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## **Sime Darby Property Leads the Call for Affordable Homeownership in Malaysia with RM250,000 Serasi Residences**

- Sime Darby Property bridges the homeownership gap among the middle-income consumers with affordable housing in prime locations and attractive prices.
- The first-of-its-kind Sime Darby Property and LPHS's Open Day event fast-tracked the homeownership dreams of 188 buyers through a seamless homebuying experience.

**ARA DAMANSARA, 21 JUNE 2023** – Sime Darby Property Berhad (“Sime Darby Property” or “Company”) is championing affordable homeownership in Malaysia with the launch of Servis Apartmen Mampu Milik (“SAMM”) homes at Serasi Residences in the fast-developing Putra Heights township.

Replicating the earlier outstanding reception of Tower One Open Market units, the SAMM homes were unveiled at a first-of-its-kind Open Day event jointly organised with Lembaga Perumahan dan Hartanah Selangor (“LPHS”) at the Putra Heights Sales Gallery, which saw over 500 attendees.

The Open Day offered first-time homebuyers a comprehensive service that expedited their approval process and guaranteed a seamless experience throughout their home-buying journey, including document checking, eligibility verification, loan consulting and Sale and Purchase Agreement (“SPA”) signing. A balloting process was set up for those who met the eligibility criteria, enabling them to promptly secure their new homes.

A total of 188 SAMM units were booked via Sime Darby Property's in-house Online Booking System (“OBS”), marking the successful first digital mass balloting by the property developer. The close collaboration with LPHS also proved to be beneficial as it facilitated the instant approvals of the SAMM units for 70 walk-in customers. Additionally, 103 Open Market units from Tower 1 were booked during the Open Day, further cementing the appeal of Serasi Residences.

Serasi Residences is a collection of freehold service apartments comprising 1,428 units. The 550 sq. ft. SAMM homes are sold at a controlled fixed price of RM250,000, set by LPHS.

The landmark development is strategically located within Putra Heights Sentral (“PHS”), Sime Darby Property's first Transit Oriented Development (“TOD”). It ingeniously meets the rising demand for properties in close proximity to prominent public transportation hubs.

Sime Darby Property's Chief Marketing and Sales Officer, Datuk Lai Shu Wei said: “We aim to bridge the homeownership gap among the middle-income consumers by offering affordable housing in prime locations and attractive price points. We believe that this initiative complements the rapid evolution of townships and the expanding public transportation systems in the Klang Valley.”

He added: “Guided by our purpose to be a Value Multiplier for People, Businesses, Economies and the Planet, we strive to deliver high-quality, secure and sustainable housing, while constantly seeking ways to streamline the homeownership experience for our potential customers, from searching for their dream property to collecting their keys.”

This initiative reflects Sime Darby Property's wider strategy to support the Government's goal of bridging the affordable housing gap in Malaysia, and one which will see more SAMM homes priced between RM250,000 and RM270,000 launched in prime locations across the Klang Valley. Launches scheduled for 2023 include Subang Jaya City Centre (SJCC), USJ 7 (SJ7) and Putra Heights, all offering good connectivity and easy access to public amenities and transportation.

"Sime Darby Property aims to create destinations that elevate living and mobility. We have initiated our series of TODs in the well-established Subang Jaya, with plans for more such master-planned developments in our townships nationwide in the near future," said Datuk Lai.

Serasi Residences caters to the lifestyle needs of its residents on the move, with a 400m covered walkway leading to the Putra Heights LRT station, which serves the Kelana Jaya and Sri Petaling lines. The development is also easily accessible from several major highways including the North-South Expressway Central Link, Damansara-Puchong Expressway, Shah Alam Expressway and New Klang Valley Expressway.

Residents will have more to look forward to with the Putra Heights Linear Park, home to an 8-acre park with a walking trail along Bukit Cermin, as well as a 15km cycling path that circles the Putra Heights township. The upcoming Putra Heights Community Park, set for completion by the end of 2023, will further enhance the living experience within the development.

For those who missed out on the incredible opportunity to own Sime Darby Property's quality and affordable Serasi Residences, find your home at <https://www.simedarbyproperty.com/putra-heights/serasi-residences/> or visit the Putra Heights Sales Gallery.

**-END OF PRESS RELEASE-**

#### **About Sime Darby Property Berhad**

Sime Darby Property is a leading property developer with 50 years of experience in building sustainable communities. With 25 active townships and developments under its belt, Sime Darby Property has a wide reach encompassing assets and operations across the country. It marked its presence in the United Kingdom as part of a Malaysian consortium that developed the iconic Battersea Power Station in Central London.

As a responsible corporate player, Sime Darby Property and its philanthropic arm, Yayasan Sime Darby ("YSD") actively implement various social welfare initiatives to assist underprivileged communities living within and nearby its townships. A multi-award-winning property group with numerous international and local accolades, Sime Darby Property is a constituent of the MSCI ACWI Small Cap Index with MSCI ESG Rating of BBB and is rated by the Carbon Disclosure Project.

Sime Darby Property is honoured to be recognised with numerous real estate industry awards throughout the years. In 2022, the Group remains a top property developer in 'The Edge Malaysia's Top Property Developers Awards', achieving the feat for the eleventh year running. The Group is also a consistent recipient of the 'BCI Asia Awards' for 'Top 10 Developers (Malaysia)' and was accorded a Platinum ranking in the Property Development category for Putra Brand Awards 2022, as well as named Top 10 in the 'Top-of-The-Chart (RM1 billion and above)' category under FIABCI-Malaysia and Star Media Group's 'Malaysia Developer Awards 2022'.

For more information log on to [www.simedarbyproperty.com](http://www.simedarbyproperty.com)

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