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Headline : Hua Yang Banks On Affordability Factor In Latest Project

## Hua Yang banks on affordability factor in latest project

**JOHOR BARU:** Property developer Hua Yang Bhd is confident that the affordability of its products would attract prospective house buyers.

Johor branch manager Soo Kim Hiang said the company expected its Taman Pulai Hijauan project to receive good response from the public.

"On the average our residential properties in Johor Baru are priced between RM250,000 and RM400,000 and this is our strong selling point," he told *StarBiz*.

Soo said although the township project was located within Iskandar Malaysia, the company's price was much lower compared with other on-going projects in the economic growth corridor.

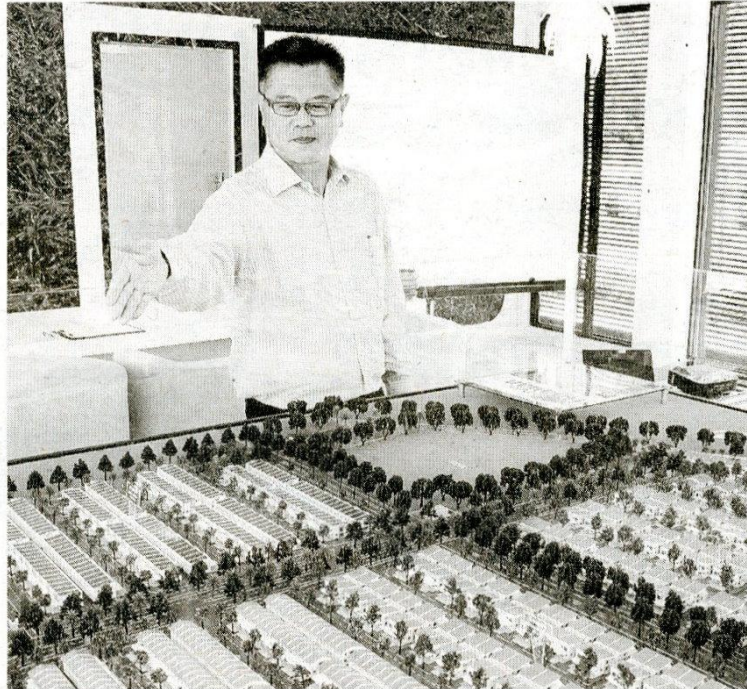
He said this at the launch of the 225 double-storey Alder Residences terrace houses under the phase one of Taman Pulai Hijauan township along KM27, Skudai-Pontian Highway.

The four-bedroom and three-bathroom house within a gated precinct has a built-up area of 170.34 sq m (1,834 sq ft) and is priced from RM250,000.

Soo said a similar property with the same floor area in other parts of Iskandar Malaysia, especially in the Nusajaya area, was priced from RM400,000 each.

The 56.65ha (140 acres) township comprised of 1,400 double-storey terrace, cluster and semi-detached houses and commercial properties.

"The project has a gross development value of RM380mil and will keep us busy for the



**Selling point:** Soo showing the model of Taman Pulai Hijauan. He expects the project to get good response from house buyers.

next five to seven years," he said.

The company was looking at first time house buyers and upgraders from nearby old housing estates in Pontian, Pekan Nenas, Senai and Gelang Patah for Taman Pulai Hijauan.

Hua Yang currently has an ongoing project, Taman Pulai Indah which is a mixed develop-

ment of 4,942 residential and commercial units on a 193.03ha (476.98ha) site.

About 134.35ha (331.98ha) has been developed since 2000, and it would take three to five years to fully develop the remaining area with a gross development value of RM818mil.

- By ZAZALI MUSA