

A & M Realty to offer Aussie-style homes

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SHAH ALAM: Homes designed for a laidback Aussie lifestyle will debut in Kota Kemuning, with A & M Realty Bhd introducing this niche boutique development by year-end, says its chairman Datuk Ng Thian Hock (*pix*). It will offer the individually designed and landscaped homes within a gated community next to its Kota Kemuning Golf & Country Resort.

A & M Realty will be offering for sale over 100 bungalow plots on a freehold tract sized between 35 and 40 acres. With a large land area of between 5,000 and 7,000 sq ft, the homes will have a built-up of over 4,000 sq ft with Australian-style home design and landscaping. The project will have a gross development value of RM200 million.

Developed by its wholly owned subsidiary Peminaan Kesentosaan Sdn Bhd, the first phase will comprise only 12 units. "We will take our time in launching the units. We will provide practical and

beautiful designs for the homes which would utilise space efficiently. The pricing will be around RM1.1 million to RM1.2 million and our target market are upgraders and young professional couples," explains Ng.

Speaking after the company's AGM yesterday, Ng tells *theSun* that the previous year had been a quiet one for the company as they were preparing for the shift towards boutique developments. "This project will be A & M Realty's 'jewel in the crown' and we will spearhead this trend here. We have studied the landscaping in Australia and it will be appropriate to have similar landscaping in our development."

A & M Realty will be moving away from residential mass-type housing and will concentrate on boutique developments to promote a quality lifestyle and to change with the times. Its core focus will be high-end residential development. "Housebuyers are



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more discerning as they are well-travelled and will not settle for mass housing. They want a home, not a house, they will feel proud of and this is the trend overseas."

He says Kota Kemuning is the most conducive area to introduce its boutique development with its strategic location and amenities. "Moreover, despite its 10-minute distance from Subang Jaya, the prices here are so much more affordable for similar-type developments. Properties in good locations still garner good demand and

investments in residential units are still sound as house prices will only appreciate," adds Ng.

Going forward, the company is acquiring more land in Shah Alam and will also focus on income-generating assets. For its financial year ending Dec 31, 2005, it posted a net profit of RM8.5 million, an increase of 19.7% against RM7.1 million in 2004.