



# MEDIA BRIEFING

PROPERTY INDUSTRY SURVEY 1H 2023 &  
MARKET OUTLOOK 2H 2023 & 1H 2024

17 AUGUST 2023

PRESENTED BY

Datuk NK Tong  
REHDA President



# BACKGROUND

- 148 REHDA members in Peninsular Malaysia participated in the survey.
- Survey conducted to assess market performance for 1<sup>st</sup> Half 2023, outlook for 2<sup>nd</sup> Half 2023 and 1<sup>st</sup> Half 2024.
- Survey conducted by REHDA Institute.

# PART 1: 1H 2023



LAUNCHES & SALES PERFORMANCE



PROPERTY TYPES & SELLING PRICES



UNSOLD UNITS



AFFORDABLE HOUSING



FINANCING



BUSINESS OPERATIONS



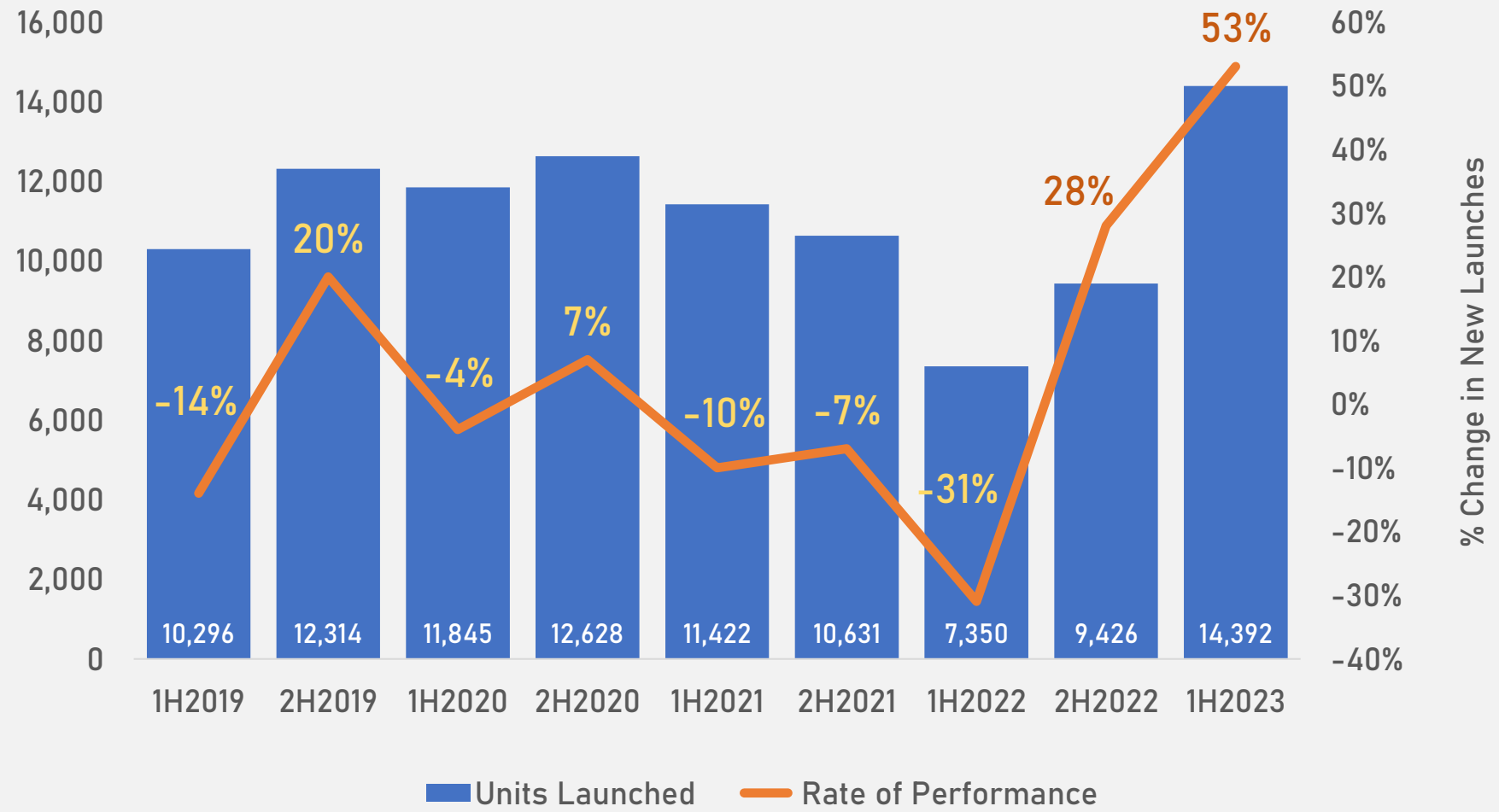
REHDA

# 1. LAUNCHES & SALES PERFORMANCE



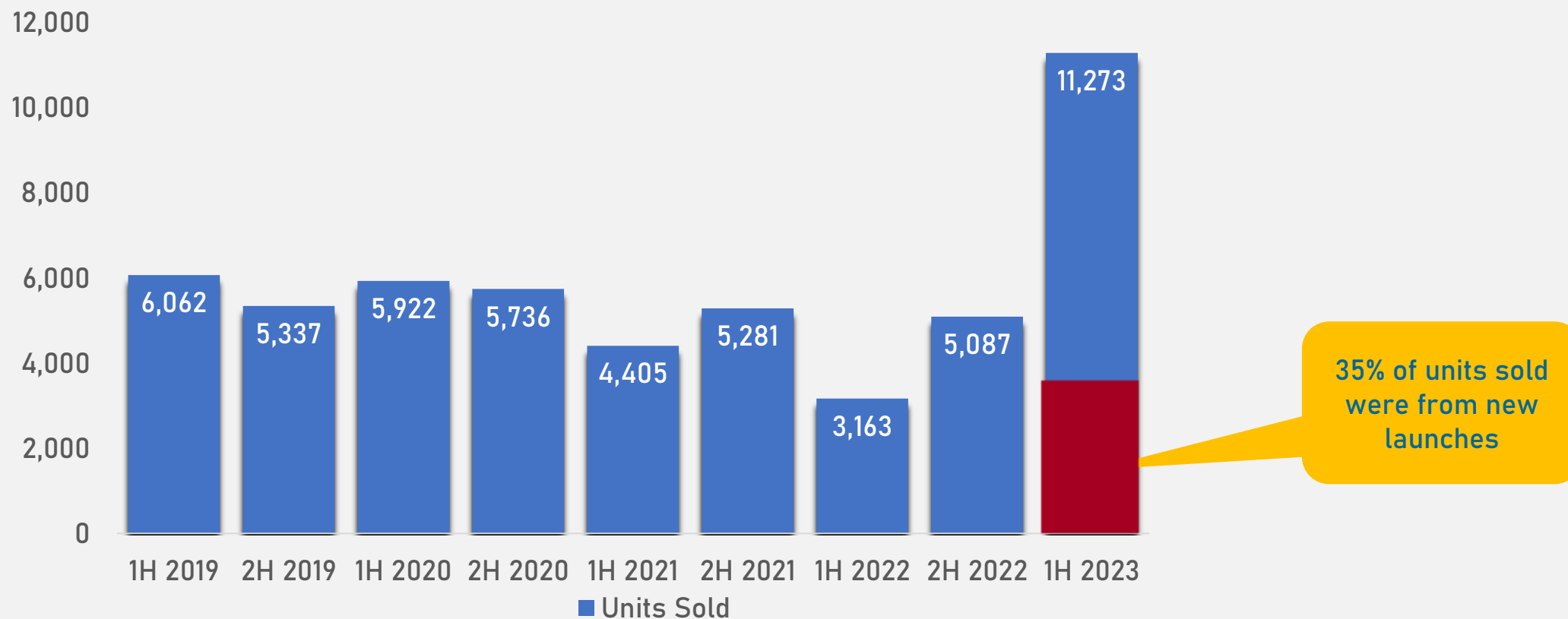
# OVERALL RESIDENTIAL LAUNCHES

- 53 respondents (36%) launched their projects in 1H 2023. [2H 2022: 45 respondents (33%)]
- Launched units increased by 53%.



\* Data covers Peninsular Malaysia only.

# OVERALL SALES PERFORMANCE



\* Data covers Peninsular Malaysia only.

\* Methodology in computing units sold for 1H 2023 has changed.

\* Sales performance included units sold from new launches, unsold units under construction and unsold completed units.

# LAUNCHES: SALES PERFORMANCE BY PROPERTY TYPE

- Serviced Residence and Apartment/Condominium were the most sold properties in 1H 2023.

Property Type	2H 2022*		1H 2023*		
	Units Launched	Units Sold	Units Launched	Units Sold From New Launches	Units Sold From Total Unsold Units**
Single-Storey Terrace	1,109	504	717	410	178
2-3 Storey Terrace	2,610	1,622	3,729	1,516	524
Semi-Detached/Cluster	753	532	762	212	351
Bungalow/Villa	145	280	123	39	45
Apartment/Condominium	1,748	507	7,183	1,303	2,446
Serviced Residence	2,670	1,414	1,223	293	3,395
Townhouse	260	115	553	151	210
Others	131	113	102	69	131
<b>Total</b>	<b>9,426</b>	<b>5,087</b>	<b>14,392</b>	<b>3,993</b>	<b>7,280</b>

\*Data covers Peninsular Malaysia only.

\*\*Total unsold units comprise unsold units under construction and unsold completed units only.



