

INDUSTRY UPDATES

According to AmlInvestment Bank, the affordable segment is expected to perform well, driven by resilient demand especially among young professionals and families due to a continued urbanisation. This is also well reflected in most local developers' focus on this segment. AmlInvestment Bank maintains its 'neutral' view on the property sector as the outlook remains challenging in the next 12 months.

In another report, it was revealed that property hotspots could be emerging outside the four key states – KL, Selangor, Penang and Johor – that account for approximately 60% of property transactions. Analytics compiled and collected from iProperty's site showed that the highest number of searches in KL was for homes in Batu Caves, followed by Keramat, Sentul, Taman Tun Dr Ismail and Wangsa Maju. In Selangor, buyers are seeking homes in Dengkil, followed by Gombak, Semenyih, Cyberjaya and Sepang.

Housing and Local Government (KPKT) Minister Zuraida Kamaruddin said that the HOC started in January this year had secured bookings for houses worth RM10 billion. Of these RM6 billion worth of houses have obtained home loans from banks, and RM4 billion worth of houses are still awaiting loan approvals. Zuraida also observed that the bank approval rate for purchases of affordable homes has also improved.

At the end of October, Maybank will partnering with a few exclusive developers to launch #HouzKEY 2.0, which is a homeownership plan that provides greater flexibility and cash flow efficiency. It is specially designed to assist those who intend to be homeowners but are unable due to the high initial cost. Under this rent-to-own scheme, customers who want to own their desired homes only need to commit a minimal upfront cost of 3 months refundable security deposit, to be able to stay first and purchase the property later at a locked-in price. HouzKEY properties offered by top-tier developers comprise of new launches and completed projects, up to RM1 million in value and located in Klang Valley.



Source: AmlInvestment Bank, The Edge Markets, iProperty 1H2019 Portal Demand Analytics, Focus Malaysia, Housing and Local Government Ministry (KPKT), EdgeProp, Maybank2u, The Star



PRIME LOCATION WITH PANORAMIC VIEW OF KK CITY

A new landmark in Kota Kinabalu City Centre

Another prestigious development by Titijaya Land Berhad. Being the first with international brand serviced suites in Sabah with premium sea view. Nestled in the heart of Kota Kinabalu City Centre surrounded with conveniences and a wide range of amenities with superb connectivity to literally anywhere, everywhere.

The Shore is a mixed-use development consist of 1 block with total 627 units of serviced suites size ranging from 409 sq. ft. to 729 sq. ft, 1 block of hotel managed by Citadines by Ascort Group limited with total 288 rooms and retail lots.



KK International Airport

KK Times Square

IMAGO Shopping Mall

Sutera Harbour

Oceanus Waterfront Mall

Le Meridien Hotel

Bank Negara

KK Plaza

Hyatt Regency

Suria Sabah

TITIJAYA PROJECTS NOW AVAILABLE FOR MAYBANK ISLAMIC HOUZKEY

Titijaya Land Berhad is one of the few exclusive developers that will be partnering with Maybank to offer its HouzKEY home financing solution for Titijaya's development. This campaign is a rent-to-own solution that Titijaya has offered to help its customers rent & own the home of their dreams.

With this innovative solution, first-time homebuyers and upgraders who are eager to own a home can now do so without worrying about the upfront cost. HouzKEY also offers greater flexibility and better cash flow as it will allow customers to stay in any of Titijaya's participated properties before exercising the option to purchase or sell the home and keep 100% profit after 5 years.

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#HouzKEY
HOMEOWNERSHIP. REDEFINED.

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THE
shore
CBD KOTA KINABALU

The Shore KK Buyer's Appreciation Night



An appreciation night was held at the Pacific Sutera Hotel in Kota Kinabalu, Sabah, as a gesture of gratitude to the buyers and agents who placed their great trust in Titijaya and its project, The Shore. Titijaya Land Berhad Group Deputy Managing Director Mr. Lim Poh Yit was present during the event to give a few words and mingle with the esteemed guests.

Lucky draw winners for the Shore buyers were announced during the appreciation night, followed by the announcement for the Buyers Get Buyers Incentive Campaign which started from August 2019 and ends in October 2019, in which RM10,000 will be rewarded per successful referral case, with the addition of a Grand Prize – a Rolex watch for the top achiever.

RIVER | A | C | I | T | Y
- KL SENTRAL -

MAXIMISING RETURNS THROUGH HOME SHARING

Organised in conjunction with Widebed, a comprehensive short-term rental host and concierge services platform, Titijaya held an AirBnB talk in Aloft KL Sentral to provide value and knowledge to its buyers on how to maximise returns through home sharing.

Attendees who turned up for the event were treated to a complementary lunch buffet before learning from Widebed CEO & Founder Ivan Chong on how to strategically increase rental yield for their properties while abiding with city regulations.



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