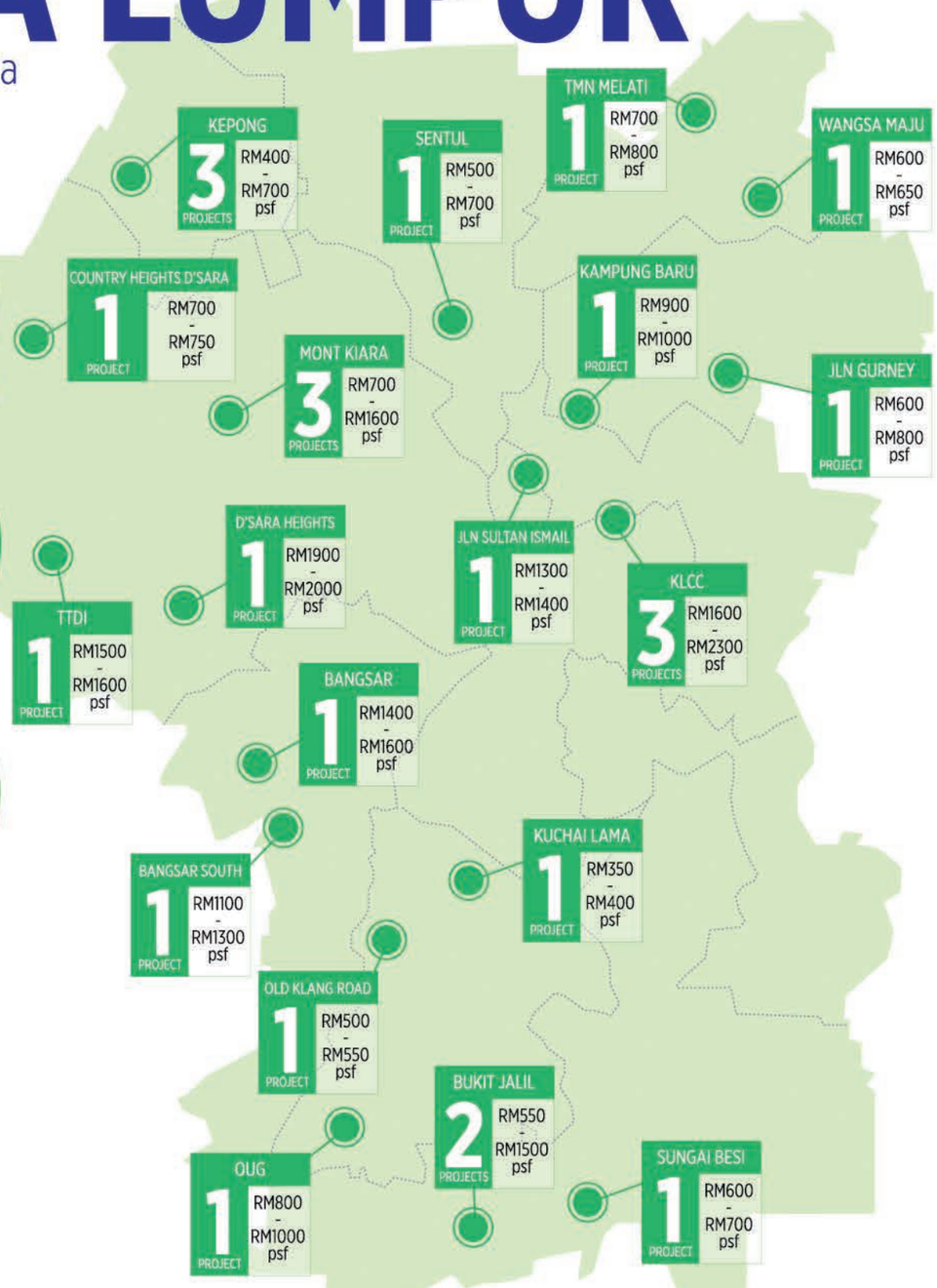
KUALA LUMPUR

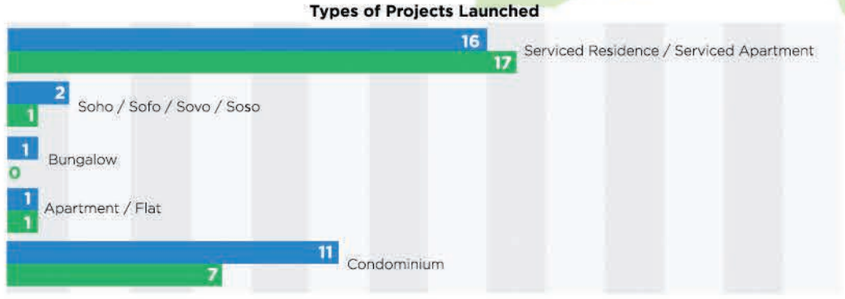
Housing Developers in Kuala Lumpur Adjust Product Mix in Their New Launches in 2016 to Adapt to the Softer Market

by Henry Butcher Research









Drop in the number of new projects launched in Kuala Lumpur in 2016 but increase in the number of units launched.

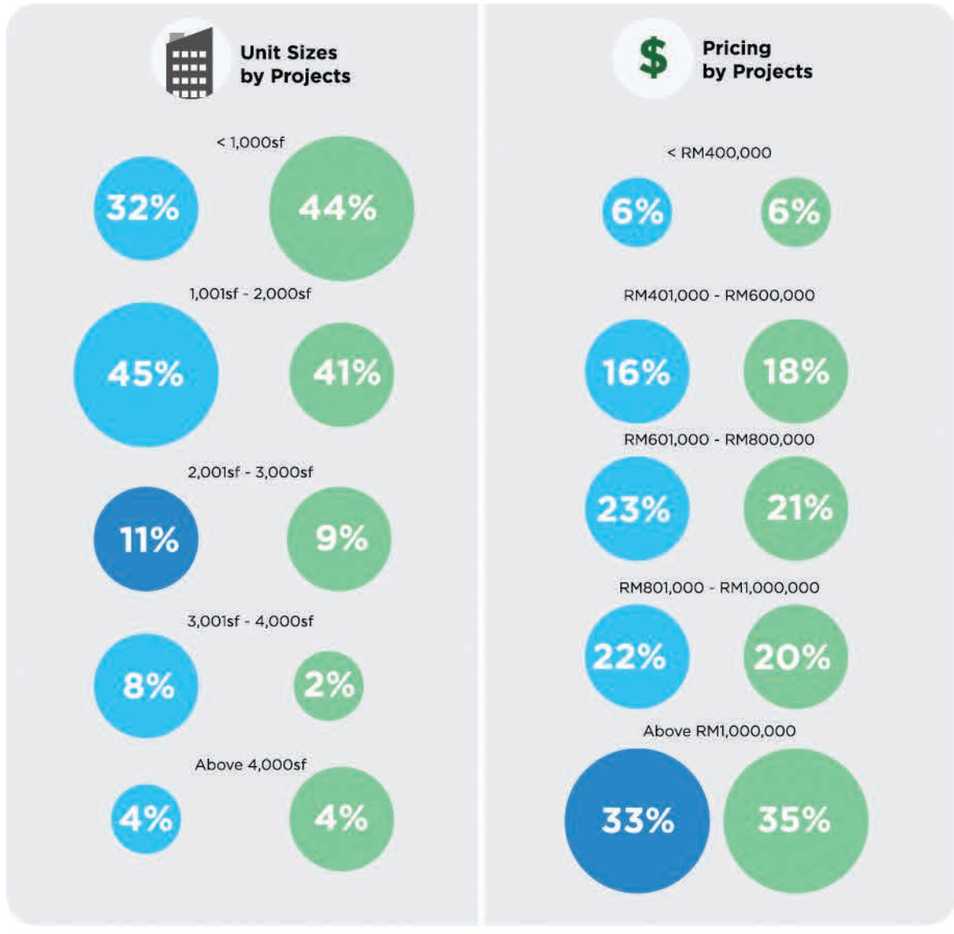
As expected, 2016 saw a drop in the number of new residential projects launched in Kuala Lumpur (-19%). Property developers were generally more cautious amidst the weaker market sentiments and held back on their launches for fear of poor sales take-up which will affect their ability to proceed to construct and complete their projects. Nevertheless, it is interesting to note that although the number of projects took a dip, the number of units launched showed an 11% increase over the previous year. It is apparent that the developers, as a strategy to adapt to the soft market, refocused on smaller sized units which were more affordably priced.