REHDA

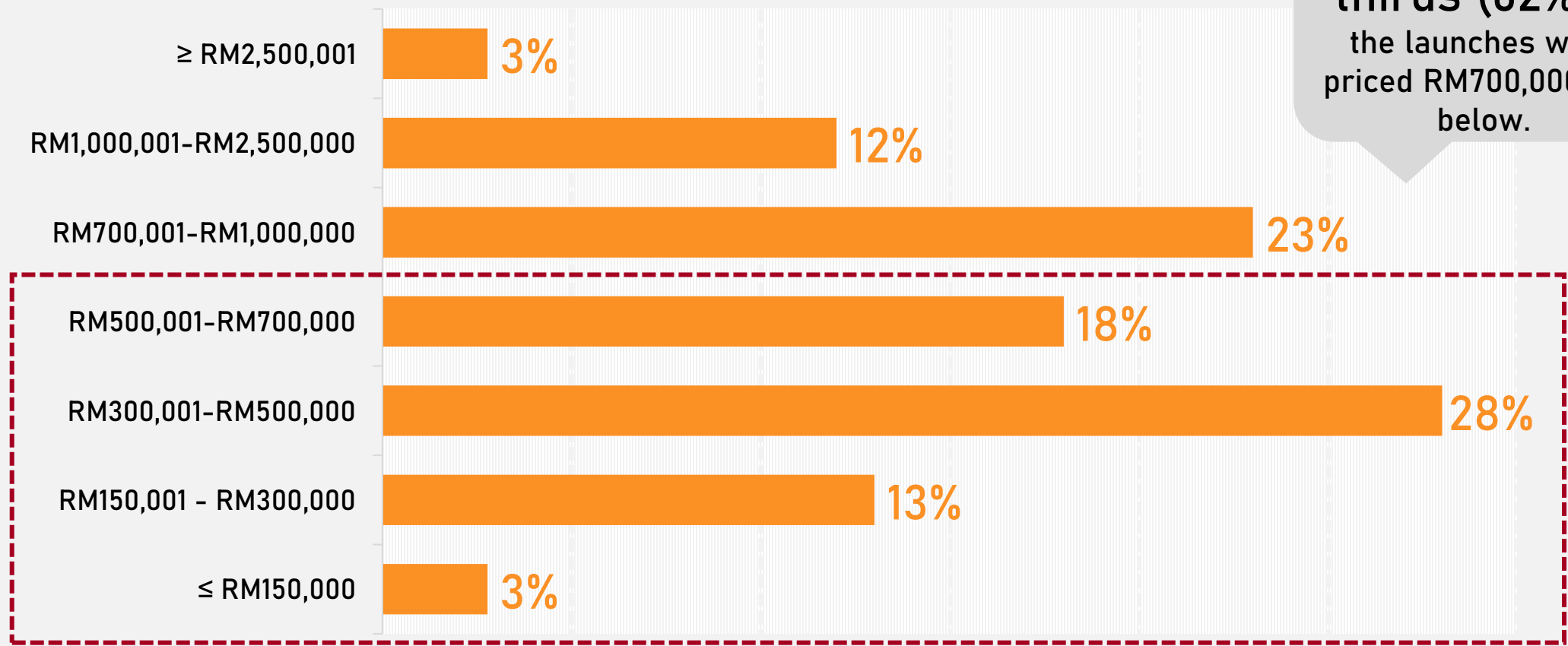
## 2. PROPERTY TYPES & SELLING PRICES





# RESIDENTIAL LAUNCHES: AVERAGE SELLING PRICE

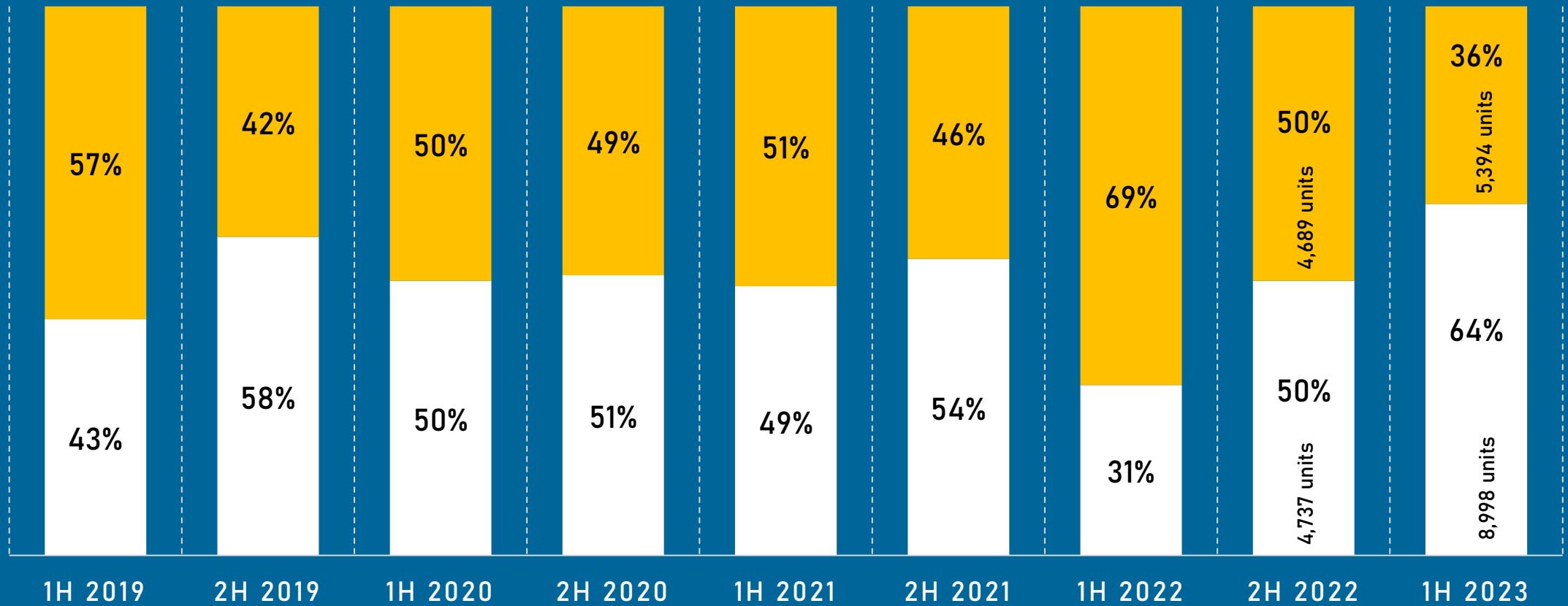
Nearly two-thirds (62%) of the launches were priced RM700,000 and below.





# RESIDENTIAL LAUNCHES: PROPERTY TYPE

■ Strata ■ Landed





# RESIDENTIAL LAUNCHES: MOST LAUNCHED SELLING PRICE BY STATE

STATE	MOST LAUNCHED SELLING PRICE (1H 2023)	LOCATION
TERENGGANU*	-	-
KELANTAN	RM150,001-RM300,000	KOTA BHARU
PERAK	RM150,001-RM300,000	KINTA
PAHANG	RM300,001-RM500,000	KUANTAN
KEDAH/PERLIS	RM300,001-RM500,000	SUNGAI PETANI
MELAKA	RM300,001-RM500,000	BALAI PANJANG
SELANGOR	RM300,001-RM500,000	PETALING**
