

BANDAR SRI SENDAYAN

First-class township in the making

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DAMANSARA Heights is synonymous with the posh and elite in Kuala Lumpur. The average price of a two-storey 4,500-square feet bungalow can easily cost around RM5.5 million, beyond what an average household can afford. Even a two-storey terraced house is worth more than RM1 million.

But there are some places where you can buy a similar piece of real estate for a fraction of the price. If you were to ask property experts, they will suggest Bandar Sri Sendayan in Seremban.

As it is, property prices are already increasing in the nearby Seremban 2. A double-storey terraced house costs RM600,000 to RM700,000 versus less than RM500,000 more than five years ago.

Sited on 2,118ha of freehold land, Bandar Sri Sendayan is dubbed the "Damansara of Seremban" and is a first-class township within the Greater Kuala Lumpur/Klang Valley conurbation.

The developer of this integrated township with a gross development value of RM5 billion to RM6 billion is Matrix Concepts Holdings Bhd, which is undertaking it jointly with Negri Sembilan Menteri Besar Inc.

PRIDE OF SEREMBAN

Bandar Sri Sendayan was established in 2006 and is expected to be fully developed in 2022.

The developer envisions it to be an integrated hub and the pride of Seremban where communities can live, work and play in harmony.

Matrix Concepts' primary focus for the township is to provide quality super-link houses for young families.

Matrix Concepts founder and group managing director Datuk Lee Tian Hock said the township was planned and designed with one thing in mind - comfortable living.

"Bandar Sri Sendayan is a nature-inspired sanctuary, of which more than 20 per cent of the total development is dedicated as an orchard and green park."

"We have also individual neighbourhood gardens to promote health, lifestyle and community living," he told NST Property.

The township will feature several components to exemplify its vision of nurturing the environment and enriching lives.

Residential and recreational properties will take up about 35 per cent of the total area while commercial and institutional assets will use up around 10 per cent.

The remaining land will be for Sendayan TechValley (20 per cent), TUDM academia and training (14 per cent) and an orchard (21 per cent).

Other properties which have been established in the township since 2006 include d'Tempat Country Club which offers, among others, an Olympic-sized swimming pool, a 10-lane bowling alley and children's water play station; Matrix Global Schools; and Icon Park integrated commercial centre.

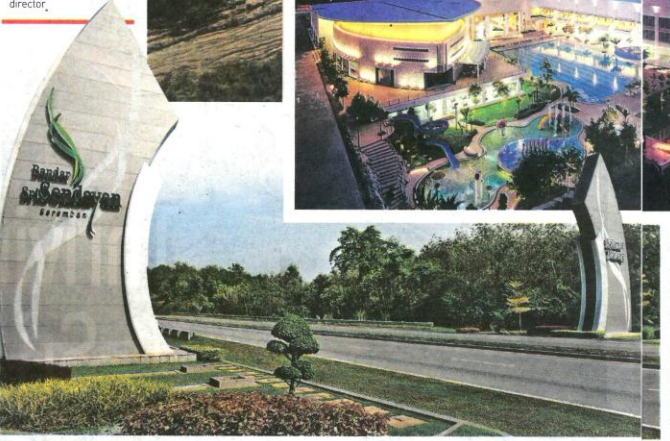
The country club and Matrix Global Schools are part of Sendayan Merchant Square, a central business hub developed by Matrix Concepts to attract new businesses to the township.

The biggest economic driver is the Sendayan TechValley, a modern technology park that focuses on sustainability, renewable resources,



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DATUK LEE TIAN HOCK, Matrix Concepts founder and group managing director.



new technology, advanced communication services and facilities.

According to Lee, Bandar Sri Sendayan currently has a population of nearly 30,000 people.

With the completion of more houses, the population is expected to exceed 120,000 by 2022.

"We anticipate demand for our properties to remain encouraging as we focus on providing affordable houses and adding new products into the township," he said.

PRICING A MAJOR ATTRACTION

Potential buyers may want to opt for Bandar Sri Sendayan as most of the houses are affordably-priced from RM450,000 to RM600,000. The same type of property in the Klang Valley would cost more than

RM600,000.

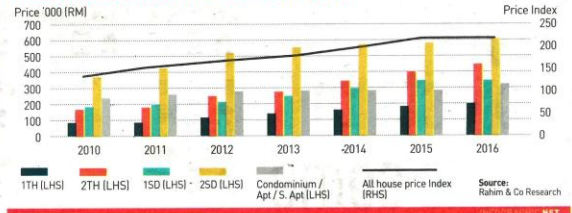
According to Lee, the average price of a house in Bandar Sri Sendayan is around RM200 per square foot, while those in surrounding developments with comparable quality are priced between RM250 and RM300 per square foot.

Lee said demand for such houses remained resilient and was further anchored by the excellent amenities offered by the township and surrounding developments.

These included shopping malls and hypermarkets (Aeon shopping centre, Palm Mall, Mydin and Tesco Seremban) as well as hospitals (Columbia Asia Hospital, KPJ Hospital and Hospital Seremban).

Lee said besides attracting "upgraders" in Negri Sembilan, Bandar Sri Sendayan was also targeting buyers from the

SEREMBAN RESIDENTIAL PROPERTY PRICE TREND & HOUSE PRICE INDEX (2010-2016)*



REASONS TO INVEST IN BANDAR SRI SENDAYAN

- It is a mixed development encompassing residential, commercial, industrial, education, leisure and hospitality properties.
- The project is owned by a public-listed company and a top developer in Negri Sembilan.
- The township has its own central business district, the 47ha Sendayan IconPark.
- It has international schools.
- The township is about 20 minutes' drive to KLIA via the Senawang-KLIA highway and less than one hour to Kuala Lumpur city centre.
- About 20 to 25 per cent of the development is earmarked for green space.
- The focus is on affordable and quality houses for young families.
- It has 24-hour security.
- It offers clubhouse facilities.
- New phases of landed houses will have neighbourhood parks



increased to almost 60 per cent in the last two years.

"The township is not too far from Kuala Lumpur, so people are willing to move here and travel to the city for work. If you look at it in the long run, there is more savings.

"Although travel expenses would increase, people would be spending less on a property and servicing the loan," said Lee.

With Seremban being one of the stops for the high-speed rail project that will link Kuala Lumpur and Singapore, it is likely that more people will be attracted to Bandar Sri Sendayan.

The township is 15km from Seremban town and about one hour's drive to the Kuala Lumpur city centre.

It is connected to the North-South Expressway, Lekas Highway, Seremban-Port Dickson Highway and Perai-Senawang-Kuala Lumpur International Airport (KLIA) Expressway.

Klang Valley who were looking for properties.

When Bandar Sri Sendayan started in 2006, less than 40 per cent of the buyers came from the Klang Valley but that has