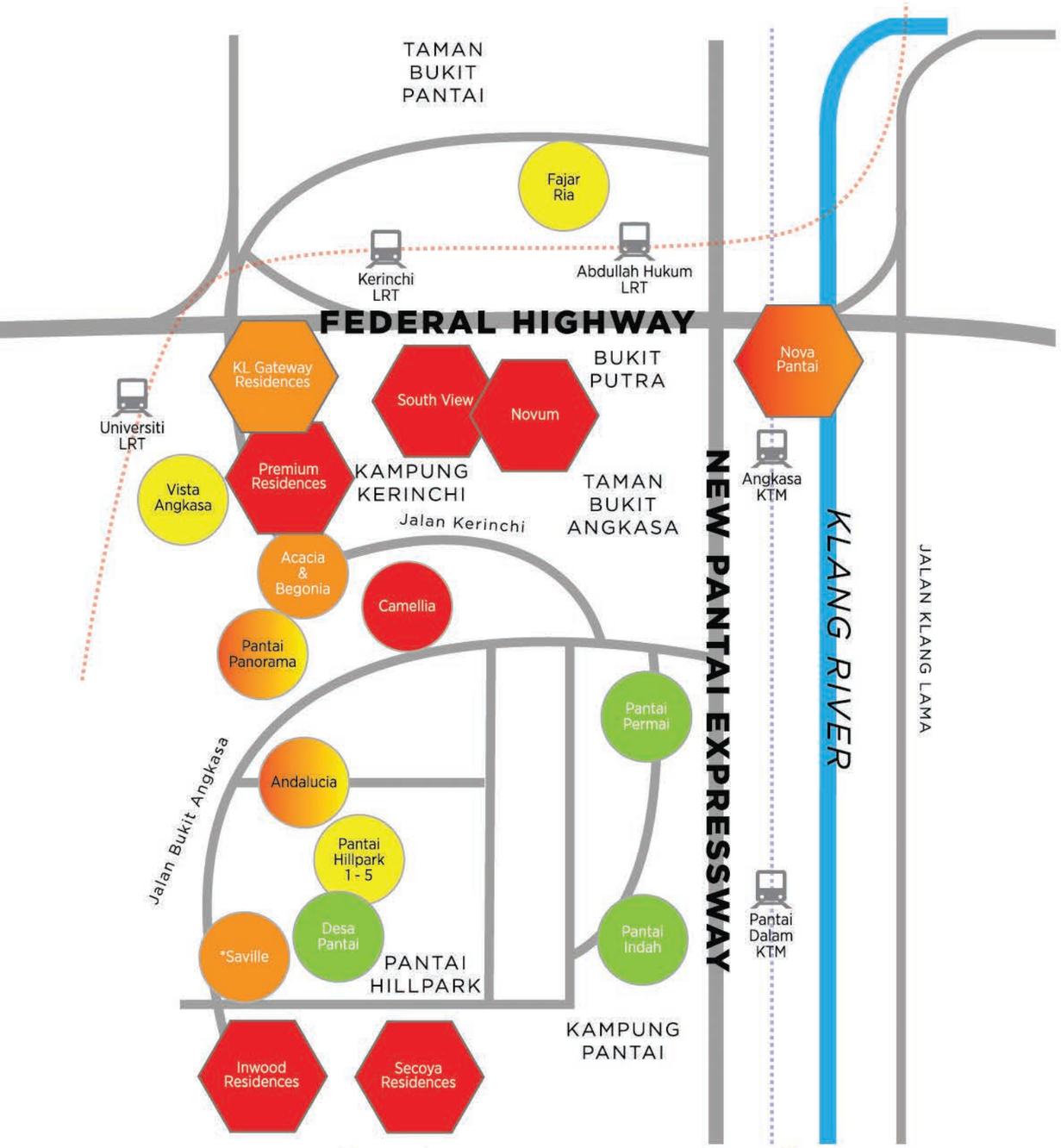
With reduced sizes and utilising the same plot ratios, the developers were able to put more units on the same plot of land. This is borne out by a 36% drop in the number of condominium projects which were based on residential density calculations and therefore have larger sized units whilst the number of service apartment, soho and sofo projects which were commercial projects and therefore based on plot ratios were maintained at the previous year's level. Basically all the new launches in 2016 were of strata-titled residences.