JOHOR	RM300,001-RM500,000	JOHOR BHARU***
PENANG	RM500,001-RM700,000	BAYAN BARU
N. SEMBILAN	RM500,001-RM700,000	BANDAR SRI SENDAYAN
WPKL	RM1,000,001 & ABOVE	SEGAMPUT



\* No new project launched by Terengganu respondents in 1H 2023.

\*\* One condominium project in Petaling (2,436 units with an average price of RM 500,000.00), and one apartment project in Petaling (1,699 units with an average price of RM 350,442.00).

\*\*\* One 2-3 storey terraced house project in Pasir Gudang (657 units with an average price of RM 450,000.00), and one serviced residence project in Johor Bharu (600 units with an average price of RM 400,000.00).

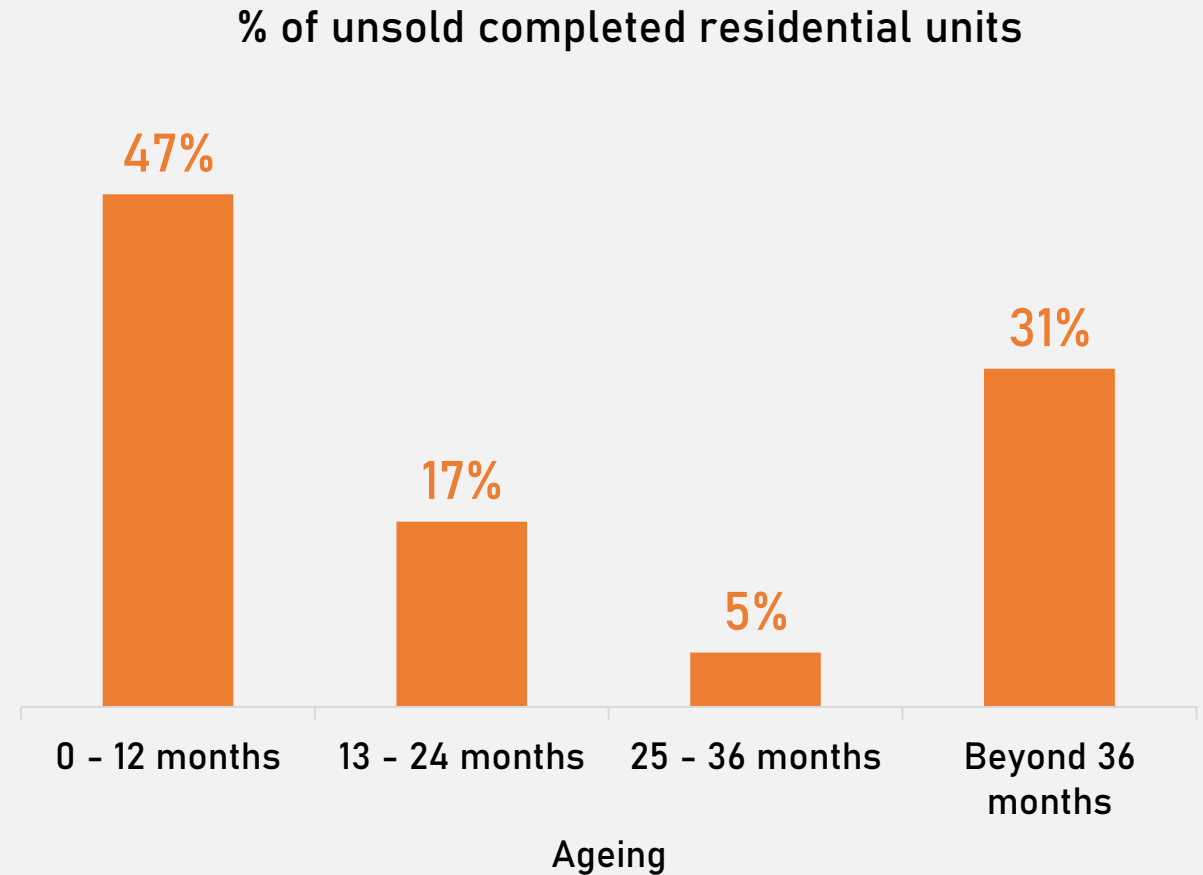
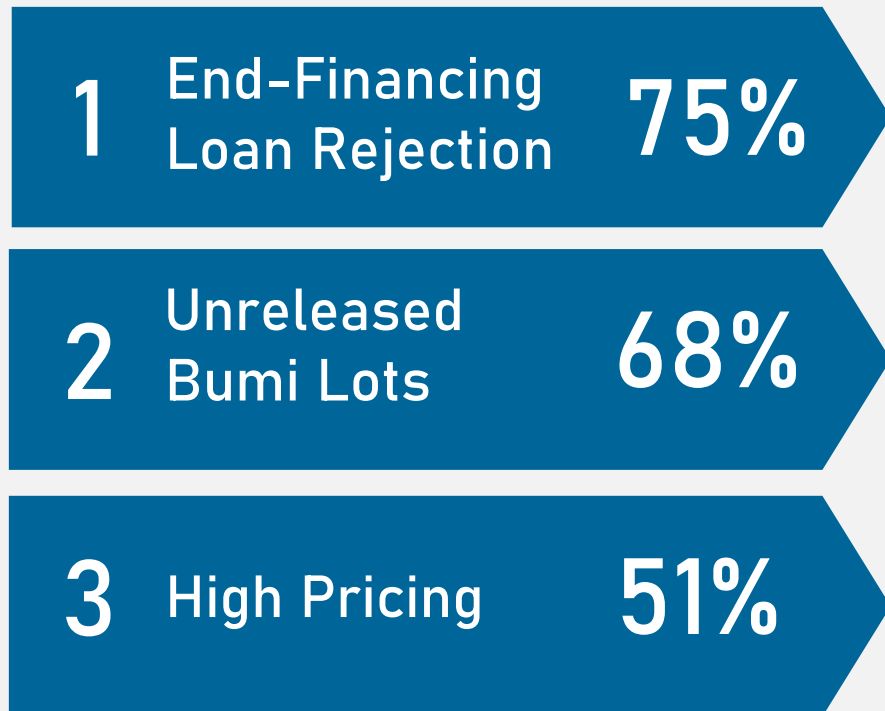


