

## Hua Yang launches 'Double Bonanza Savings' campaign



KUALA LUMPUR (July 16): Affordable housing developer Hua Yang Bhd has launched its Double Bonanza Savings campaign for its projects in Penang, Perak, Klang Valley and Johor.

In a statement today, Hua Yang said that with an estimated savings of up to RM128,000, this initiative is in tandem with the relaunch of the Home Ownership Campaign (HOC), which aims to give additional support to homebuyers who are seeking to purchase their own space.

First launched in 2019, the HOC is a government programme designed to encourage property transactions via attractive rebates and offerings, it said.

Hua Yang chief executive officer Ho Wen Yan said the Double Bonanza Savings campaign is an opportunity for the company to add value and offer potential customers home ownership at a much more affordable price.

“Our Double Bonanza Savings campaign offers a special rebate worth RM15,000 depending on the project, as well as lower booking fees and other attractive packages.

“Furthermore, current Hua Yang homeowners who introduce a friend or family will also receive RM2,000, upon the completion of their purchase,” he said.

Hua Yang’s Double Bonanza Savings campaign will be effective from July 15, 2020 until Sept 30, 2020.

Through this campaign, Hua Yang hopes to engage with more first-time homebuyers who are their primary target audience.

Offers from this campaign will be extended to homebuyers of Aston Acacia (Bukit Mertajam, Penang), Elemence (Taman Denai Alam, Johor), Sakura (Bandar Universiti Seri Iskandar, Perak) as well as selected projects in Klang Valley.

At 11.05am, Hua Yang's share price dipped 1.79% or 0.5 sen to 27.5 sen, valuing it at RM96.80 million.