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Customised plan to boost property ownership

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BUOYED by the sale of more properties despite the movement control order (MCO), Seremban-based developer Matrix Concepts Holdings Bhd has come up with a special plan to encourage more people to own houses.

Called "Matrix Homemade Plan", company chief marketing officer Lim Kok Yee said the customised plan would complement measures introduced by the government to encourage property ownership.

"Based on our findings, the market conditions now are very favourable for people who are either first-time buyers or those who wish to upgrade to a bigger house.

"With low home loan interest rates, the extension of the Home Ownership Campaign and exemptions on real property gains tax, it



Lim showing a poster promoting Matrix Homemade Plan.

is a good time to buy," he said.

Lim said the plan, which would run until Dec 31, was exceptional in that it had multiple incentives such as zero entry costs, instal-

ment subsidy of up to 18 months, a 2% rebate upon signing of sale and purchase agreement within 27 working days, and a 1% referral reward for loyal customers

who refer Matrix Concepts properties to their network of contacts.

"There is also a loyalty programme for buyers who purchase another unit or upgrade as well as a free one-year broadband Internet service," he said, adding that these were for selected projects and subjected to other terms and conditions.

Apart from paying only RM1,000 as booking fee, buyers will enjoy a complimentary membership to d'Tempat Country Club in Bandar Seri Sendayan for eight years and a 5% discount on enrolment fees at Matrix Global Schools.

"The reason we call it Matrix Homemade Plan is because it will ensure that buyers have a house made just for them, be it a bungalow, semi-detached or terrace unit in our Bandar Sri Sendayan township and other projects in Negri Sembilan.

"Our landed properties are mostly freehold and are among

the most reasonably priced in the market, ranging from RM350,000 to RM1.5mil," said Lim.

He said the company expected the campaign to increase its total bookings by 20% on a month-to-month basis.

He revealed that Matrix Concepts sold more properties despite the challenging market conditions, with 9.3% more of new properties worth RM350.3mil in the first quarter of its financial year ending March 31, 2020, compared to RM320.4mil in the same quarter the previous year.

Sales had improved despite the MCO, as seen by the strong demand for Matrix Concepts' development projects in Sendayan Developments, Seremban and Bandar Seri Impian in Johor, he added.

For details on the Matrix Homemade Plan, call 1-800-88-2688 or visit www.homemade-plan.my