# 3. UNSOLD UNITS 1H 2023

# UNSOLD COMPLETED UNITS: RESIDENTIAL

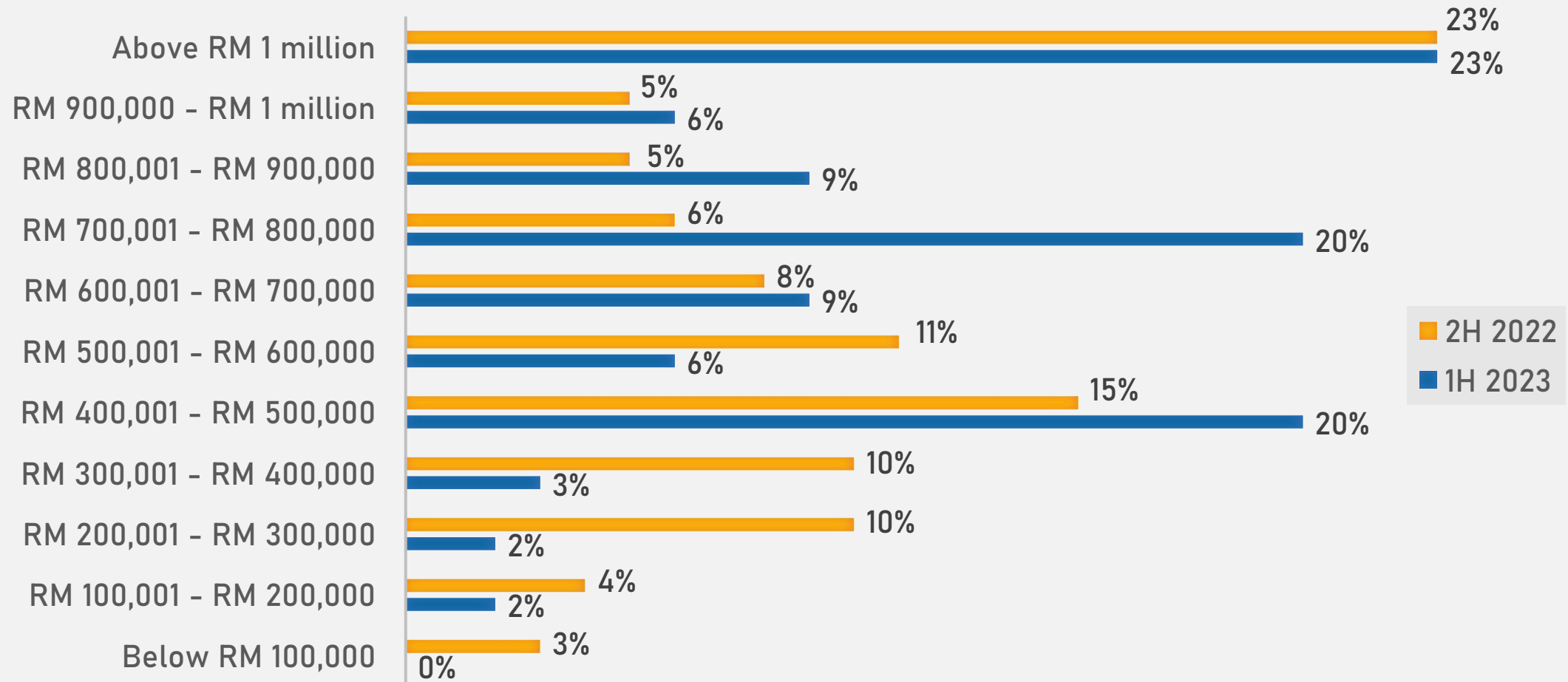
- 53% of respondents reported unsold completed residential units as at 30 June 2023.

## TOP REASONS FOR UNSOLD COMPLETED RESIDENTIAL UNITS





# PRICE RANGE OF UNSOLD COMPLETED UNITS: RESIDENTIAL





# TOP 3 TYPES OF UNSOLD COMPLETED: RESIDENTIAL



# TOP 3 TYPES OF UNSOLD UNDER CONSTRUCTION: RESIDENTIAL

- 51% of respondents reported unsold units under construction as of 30 June 2023.



