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**TEH KIAK SENG**  
*Managing Director*  
 TAMBUN INDAH LAND BHD

**P**ROPERTY developers will have to formulate new strategies to keep the momentum going, such as building reasonably-priced yet quality homes as well as timing their launches in accordance with expected market uptakes.

In our case, we have always focused on developing affordable homes, hence these measures will not derail our future plans. Even if more property developers jump into the affordable property segment, we believe our reputable brand name and track record among Penangites accords us strong leverage.

We hope for the government to continue its approach of actively enabling low- and medium-income earners to own their first homes.

Other incentives that can boost home ownership in the affordable housing category includes providing first-time home buyers stamp duty exemptions for properties worth up to RM500,000 and also reducing developers' capital contribution to utilities providers such as Tenaga Nasional Bhd, Indah Water Konsortium Sdn Bhd, and Telekom



**HO WEN YAN**  
*Chief Executive Officer*  
 HUA YANG BHD



Malaysia Bhd.

From the supply viewpoint, the Private Affordable Ownership Housing Scheme which provides incentives of RM30,000 per home to private developers to build affordable homes would be beneficial to us, and in boosting the market supply in the longer run.

Overall, we remain bullish on the prospects of Malaysia's property market in 2014 as the growing population would result in a corresponding increase in demand for commercial and residential properties.

At the same time, there will always be demand for affordable housing as the younger adult population and low- and medium-income earners seek to possess their own homes.



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**A**S expected, Budget 2014 introduced various cooling measures for the property sector. Currently the sector is acclimatising to the new initiatives and during this period, we may see homebuyers adopting a 'wait-and-see' attitude.

However, there is a feeling that the impact of these cooling measures is well-understood and there has been an increased focus on the affordable housing segment, supported by the government.

We are unable to comment on the business strategies of other developers. However, we will continue to provide affordable housing to our customers while being mindful of maintaining sustainable profits for our shareholders.

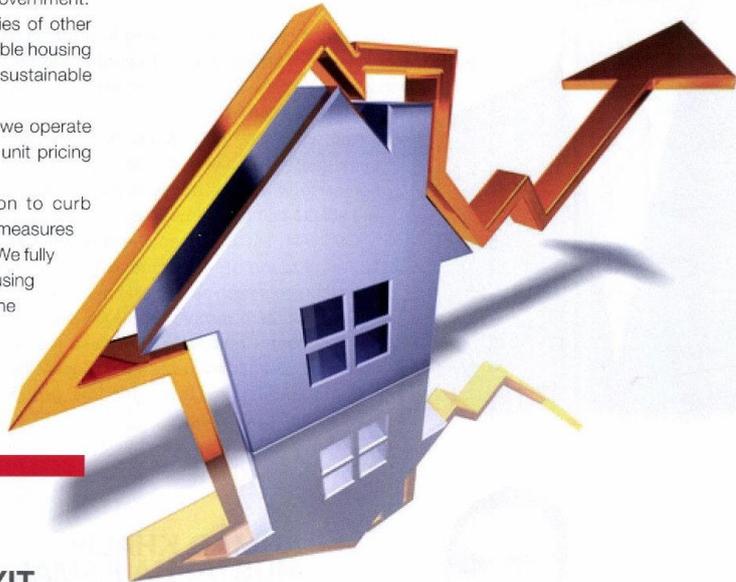
We remain confident of the demand in the segment we operate in and strive hard to improve quality while maintaining unit pricing below RM500,000.

The government has clearly signalled its intention to curb speculative activities and that it is willing to take multiple measures to ensure that housing remains affordable for the public. We fully support all government initiatives within the affordable housing space and believe that they will be a benefit, both to the property sector and homebuyers.

It is a known fact that supply has been a key issue

as demand outstrips supply in key urban areas. It is conceivable that the government and government-linked companies (GLCs) with its large land bank will address the supply bottleneck by:

- Ensuring actualisation and delivery of announced projects, and
- Behaving as social-serving entities instead of profit-seeking corporations.



**LIM POH YIT**  
*Chief Operating Officer*  
TITIJAYA LAND BHD

**G**ENERALLY, I think that property prices are unlikely to fall as demand for property remains strong and land prices and construction cost are expected to keep rising due to the Economic Transformation Programme (ETP) and improvement of infrastructure such as the Mass Rapid Transit (MRT).

I believe that although there are concerns revolving around the measures introduced under the 2014 Budget, the sale of properties will continue to be positive as long as the economy remains robust, supported by large population base as well as the right locality.

The several 2014 Budget measures aimed at moderating the excessive investment and speculative activities are likely to impact on the property market in the short term and is not expected to have any or only minimal negative impact on the property market in the mid- to long-term.

As the global economy improves, there is likely to be growing interest in the property market, especially from foreign investors attracted to Malaysia's long-term prospects and its investor-friendly environment.

However, the proposed hike on RPKG rates on disposal of properties by foreign buyers is expected to dampen foreign demand for properties. The raising of the minimum price of property purchase by foreign buyers is also expected to lead to a general slowdown in property sales, particularly for projects targeting a high level of foreign interests.