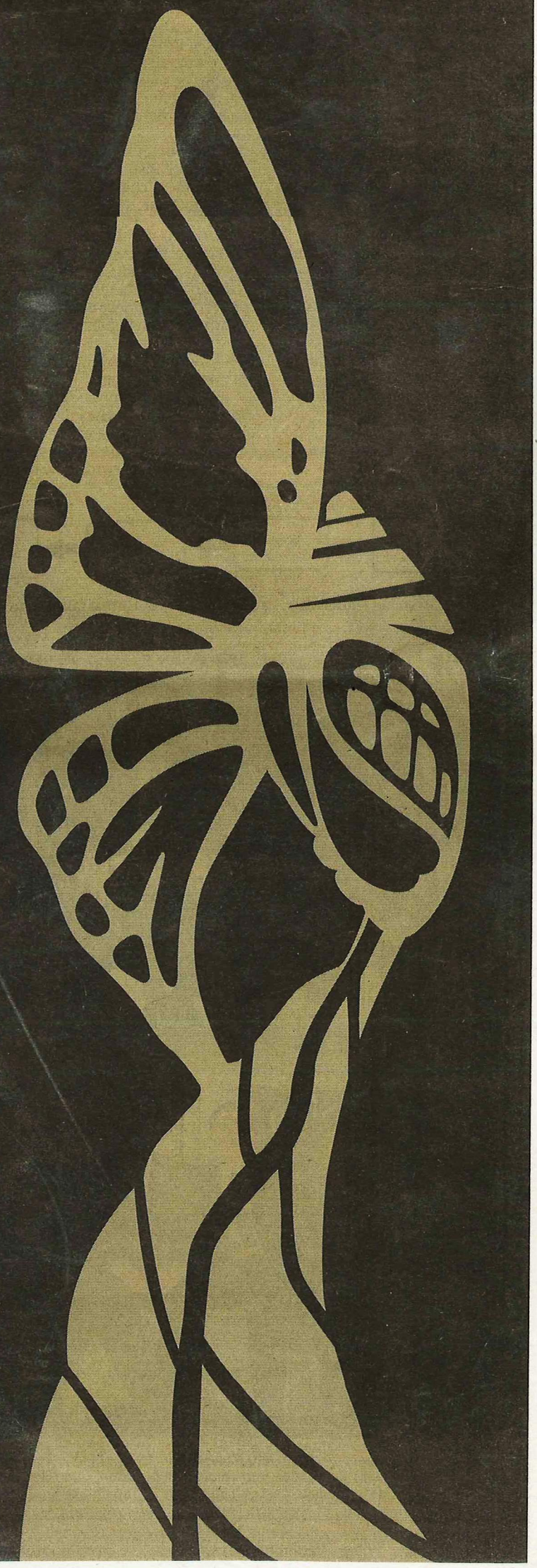
FIABCI-MALAYSIA
International Real Estate Federation

Malaysia Property Award™ 2015

To Recognise Excellence In Real Estate Development



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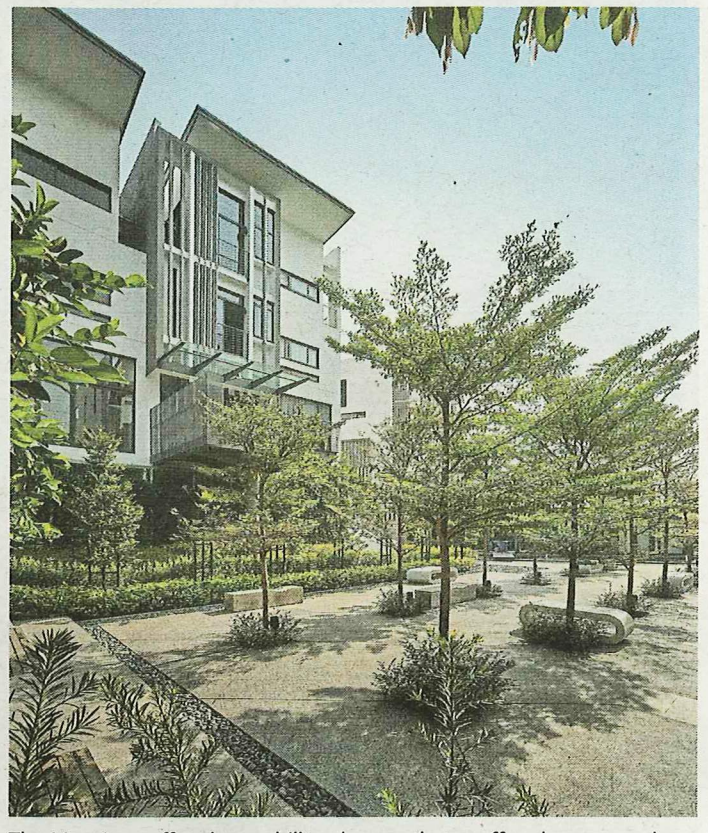
From dust bowl to posh abode