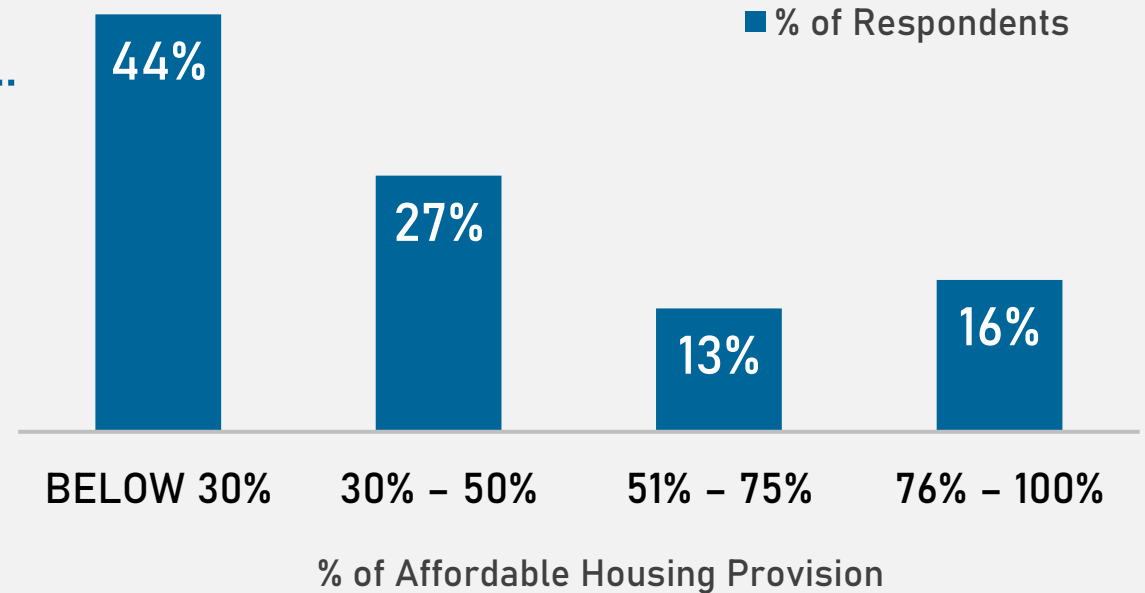
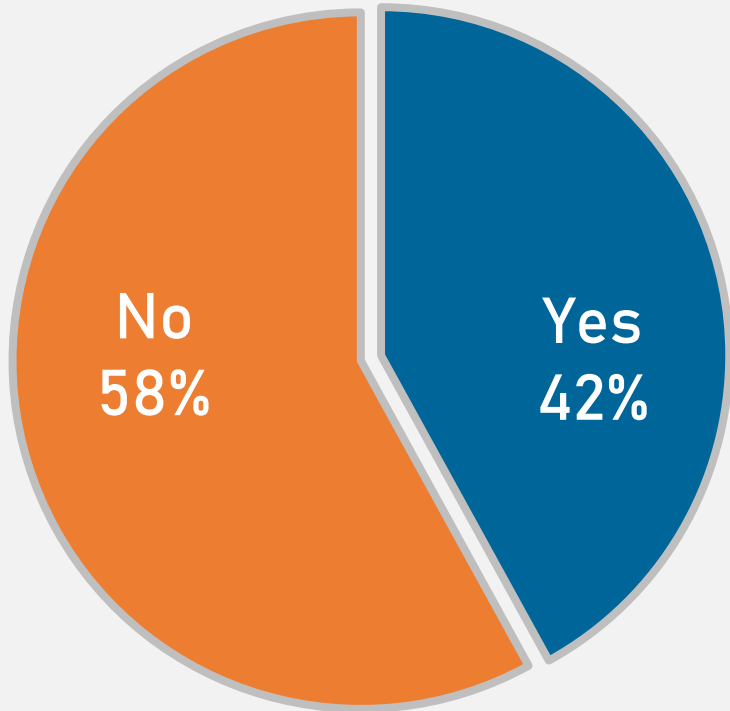




# 4. AFFORDABLE HOUSING



# AFFORDABLE HOUSING PROVISION

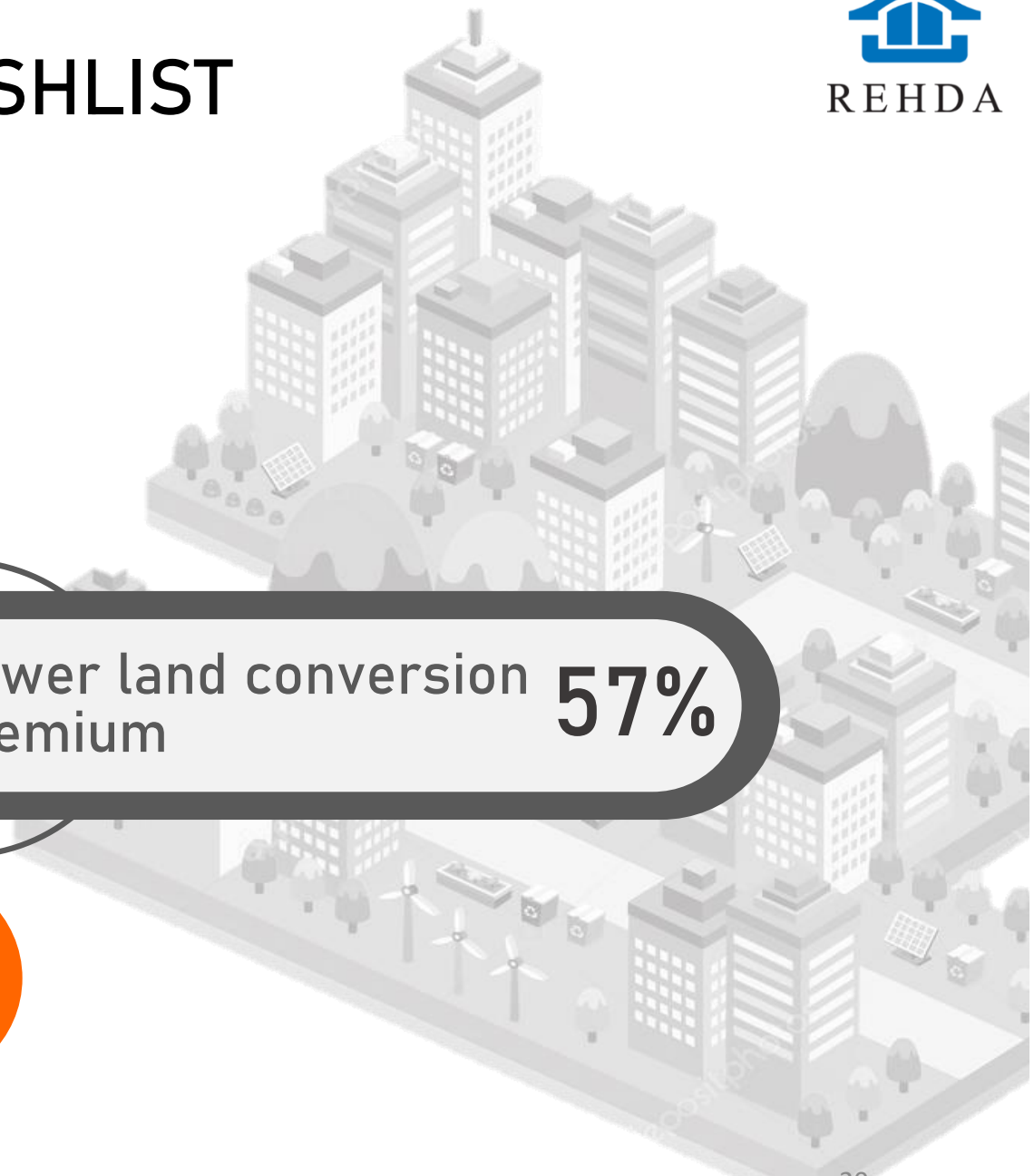
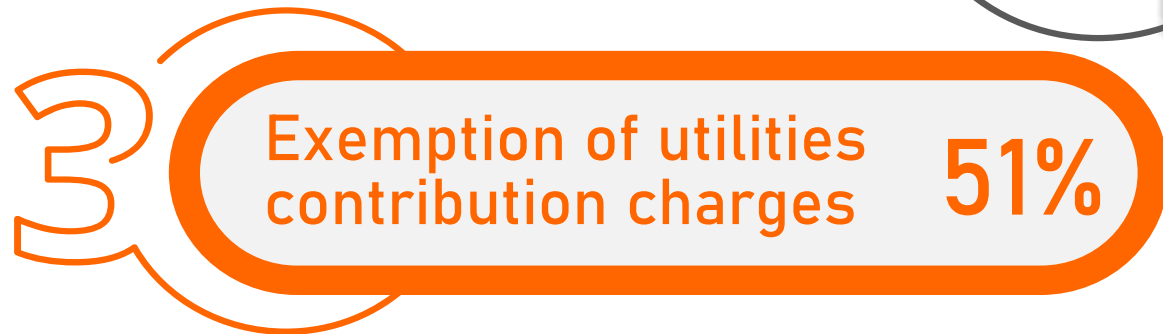
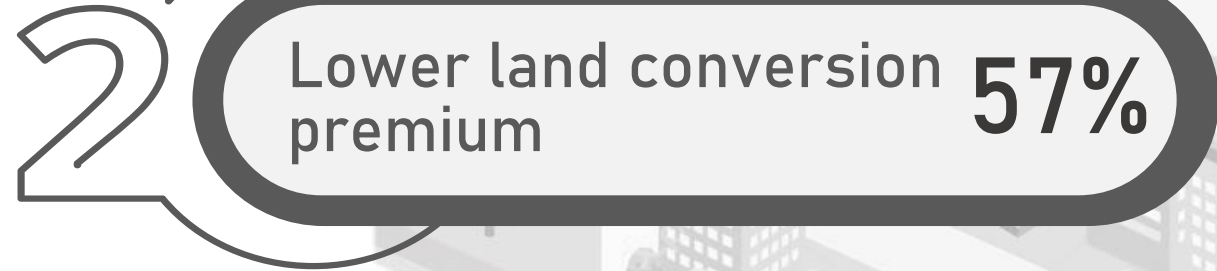
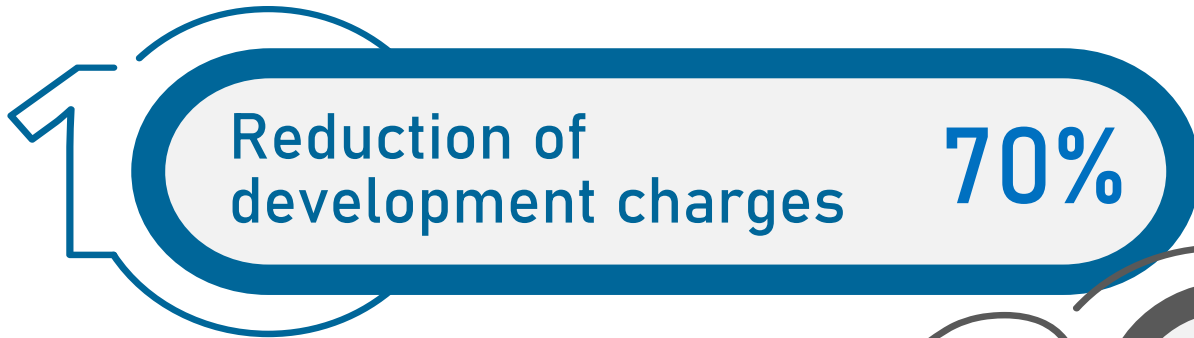