Our research also shows that the number of projects with unit sizes of under 1,000 sq ft increased nearly 18% over 2015 and contributed to about 44% of all residential projects launched in 2016 (compared to only 32% in 2015).

In terms of pricing, the statistics showed a similar pattern as the year before with 24% of the units launched in 2016 being priced under RM600,000 and another 21% within the RM600,001 to RM800,000 bracket. Although showing a 20% drop compared to 2015, there were nevertheless still a sizeable 17 projects (35% of the total number of projects launched) which were priced at RM1 million and above. This is probably unavoidable within the context of Kuala Lumpur with its high land costs. It is also interesting to note that in terms of price per sq ft, there was a 26% decline in the number of projects priced within the RM501 to 1,000 per sq ft bracket and a huge 50% drop in the number of new launches priced between RM1,001 to RM1,500 per sq ft. However the number of projects priced between RM1,501 to 2,000 per sq ft saw a huge jump from two to seven projects (a 250% increase).

This can be attributed to more projects being launched in the high end and pricier areas like KLCC, Damansara Heights, Bangsar, Jalan Sultan Ismail, Mont' Kiara as well as Country Heights Ismail. In view of the continuing soft market conditions and the focus on affordable homes, we expect 2017 to follow a very similar pattern as 2016.





BANGSAR SOUTH + PANTAI

From "Kampung" to Urban Suburbia.

By Henry Butcher Research and Valuation

COMPLETED (Built-Up SF)	Minimum	Maximum
Andalucia	1,335	1,561
Camellia (The Park Residences)	635	1,421
Desa Pantai Apartment	614	-
Fajar Ria Apartment	485	1,195
Pantai HillPark's Condominium	1,023	1,464
Pantai Panorama	732	1,292
Pantai Indah Apartment	764	-
Pantai Permai Apartment	650	-
*Saville at The Park	1,019	2,415
Acacia & Begonia (The Park Residences)	1,485	2,097
Vista Angkasa Condominium	850	1,001

UNDER CONSTRUCTION (Built-Up SF)	Minimum	Maximum
Inwood Residences (Pantai Sentral Park)	1,125	1,965
KL Gateway Residences	500	1,098
Nova Pantai	889	1,143
Novum	647	1,441
Premium Residences (KL Gateway)	1,143	1,449
Secoya Residences (Pantai Sentral Park)	1,050	1,670
South View Condominium	648	1,119

QUICK STATS

	Built-Up (SF)	Price (RM PSF)
Maximum	2,415	1,197
Minimum	500	253
Median	1,122	669

LEGEND

Under Construction | Completed

Price (PSF)

Below 200 | 201- 400 | 401 - 600 | 601 - 800 | Above 800

* = Asking price

Photo source: www.bangsarsouth.com

Formerly known as Kampung Kerinchi, Bangsar South which has become a hip and cool place to stay for KL and PJ residents aims to be one of Klang Valley's most sought after addresses. This project undertaken by UOA Holdings, started in 2007 and is now the point of convergence for multiple modern office towers, hotels, eateries and upcoming high-rise residences - a far cry from the "Kampung" name it once carried. Located south of the integrated development is the Pantai area - Pantai Hill Park, Kampung Pantai, and Kampung Pantai Dalam.

The location diverts some of the populace away from the Golden Triangle while still providing easy access to the rest of Kuala Lumpur, thanks to RapidKL's light rail transit (LRT) and bus services, as well as its vicinity to various expressways, including the Federal Highway, New Pantai Expressway (NPE), SPRINT Highway, and Damansara-Puchong Expressway (LDP). Perhaps the most iconic building closeby is the 58-storey Menara TM, with Mid Valley, Angkasapuri and the affluent Bangsar neighbourhood mere minutes away.

