

Headline	From backwater to exclusive hot spot		
MediaTitle	New Straits Times		
Date	31 Oct 2019	Color	Full Color
Section	Property Times	Circulation	36,278
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Language	English	ArticleSize	2449 cm <sup>2</sup>
Journalist	Sharen Kaur	AdValue	RM 84,096
Frequency	Daily	PR Value	RM 252,288



**NEW STRAITS TIMES**

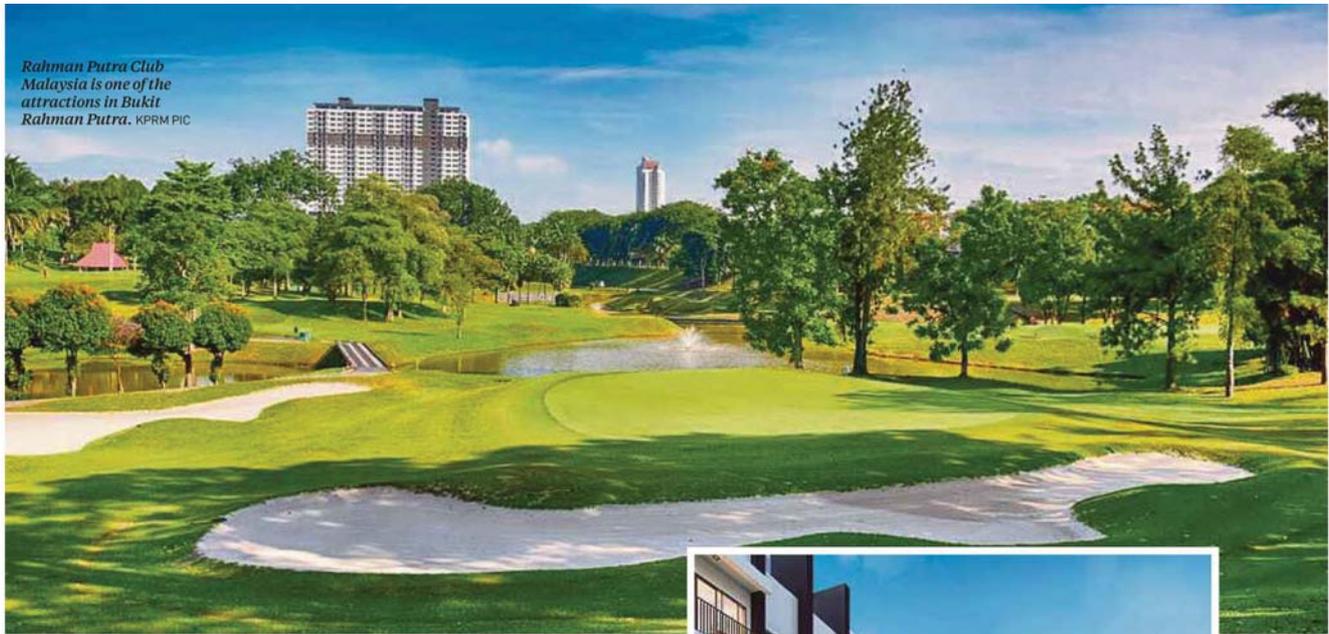
# PROPERTY

**Creating sanctuary**

MRCB Land's residential enclave in Bukit Rahman Putra boasts a biophilic concept for synergistic living.

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# From backwater to exclusive hot spot

SHAREN KAUR

**B**UKIT Rahman Putra, a township in Sungai Buloh north of Klang Valley, is located within a short distance from the prestigious neighbourhoods of Valencia and Sierramas.

This township was established in 1991 by Land & General Sdn Bhd and named after Malaysia's first prime minister, Tunku Abdul Rahman Putra Al-Haj. "Back then, people looking to buy a home were not impressed with Bukit Rahman Putra as there were a lot of old factories in the area. Connectivity and accessibility was also a major issue. Location-wise, it was considered a remote area by many."

"The township is now no longer the backwoods. The opening of the Sungai Buloh Hospital Interchange and other types of infrastructure developments has changed the people's perception towards Bukit Rahman Putra. It started to attract people and developers came in to build more homes," said a senior marketing consultant familiar with the area.

The interchange provides residents with an alternative exit and entry point into the North-South Expressway and this has become one of the many key selling points for new projects in Bukit Rahman Putra.

Another attraction in the township is Rahman Putra Club Malaysia, one of the most distinguished golf clubs in the Klang Valley. The golf course, which opened in 1987, was designed by the late Tun Ghafar Baba.

Built over 113ha of shimmering lakes and captivating greenery, it is one of few in the country that hosts a 36-hole championship course which is divided into two — The Lakes and The

**Looking at the success of this project (Sunway Rahman Putra), other developers started coming as there was pent-up demand for mid- to high-end houses.**

Marketing consultant



Hills Championship.

Overlooking the golf course are a handful of housing such as Sunway Rahman Putra, a 8.5ha gated-and-guarded development that was completed in 2006.

Sunway Rahman Putra features 112 superlink courtyard houses and 41 bungalows spread over 8.5ha of freehold land.

The superlink houses with spacious gross built-ups of 3,413 to 4,568 sq ft were sold at RM657,000 to RM1.1 million. The sale prices for the bungalows with built-ups of 5,000 to 6,500 sq ft were at RM1.3 million to RM1.9 million.

"This project did well as the homes are exquisitely designed within an exclusive environment. The bungalows have golf course view and frontage, and are tastefully designed with Balinese landscaping, complete with water fountains in the garden. The superlink houses resembles the Baba and Nyonya homes in Melaka.