Life is holistically planned at The Mansions.



The Mansions offers luxury hilltop homes that proffer elegance and fine living.

NAMED as winner of the FIABCI Malaysia Property Award 2015 in the Residential (Low Rise) Category, The Mansions (also known as Regal ParkHomes @ ParkCity Heights) is developed within a modern resort setting enclave complemented with a host of urban facilities – swimming pool, themed open spaces, glass gymnasium, linear parks, outdoor pavilions, suspended bridge and water features. This development was launched in May 2011 and its average capital appreciation is 35% while current sales have reached 99%.

According to Perdana ParkCity Sdn Bhd group chief executive officer, Lee Liam Chye, "We were never confident about winning. Naturally, I was delighted and honoured when informed The Mansions Project had won. I am happy for our dedicated and talented team members who deserve this recognition as much as I do."

"We started with a conviction to revive a dust bowl with an imaginative signature development. We looked at how the land, hostile yet unique, can be honoured, reworked and repurposed as a fine place of fine homes and provide lasting beauty and hospitable sustenance. Today, I can say that we have been true to our aspirations and are proud of our accomplishments."

In spite of stiff competition, The Mansions has managed to triumph over adversity. Lee explains, "We believe The Mansions debunked the widely held belief that high-end landed homes must be semi-detached or detached homes to attract the affluent group. Through a sublime combination of attractive architecture, innovative designs and imaginative place-making, The Mansions demonstrated that well-conceived large, highly modified terrace homes can meet the tangible and intangible requirements of the discerning rich."

"Significantly, The Mansions promotes more efficient land utilisation for high-end landed housing. In terms of density, The Mansions produced 16 units per hectare, comparing favourably with those of typical semi-detached and detached housings - 12 and 8.5 units per hectare respectively. Moreover, the higher density was achieved with an extraordinary 33% land allocation for open space and communal facilities in spite of an inordinate proportion of inaccessible hillslopes."

Residents enjoy an environment of luxury and beauty.

"From the conceptual and design perspectives, The Mansions sets new standards for liveability and public health as evident from the extraordinary provisions of the quantity and quality of well-planned active places and facilities. We would suggest that recognising The Mansions with a prestigious award is an acknowledgement of its pioneering ideas and ideals that have transformed a dust bowl into a highly desirable address."

With the economy being soft at the moment, many developers have lamented slow sales. Lee's take on this is, "The residential market has been consolidating for the past two years, and I believe it will continue to consolidate for at least the next 18 months. Therefore, in the short-term, residential property prices and demand will continue to be weak across the board. The main dampeners are government cooling measures, capital outflow and a slowing Malaysian economy, which is expected to decline over the next two years primarily due to the price collapse of its commodity export. I expect to see a market uptick in H2 of 2018, which will mark the beginning of the next property boom."

"As we are in long-term, large-scale projects, we take a longer view of business - the temporary weakness of the Malaysian Ringgit has had no significant impact on our development programmes and investment decisions."

"Development has changed a lot in the past few years. Developers are getting more innovative and adding in more features. Of late, I see many homebuyers look for provisions to help them manage their lifestyle needs - as they become increasingly affluent they suffer increasingly from time poverty. To maximise free time for leisure, they require assistance in household chores and for young families, someone to take care of the kids. Our solution is to provide a company-operated professional maid service and nursery. In fact, we established a maid service company some four months ago and plan to operate a nursery by June 2016."