Prior to the rejuvenation effort and birth of Bangsar South, the area was already home to several residential developments completed in the 1990's by the YTL group as well as several other developers such as Andalucia, Desa Pantai, Fajar Ria, Pantai Hillpark, and Vista Angkasa. The early 2000's also saw several other developments, no doubt leveraging on its hidden potential. Now at its current state, Bangsar South's presence is raising values for these existing properties, with the realised promise of easy access to urban amenities and convenient commuting options.

Upcoming developments within Bangsar South proper cater to the more affluent, with prices having gone past the RM800 per sq ft mark. These include Premium Residences, Novum and South View. Meanwhile, KL Gateway Residences and Nova Pantai are more affordable options, though that may not remain for long as more and more people buy into the area. That demand for high-end residences has spilled over to the Pantai area, specifically Inwood and Secoya Residences, part of IJM Land's Pantai Sentral Park development.

Projects in the area come varied in terms of sizes, starting at a minimum built-up area of 500 sq ft, with a maximum approaching 2,000 sq ft. For existing developments, one can find a similar range of built-up areas from 650 to 2,415 sq ft. Judging from the numbers, Bangsar South caters to various demographics, from young working adults and families looking for easy access to their workplaces, to the discerning few who want a residence away from the hustle and bustle of the city center yet close enough to be there within minutes.

Bangsar South, with developments in progress and some yet to be launched, still has a lot of untapped potential. As these developments near completion, property values in the area and its vicinity will rise, and the vision for a stylish suburbia may be well within reach.

DOING BUSINESS IN SUNWAY

PROJECT DETAILS

- Developer: **TEG Assets Sdn Bhd.**
- 197,366sf of nett lettable area.
- 25 floors (including ground & mezzanine floor).
  Low zone: 13 Floors (level 1 to 13).
  High zone: 12 floors (level 14 to 25).
- Levels 2 to 5: Three tenant units.
- Levels 6 to 8: Two tenant units.
- Levels 9 to 19, 21 to 25: One tenant unit.
- Level 20: Common facilities.
- Typical floor area: Low Zone: 8,418sf;
- High Zone: 8,418 - 8,537sf.
- Finished floor to suspended ceiling height: 2.7m.
- 471 Car Parking Bays.
- Completion:
  First phase April 2017.
  Second phase September 2017.
- Security:
  Pedestrian security access at main access lobbies.
  Security card access system.
  Computerised visitor management system.
  Closed circuit television (CCTV) system.
  24 hours electronic security log Guard Tour System.

To speak to our Leasing Agent, please call +603-26940881, +6016-295 4988, +6012-385 2878 or email yanto@henrybutcher.com.my.

Bandar Sunway is usually associated as being an area that boasts a vast student population and a retail and travel hotspot for residents of the Klang Valley. Soon, "commercial hub" will be added into the description, with the rebirth of a well-known landmark in the Sunway locality; refreshed & upgraded and still prominent and highly visible.

Re-engineered to cater to businesses of today's digital age, Hubix Urban Commercial Hub is designed to be MSC compliant and stands 25 levels tall. Aimed to empower both the young startup and the established firms of the corporate world, HUBIX boasts connectivity, amenities, conceptual designs and add-ons to enable smooth and seamless business operation.

Located at the gates of Sunway City, HUBIX stands at the intersection that connects to various major highways in the Klang Valley: the Federal Highway, the Damansara-Puchong Freeway (LDP), the New Pantai Expressway and KESAS – all easily accessible, without having to drive deeper into the heart of Sunway. Public transport is also an option, as HUBIX is within vicinity of the Setia Jaya Komuter station and the Sunway LRT (light rail transit) and BRT (bus rapid transit) stops.