"Looking at the success of this project, other developers started coming as there was pent-up demand for mid- to high-end houses," said the marketing consultant.

## BRANDED DEVELOPERS

In 2014, Malaysian Resources Corp Bhd (MRCB) purchased three plots of freehold land in Bukit Rahman Putra from Bisraya Acres Sdn Bhd, a wholly-owned subsidiary of Gapurna Sdn Bhd, for RM83 million.

MRCB had said that the land would be used

for residential and commercial development with an estimated gross development value (GDV) of RM559.1 million.

Kalista Park Homes was launched in early 2016 on the first plot. The 2.2ha project has a GDV of RM101 million.

MRCB recently handed over Kalista units to buyers.

The low-density development comprises only 28 units of superlink houses which had been fully sold. The houses, with built-ups of between 3,829 and 4,257 sq ft, were priced from RM1.6 million.

There are also 18 units of "semi-dees" and MRCB targets upgraders and owner-occupiers for the units.

The semi-dees, with a land size of 40ft x 85ft each, have built-ups of 4,679 sq ft for the golf view units while the standard units' built-up is 4,561 sq ft.

MRCB Land chief executive officer Raymond Cheah said there are six semi-dees still available at Kalista. They are bumiputera units released recently for sale from RM2.5 million.

The fully-furnished show unit is also for sale at RM3.4 million, he said.

Alstonia Hilltop Homes is MRCB's second launch in Bukit Rahman Putra in May this year. The project is an exclusive residential enclave on about 1.7ha of land with a GDV of RM250 million.

Cheah said the take-up for Alstonia currently stood at about 40 per cent.

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# MRCB Land bullish on Alstonia sales

**MRCB** Land Sdn Bhd chief executive officer Raymond Cheah says Alstonia Hilltop Homes in Bukit Rahman Putra, Selangor may be sold out by the end of next year.

He said the ongoing development is close to achieving its sales target of RM100 million this year.

Alstonia is an exclusive residential enclave on 1.7ha of land. It comprises 31 units of three-storey garden villas and 214 condominiums (Garden Heights) and has an estimated gross development value of RM250 million.

In the first four months after its official launch in May this year, the project achieved RM70 million, or about 30 per cent, in sales.

MRCB Land sold a total of 18 units of garden villas and 36 units of Garden Heights.

"We have sold a few more units in the last one month. The fact that Alstonia's take-up is currently at about RM75 million, or 40 per cent, indicates that it is on a positive track. This development has exceeded our expectations," Cheah told NST Property.

He said the Home Ownership Campaign had contributed fairly to the sales.

"MRCB Land has been enjoying five times more sales and bookings since the campaign started, and we foresee this to continue for the rest of the year," he said.

The company had initially targeted RM50 million in sales for Alstonia this year.

## REASONABLY PRICED

The garden villas are selling from RM1.8 million. The villas will have 4+2 bedrooms with built-ups of 3,500 sq ft (intermediate units) to 3,600 sq ft (corner units).

The sale price for the units at Garden Heights ranges from RM700,000 to RM1 million. Garden Heights have 3, 3+1 and 4+1 bedrooms with built-ups of 1,001 to 1,431 sq ft.

"If you were to compare Alstonia with other established developments in the neighbourhood, you will find that the prices are very reasonable. Some of the key attractions of Alstonia include the gated-and-guarded concept which gives residents peace of mind.

"It is also a very low-density development with only 31 units of Garden Villas and 214 condominium units. The project has a well-landscaped sanctuary that allows people and nature to co-exist in harmony. It also has a multi-level security system. Security and safety are our priority," said Cheah.

The development will boast a 20,000-sq-ft



MRCB Land Sdn Bhd chief executive officer Raymond Cheah (right) and chief operating officer property Chin Chew Fan in a show unit of Alstonia.

facility deck featuring a gymnasium, multipurpose hall, water feature, reflexology path, sunken lounge, stepping streams, swimming and wading pools, sliding park, yoga deck, hammock garden, playground and outdoor par course.

The project is slated to be completed in the third quarter of 2023.

## SPECIAL DEVELOPMENT

Cheah said Alstonia is a special development.

"The name Alstonia means a widespread genus of evergreen trees and shrubs. The design and landscaping of Alstonia has encapsulated the definition of biophilic living, which is the association between human and nature in synergistic harmony," he said.

Cheah said Alstonia also features terrain and lush greenery as it is close to Rahman Putra Club, as well as Bukit Lagong Forest Reserve, which is 6-7km away.

**“The design and landscaping of Alstonia has encapsulated the definition of biophilic living, which is the association between human and nature in synergistic harmony.”**

RAYMOND CHEAH

The Bukit Lagong Forest Reserve lies adjacent to the Forest Research Institute Malaysia (FRIM) in Kepong and stretches over 3,624.1ha.

Cheah said Alstonia is also easily accessible via North-South Expressway and the New Klang Valley Expressway.

"It is less than 10 minutes drive away or 5km distance from Sungai Buloh MRT (mass rapid transit) station and there will be a feeder bus with frequency of 15 minutes exclusively for Alstonia residents to ferry them to the station," he said.

Cheah added that MRCB Land is looking to build commercial properties next in Bukit Rahman Putra, catering to Kalista Park Homes and Alstonia as well as other residents in the neighbourhood.

The commercial properties will be developed on the 1.6ha land where the sales gallery is sitting on.

SHAREN KAUR



An artist's impression of Alstonia Hilltop's well-landscaped sanctuary.



An aerial view of Alstonia Hilltop Homes.