

Publication : **The Star**
 Date : 27 April 2012
 Section : Johor
 Page : 20
 Headline : The Contemporary Edge

Property



Sneak peek: Soo showing the model of Taman Pulai Hijauan at its sales office.



Spacious: The master bedroom of The Alder Residences double-storey link houses at Taman Pulai Hijauan.

The contemporary edge

Developer launches phase one of Alder Residences in Taman Pulai Hijauan

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PROPERTY developer Huayang Bhd is confident that its newly launched Taman Pulai Hijauan project will receive a good response from buyers in Iskandar Malaysia.

Johor branch manager Soo Kim Hiang said the company wants to repeat the success story of its flagship project in Johor — Taman Pulai Indah, a mixed development of 4,942 residential and commercial units on a 193.03ha site located along the Skudai-Pontian Highway.

About 134.35ha has been developed since 2000, and it will be fully developed in the next five years with a gross development value (GDV) of RM818mil.

"Like our maiden project in Johor, we are also banking on the affordability of our properties to attract prospective buyers for the new project," he told *MetroBiz*.

Soo said, the company's residential properties in Iskandar Malaysia are priced between RM250,000 and RM400,000, which is a strong selling point.

He said this at the launch of 225 units of double-storey Alder Residences link houses under the phase one of Taman Pulai Hijauan.

The four-bedroom, three-bathroom houses with a gated-and-guarded scheme have a built-up area of 170.34 sqm (1,834 sq ft) and are priced from RM250,000 onwards.

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

"Alder Residences caters to the middle-income segment and proves that better living does not necessarily come at a premium price," he added.

Soo said homeowners would find appealing the contemporary design and features, such as high ceilings to maximise usage of space and skylight windows to allow natural light into the home.

He said another unique feature of Taman Pulai Hijauan is that it will only have 849 units of double-storey link, cluster and semi-detached houses, with the rest of the development being commercial properties.

The 56.65ha township is divided into two parcels, with the residential and the commercial areas located opposite each other but separated by the highway.

Taman Pulai Hijauan has a GDV of RM380mil and is located along KM27, Skudai-Pontian Highway just few kilometers away from Taman Pulai Indah.

Soo said the project will keep the company busy for the next five to seven years.

"We are looking at first-time housebuyers, young families and those looking to upgrade from nearby established housing estates as our prospective buyers," he added.

He said many existing owners of low-and medium-cost houses in Pontian, Pekan Nenas, Senai and Gelang Patah were looking to move to bigger houses.

Soo said the township's close proximity to the Second Link was another strong selling point for the company as there are many locals who work in Singapore

and commute to the republic daily.

Similarly, he said the company is actively looking for land in Iskandar Malaysia as part of its long-term plan to further strengthen its position in South Johor.

"The country's first economic growth corridor offers good prospect for property development," added Soo.

He said the company would also launch Polo Park Residential, consisting of 28 units of two-storey semi-detached houses and three bungalows with a GDV of RM40mil in September.

Soo said the company's residential apartments at Jalan Abdul Samad near Thistle Hotel and Hospital Sultanah Aminah with a GDV of RM130mil in Johor Baru would be launched in the last quarter of 2013.

Majestic: The Alder Residences showhouse at Taman Pulai Hijauan.

