

“ The Asia Pacific Property Awards 2010 in association with Bloomberg Television is the world's most prestigious competition dedicated to identify the best real estate professionals across the globe. Yuk Tung Group, on 16 April won big, in the category of Residential, in its green-lunged development 'The Peak' by being awarded the 5 Star Best Development for Malaysia. ”



## YUK TUNG GROUP TRIUMPHS

HOMES in Malaysia are known to be of international standards. Buying a home that is recognized by some of the world's most noted in the property industry says plenty about a wise investment. While most of the best homes in Malaysia come from established brands, every once in a while, a newcomer comes along and surprises everyone.



**Yuk Tung Group, Chairman, Lim Kim Chai, JP**

Yuk Tung Group, a relatively new developer in the Malaysian property scene was recently inducted into the 'big property boys' hall of fame, with its win in the Asia Pacific Property Awards 2010 on April 16. Winning in the coveted category for 'Residential,' it won big with its green-lunged development 'The Peak,' by being awarded the 5 Star Best Development for Malaysia. This win will surely make heads turn and heralds a turning point for this young and aggressive company.

The Asia Pacific Property Awards 2010 in association with Bloomberg Television, is part of the International Property Awards, the world's most prestigious competition dedicated to identifying the best real estate professionals across the globe. Winning an award in this event, among other heavyweights is an honour, and depicts an excellence in the said category.

Yuk Tung Group, Chairman, Lim Kim Chai, JP said, "We are very proud of this win. It is great motivation to the group and places us in a new level altogether, among established players. This win proves that you do not have to be a 'big' name to win. We are confident that we can undertake any project and will strive to produce even better work."

This year's judges reads like a who's who in the property and interior industry. They include Google UK, industry head property markets, Ben Wood, the National Federation of Property Professionals, group chief executive, Peter Bolton King, FIABCI, president elect, Christopher Hall, i.Property.com Group Asia Ltd., executive chairman, Patrick Grove, International Consortium of Real Estate Agents, Thijs Stoffer, International Homes magazine, editor-in-chief, Helen Shield and British Institute of Interior Design, Iris Dunbar.

"Giving confidence to your investors and purchasers is of primary importance," says Tan You Hock, Managing Director. "Knowing the industry at your fingertips makes negotiating all that much easier. My mantra to success is giving confidence to people. It helps with networking and I believe wholeheartedly in building relationships for successful business partnerships."



The Peak was a rarity in itself. Developed in bustling and slightly rough-around-the-edges Cheras, the tree-fringed development was new to the predominantly Chinese community of business owners and Cantonese speaking professionals. The sprawling development was unusually designed to accommodate plenty of greenery and wide open space.

Cheras was not one to pander to novel concepts. In the past, developers build straightforward bread and butter homes with little thought for lifestyle and recreation. The more homes in a row, the better. Price was another factor. While Cheras enjoyed a reputation of being a self-contained township, Cheras folk frowned at high property prices.

"Gated concept developments were common in PJ and Damansara," says Tan. "But, you hardly saw this in Cheras. We decided to take up this challenge and innovate the home within The Peak. Each home was given a 16 ft ceiling, which did wonders to the space and airiness. We put

an emphasis on space within the development, maintaining 20% of its greenery. It was a winning formula; everyone who came into our showroom loved what they saw."



The Peak, located in Bukit Prima Cheras, is a luxurious low-density residential development that spans 54 acres of freehold land dotted by trees and shrubbery. A clubhouse within the vicinity completes modern lifestyles with its fun, food and leisure offerings. The huge sign 'The Peak' stands tall on a hill of greenery, for all of Cheras to see and for residents to point with pride. It consists of superlink houses, semi-detached houses, terrace houses and bungalow lands.



Loving what they saw, translated into transactions. Super-link homes, priced at RM800k and above sold quickly. The Semi-Detached homes however, priced above a million could not escape the price barrier of Cheras folk initially.

"Through much perseverance and marketing effort, our Semi-Detached homes sold off," continues Tan. "After our first phase launched, it became easier to sell, as the actual finished product with all its quality finishings were for all to see. People pre-judged Cheras, but I'm happy to report that during the award ceremony, someone told me that we made Cheras a sought-after place to stay. That's a compliment for the group."

The Peak homes won over the hearts of Cheras folk with its commodious offerings. Semi-detached homes were made to foster family ties, allowing parents to live with their grown-up children. With 2 master bedrooms, 2 living rooms and plenty of space, it struck a chord with the filial Chinese community.

Going green and preserving the landscape were hallmarks at The Peak which the judges obviously liked. An undulating hill beringed with trees and shrubbery backed the development and the developers chose to preserve the natural land profile. Jogging trails, sport courts and a children's playground were added in for recreational pursuits.



Yuk Tung will now concentrate on more signature projects. Its portfolio of developments include projects throughout the Klang Valley, including Mont' Kiara and land in the heart of KL city. As most developers who hit their big break start on an ascend on unreachably high projects, Tan is adamant on building for the masses, "Yes, we will built high end projects and yes, we aim to produce internationally-acclaimed products, but we will continue to develop homes for all income brackets. Our past track record has shown that we are successful with middle-end homes. In a way, we are meeting the mass market demand and helping to improve the quality of life for young adults."

In just two year, The Peak has appreciated by 30%. "Isn't this giving confidence to our purchasers?" smiles Tan. "We hope this will give them the encouragement to buy more products from the Yuk Tung Group."

Wide open spaces, the best finishes, family camaraderie and an environment enveloped in lifestyle – now isn't this a winning formula? Watch out for this newcomer!