**42%** of respondents stated presence of affordable housing component in their projects in 1H 2023.



# AFFORDABLE HOUSING WISHLIST

## Top 3 Incentives



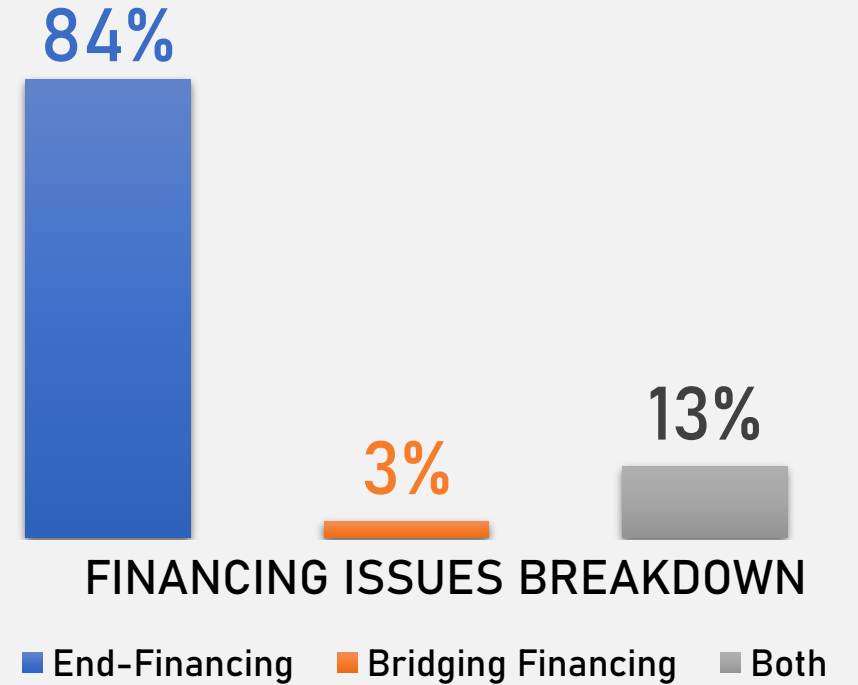
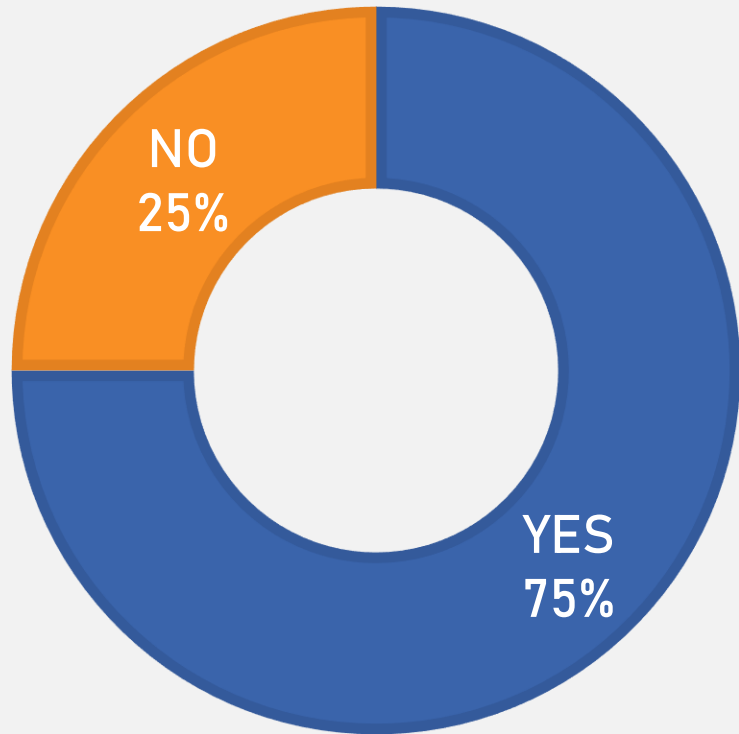


# 5. FINANCING



# FINANCING ISSUES

75% of respondents faced financing issues for buyers and/or projects.



