

Strong take-up for Matrix Concepts landed property in Negri

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SEREMBAN: Matrix Concepts Holdings Bhd (MCHB) is seeing strong take-up rates for its landed property developments in Negri Sembilan as buyers set their sights on less pricey homes outside the Klang Valley area.

MCHB managing director Datuk Lee Tian Hock said there is still healthy demand for “reasonably-priced and premium quality” landed properties.

The company yesterday sold 269 double-storey link units to be built at Adira Terraces@Ara Sendayan within hours of its launch.

“The response was so overwhelming and this is partly because more people are looking for reasonably-priced landed properties outside the Klang Valley,” Lee said at the launch at the d’Tempat Country Club at Bandar Sri Sendayan here.

Buyers had queued up as early as 3am at the club to book units which came with special discounts for early birds.

Lee said the new development, to be carried out on 77 ha, would be built in four phases.

“We were also confident that the units would be sold out quickly as the development, located on a hill-top, comes with very good feng-shui,” he said.

Lee said although the 2,398 sq ft link houses were priced at RM618,888, the early birds would only be required to pay RM554,000.

“The corner units which are big-



Healthy demand: Lee showing some of the potential buyers available units for booking at the Adira Terraces@Ara Sendayan project in Bandar Sri Sendayan.

ger in size with land area would, however, cost more than RM1mil,” he said, adding that the bulk of buyers were from the Klang Valley.

Lee said MCHB will launch the second phase of the project in a couple of months.

“In total, we will build some 1,300 units of double-storey link units and some semi-detached and bungalows in Adira Terraces@Ara

Sendayan.

“We hope to complete the entire project in the next three years,” he said adding that the project had an estimated gross development value of RM800mil.

Lee said as far as he was concerned, a sluggish economy was not the sole factor to determine demand for property.

MCHB, the developer of the the

sprawling Bandar Sri Sendayan township has so far built more than 8,000 houses of various types in the development.

About 2,000 more were in various stages of completion.

Lee said the buyers would also be given complimentary membership to the d’Tempat Country Club which was the largest family-oriented club in Seremban.