HUBIX, by virtue of being in Sunway, is in proximity to Sunway Pyramid and Sunway Medical Centre - easy access to urban essentials. Venture a little further, and one will land in Subang SS15, with its abundance of eateries and retail outlets

In terms of aesthetics, HUBIX merges the urban with the natural, with touches of greenery found throughout. From the facade to the interior, plants are placed to add vibrance to HUBIX, complementing the state-of-the-art facilities to shape a stress-free environment for tenants and guests.

Collaboration is key to the modern workplace, and HUBIX seeks to facilitate easy communication and discussions through its common facilities. Said common facilities, available and accessible by tenants and employees, include a Discussion Lounge with cafe-styled Food and Beverage Outlets, and the Breakout Room. The latter occupies the 20th floor, and has two Meeting Rooms (18 pax each), and a Board Room (34 pax). The 20th floor is also home to a Sky Terrace, a place to temporarily step away from work and take in some fresh air.

With its location in the hotspot that is Bandar Sunway, combined with various amenities, facilities and conveniences, companies looking away from the city center would do well to consider this up-and-coming commercial hub.

From left to right: ***Director of Asia Green Group Ms. Mei Tan, Chief Executive Officer of UMLAND Seri Austin (Dynasty View Sdn Bhd) Mr. Wong Kuen Kong, NEA Organising Chairman and Managing Director of TTien Media Group Mr. Eddie Tan, Chief Operating Officer of Sime Darby Property Dato' Wan Hashimi Albakri W.A.A. Jaffri, Chief Operations Officer of Ideal Property Group Ir. Ng Tyan Ping, Group Deputy Managing Director of Matrix Concepts Holdings Berhad Mr. Ho Kong Soon, Senior Manager, Project Management of OCR Land Holdings Sdn Bhd Mr. Isaac Chua Aik Kiang, Manager, Project Management of OCR Land Holdings Sdn Bhd Mr. Eric Tan Shih Chieh.***

AN AWARD FOR NOBLE ASPIRATIONS

A new award is now up for grabs in the property scene - the Noble Excellence Awards.

The brainchild of TTien Media Group managing director Eddie Tan, the Noble Excellence Awards focuses on three main criteria - liveability, sustainability and community. The awards - only given to completed projects - serve to highlight conscientious developers who go the extra mile - not just stopping at building a successful and liveable development, but also being a positive impact to the community inside and around it.

Themed "Passion Driven, Excellence Inspired", projects were assessed by a group of judges in two judging sessions, and are awarded with one of three tiers - Platinum, Gold or Silver, based on the score, a 70-30 split between the judges' evaluation and public voting.

The inaugural awards presentation ceremony and dinner was attended by about 300 guests, including YB Senator Dato' Dr. Loga Bala Mohan, Deputy Minister of The Federal Territories who officiated the ceremony.

Held in KLPac, the inaugural Noble Excellence Awards featured 17 categories. Below is the list of awards, and their recipients:

National Best Development of the Year – Residential Landed
Aster Luxury Cluster by UMLAND

National Best Development of the Year – Residential High Rise
Tree Sparina by Ideal Property

Central Best Development of the Year – Residential Landed (Platinum)
M Residence by Mah Sing Group

Central Best Development of the Year – Residential Landed (Gold)
Canary Residence by OCR Land Holdings Sdn Bhd

Central Best Development of the Year – Residential High Rise (Gold)
Boulevard Residence by OCR Land Holdings Sdn Bhd

Northern Best Development of the Year – Residential Landed (Gold)
Hilltop Villas by Asia Green Group

Northern Best Development of the Year – Residential High Rise (Platinum)
Tree Sparina by Ideal Property

Southern Best Development of the Year – Residential Landed (Platinum)
Aster Luxury Cluster by UMLAND

National Best Affordable Development of the Year – Residential Landed (Gold)
Saron, Bandar Bukit Raja by Sime Darby USJ Development Sdn Bhd

National Best Integrated Development of the Year (Gold)
Oasis Square by Sime Darby Brunsfield Damansara Sdn Bhd

National Best Township Development of the Year (Gold)
Bandar Sri Sendayan by Matrix Concepts Holdings Berhad

Best Public Delivery Award - Decade of Excellence
Iskandar Regional Development Authority (IRDA)