Majority of respondents faced end-financing issues in 1H 2023.

# FINANCING ISSUES

## End-Financing Loan Rejection

Ineligibility of buyers' income



### TOP 3 FACTORS

Lower margin of financing



Adverse credit history



## Bridging Finance Issues

Higher sales required before drawdown (30% - 70%)



Bank requesting more documents

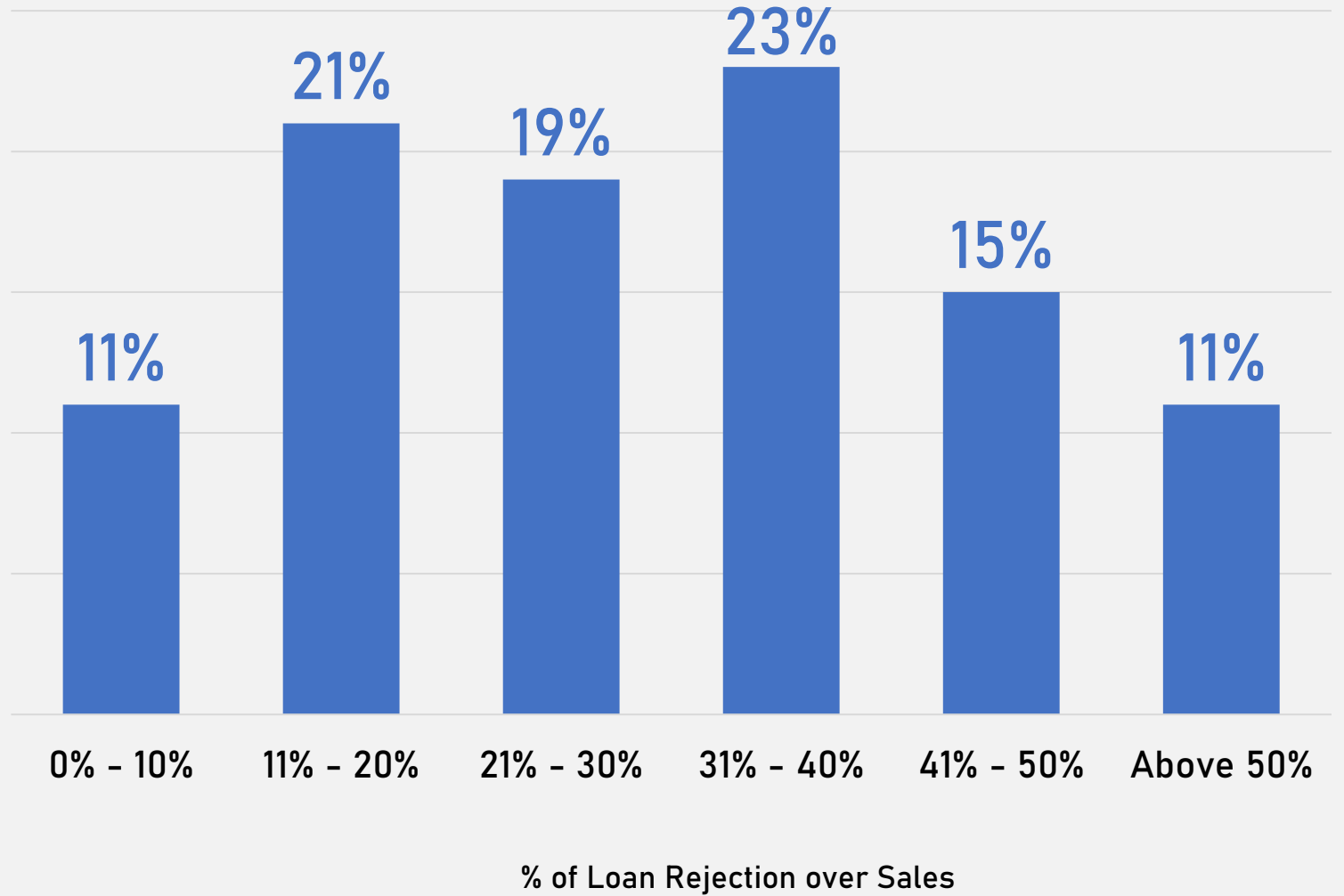


Bank capping loan amount unreasonably





