

Ho Wen Yan, Chief Executive Officer of Hua Yang Bhd

We expect the property market to remain strong in 2012 on the back of the government's economic growth projection of 5% to 5.5% next year, ample liquidity in the market and low interest rates. Perhaps not as buoyant as 2011, but still strong.

There is a healthy demand for affordable homes (between RM90,000 to RM400,000) and we would continue to cater to this segment.

The property sector is resilient, and we foresee that the affordable homes segment will continue to grow as more and more young working adults/newly married couples search for their first homes. Overall, the young



demographic represents 68.1% of the home buying age profile.

Segments that may suffer from the impact of a softening could be in the high-end segment, where there may be an oversupply/glut of high-end priced homes. With property prices in primary locations in the Klang Valley already at an all time high, many individuals are searching for homes in secondary locations such as Puchong, Kajang, Selayang and Seri Kembangan.

No doubt these locations are further away from the city but with growing infrastructure and availability of improved accessibility, they will soon become primary locations.

At Hua Yang, we try our best not to pass inflationary pressure to our buyers.