Emerging Developer Of The Year
Andaman Property Management Sdn Bhd Managing Director Datuk Seri Dr Vincent Tiew

National Leadership Excellence Award - Decade of Excellence
MKH Bhd Group Managing Director Tan Sri Eddy Chen

Home Buyers Champion Award - Decade of Excellence
National House Buyers Association (HBA) Honorary Secretary-General Chang Kim Loong

Service To Industry Award - Decade of Excellence
Malaysia Property Exposition (MAPEX) Organising Chairman Datuk Ng Seing Liong

National Catalytic Developer Of The Year
Sunsuria City by Sunsuria Berhad

WELCOMING THE FIRE ROOSTER WITH HENRY BUTCHER

With most employees returning after the Lunar New Year holiday, Henry Butcher Kuala Lumpur had its own celebration, gathering staff from the KL office for a good time together.

A hearty buffet was served alongside Chinese New Year. The main highlight was however the Lou Sang where the higher-ups tossed towards a prosperous 2017.

The celebration was filled with chatter and laughter between employees from the various departments - a time where everybody had the opportunity to have casual conversation.

FOR SALE

A 2 STOREY COMMERCIAL BUILDING LOCATED ALONG JALAN KOTA TINGGI, JOHOR BAHRU, JOHOR

Tenure: **Leasehold expiring at 20 September 2095**

Land Area: **7.89 acres (approximately 343,688 sq. ft.)**

Built-up Area: **Approximately 443,480 sq. ft.**

Car Park: **888 bays**

For any enquiries, please call

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50300 Kuala Lumpur
Tel: 03-2694 2212 (P.Y Tan)
Tel: 03-2694 1261
E-mail: hbre@henrybutcher.com.my

sentul 10

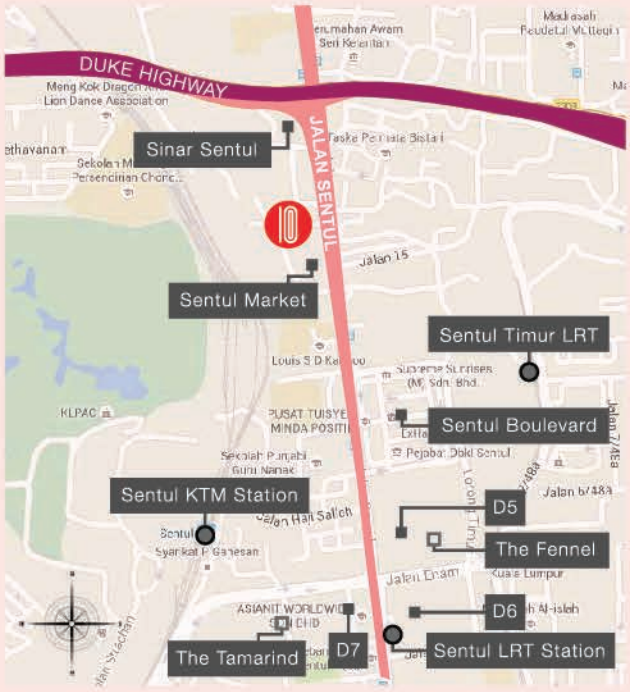
OPEN FOR SALE NOW!

- Situated at the intersection of DUKE Highway and Jalan Sentul
- Freehold
- Full-height glass facade
- Dual frontage concept
- Limited 10 units only
- Private lift for every unit
- Well-established neighbourhood (eg. The Tamarind, The Saffron, The Fennel, The Capers)
- Short distance to Sentul Timur LRT Station and Sentul KTM Station

LOCATION

ACCESSIBILITY AND TRANSPORTATION

- Major highways: DUKE Highway, Jalan Tun Razak
- Major roads: Jalan Sentul, Sentul Link
- Excellent internal road network (eg. Jalan Ipoh, Jalan Segambut, Jalan Pahang
- Public Transport includes KTM Komuter & Light Rail Transit
- 15 minutes drive to KL City
- 10 minutes walking distance to KTM & LRT Stations



Legend

- Sentul 10
- Commercial hub
- Transportation hubs
- Residential

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