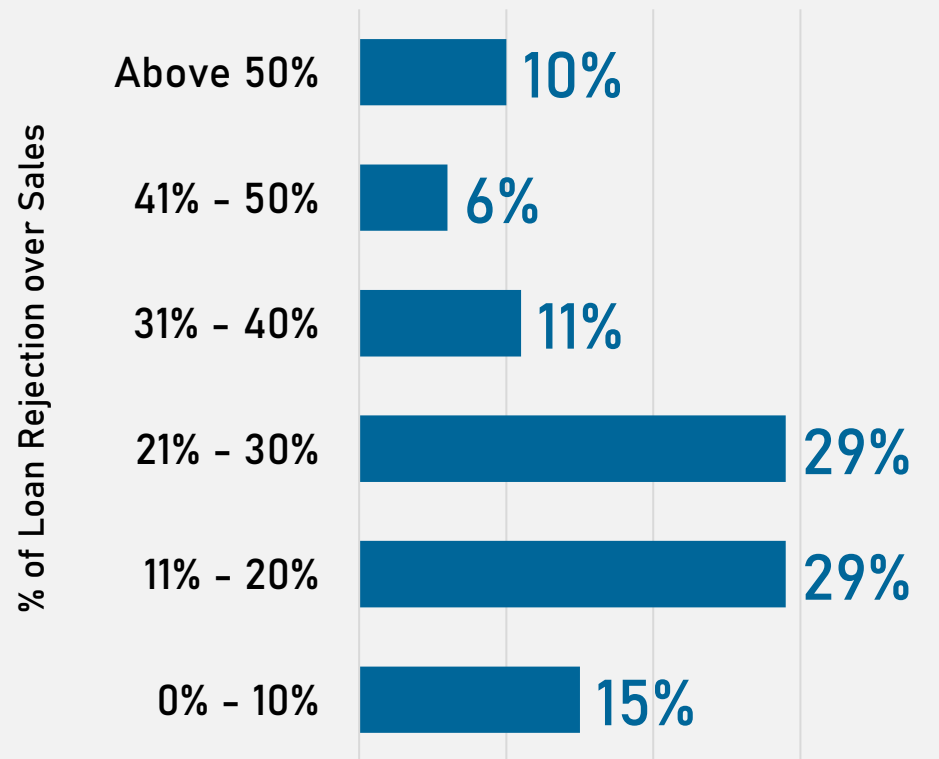
# % LOAN REJECTION OVER SALES: RESIDENTIAL



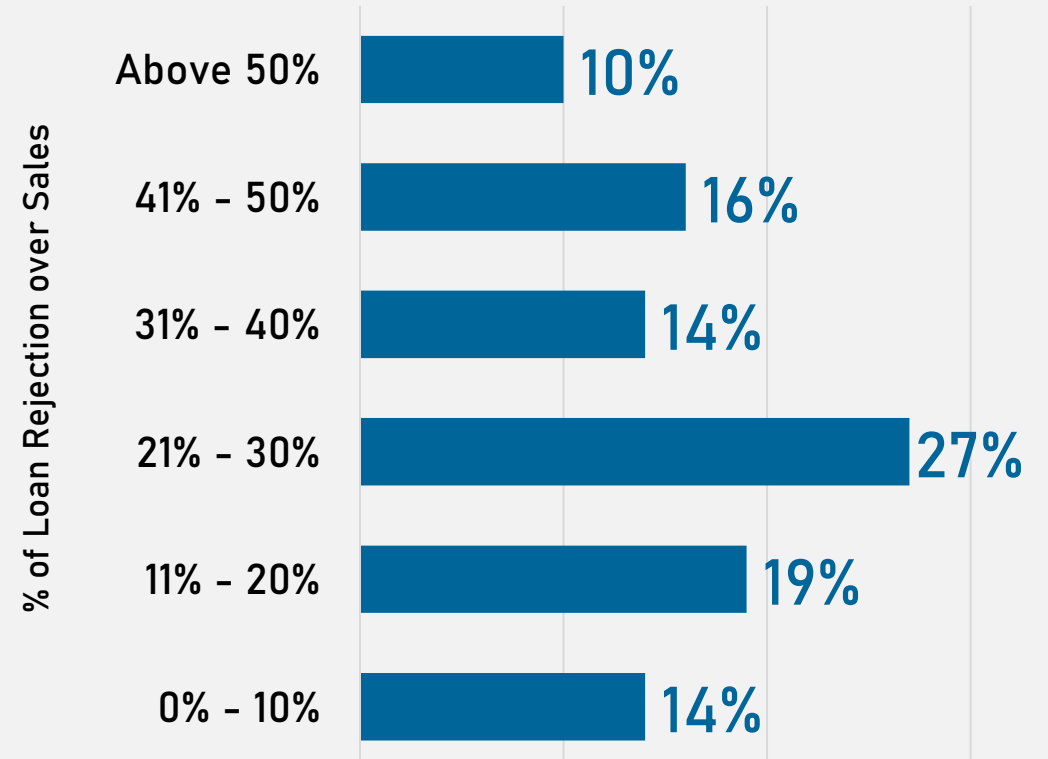


# LOAN REJECTION OVER SALES

Due to lower margin offered

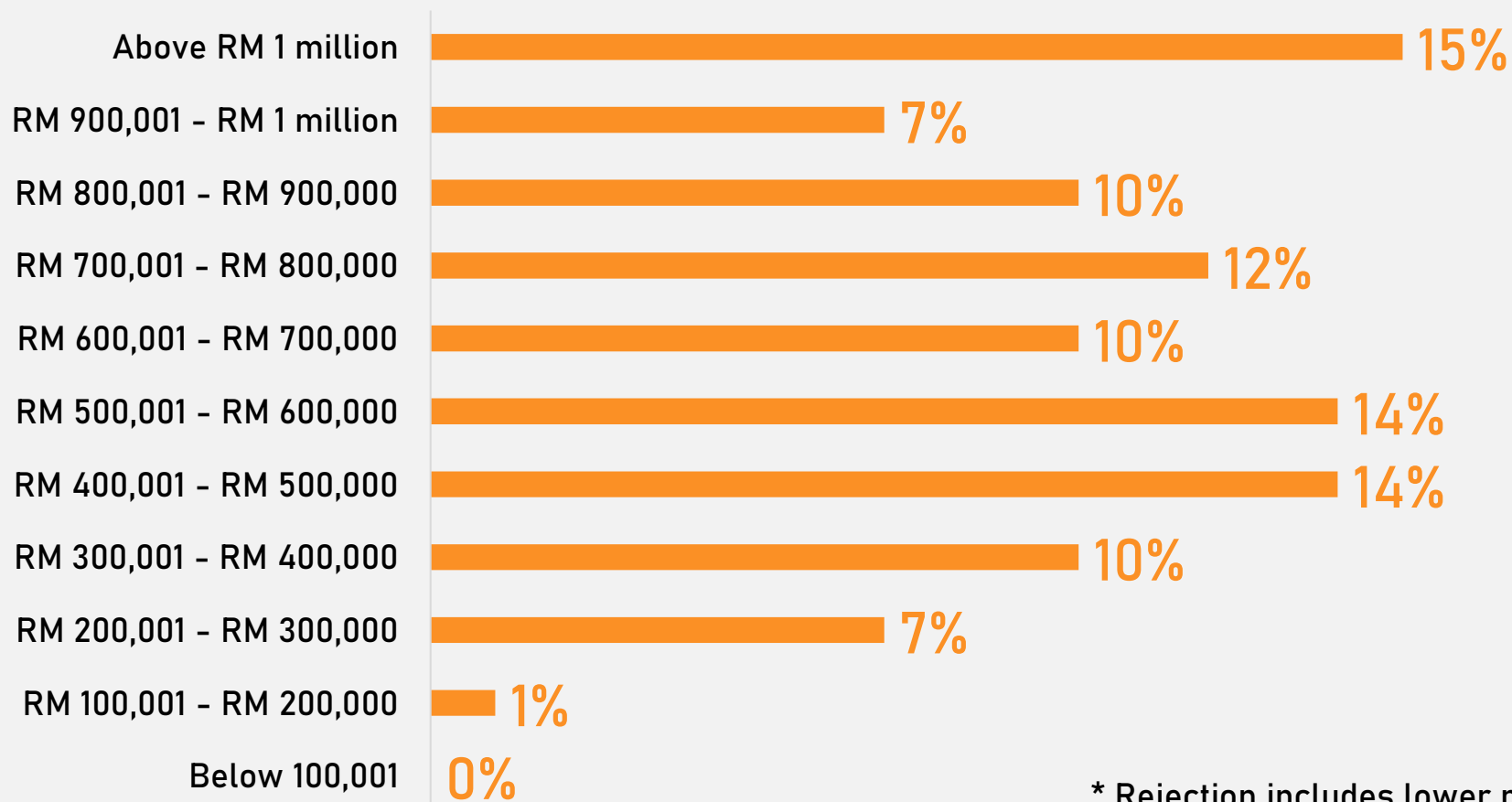


Due to ineligibility of buyers' income





# LOAN REJECTION PRICE RANGE



**56%** of the loan rejections were in the price range of RM700,000 and below.

\* Rejection includes lower margin of financing