"Extending this line of thinking, I believe a concierge service of a sort will be a helpful addition."

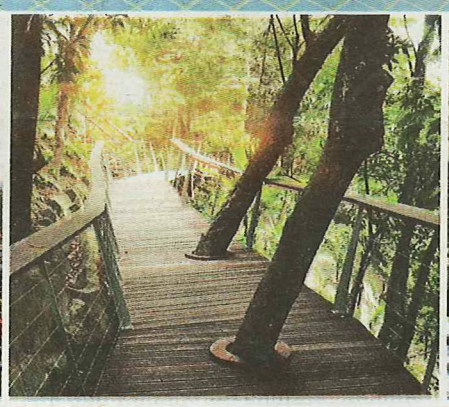
With better highways and connectivity today, people are more willing to live further away from the city centre. However, most will counter-balance the advantages of suburban living with travel time to the workplace. Lee comments, "In the Klang Valley, I observe that people are attracted to the new suburban communities because they offer more open space and social amenities for a better lifestyle, even if it means having to start the journey to the workplace at 6am or earlier."

While the FIABCI award has helped many developers gain visibility and add prestige and value to a development, Lee says, "We see this prestigious award more as an endorsement of our work rather than a marketing collateral. It says that the industry and our peers acknowledge we have done something special that can be useful to advance the property industry, in general, and housing standards, in specific."

Malaysia Property Award™ 2015

Winners

Property Man	Tan Sri Lim Kang Hoo Iskandar Waterfront Holdings Sdn Bhd	ISKANDAR WATERFRONT
Property CEO	Dato' Soam Heng Choon IJM Land Berhad	IJM LAND An IJM Company
Environmental (Rehabilitation/Conservation)	Senibong Cove – Lunchoo River Front Concept Sdn Bhd	SENIBONG COVE Lunchoo River
Hotel	WOLO Bukit Bintang Mammoth Empire Holding Sdn Bhd	WOLO BUKIT BINTANG
Industrial	Nouvelle Industrial Park Lot 10 Exsim Development Sdn Bhd	Nouvelle Industrial Park Lot 10
Master Plan	Senibong Cove Front Concept Sdn Bhd	SENIBONG COVE
Office	Menara Shell Malaysian Resources Corporation Berhad	MENARA SHELL
Residential (High Rise)	The Haven Lakeside Residences The Haven Sdn Bhd	HAVEN
Residential (Mid Rise)	Dedaun Selangor Dredging Berhad	dedaun
Residential (Low Rise)	The Mansions Perdana ParkCity Sdn Bhd	THE MANSIONS
Resort	Batu Batu Resort Batu Batu Resort Sdn Bhd	BATU BATU TENGAH ISLAND
Retail	Gurney Paragon Mall Hunza Properties (Penang) Sdn Bhd	GURNEY PARAGON MALL
Sustainable Development	S P Setia Headquarters S P Setia Berhad	Builder of Distinction Setia S P SETIA BHD GROUP HEADQUARTERS



A BREAKTHROUGH IN REGAL LIVING

Set in the upscale, hilltop precinct of Desa ParkCity, Kuala Lumpur, The Mansions takes full advantage of its premium location to create a neighborhood of distinction. Designed to create beguiling beauty, regal exclusivity and supreme comfort, The Mansions features imaginative home designs and lush greenery. Place-making is pushed to exceptional heights. Where else can you find a private 400-metre Jungle Walk in a neighborhood?

Deserving of its moniker, The Mansions demonstrates that a sound understanding of the fundamentals, design savvy and thoughtful place-making can virtually transform highly-modified, large terrace homes in the minds of the occupants, into mansions.

Master Developer

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Awards Organizer

FIABCI-MALAYSIA

The Mansions is also the recipient of
INSTITUTE OF LANDSCAPE ARCHITECTS MALAYSIA (ILAM)
MLAA HONOUR AWARD 2014
Landscape Design Awards - Professional Category

MLAA HONOUR AWARD

The Show Gallery: 5 Persiaran Residen, Desa ParkCity, 52200 Kuala Lumpur, Malaysia
Tel: 603 6280 8080 Website: www.desaparkcity.com