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June 2024

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Regional Housing Conference 2024 - Building a Sustainable Future: The Impact of Housing on Urban Development and City Planning

"Can housing affordability be measured more accurately in Malaysia?"

Dato' Jeffrey Ng Tiong Lip raised this thought-provoking question during his welcoming remarks at the Regional Housing Conference 2024 at Avanté Hotel, Petaling Jaya on 14 May 2024. This was the largest ever Regional Housing Conference organised by REHDA Institute, attracting over 350 delegates and international housing experts. The event centered around the theme "How does Housing Impact Sustainable Urban Development and City Planning?", providing a pivotal platform for discussions and insights into the critical intersections between housing policies, sustainable urban development, and effective city planning strategies.



Dato' Jeffrey Ng Tiong Lip, Chairman of REHDA Institute, delivered welcoming remarks during the Regional Housing Conference 2024.

Housing affordability is a complex issue shaped by income levels, mortgage rates, housing supply, and other factors. Accurately measuring affordability is critical to understanding demand and preventing oversupply that results in unsold properties. Dr. Daniel Melser's presentation, "Housing Affordability: Measurement, Causes and Consequences," explored four key affordability metrics and examined the causes and consequences of balancing supply with rising demand fueled by immigration, especially in major cities of Australia.

Urban sprawl and restricted middle-ring development (5km-20km from the city centre) hinder the development of sufficient housing in desirable areas. Embracing denser development offers potential benefits like increased productivity, lower carbon footprints, and potentially more vibrant city life. However, overcoming resistance from local Governments with significant zoning control and navigating the challenges of land fragmentation require innovative solutions and a collaborative approach. Dr. Daniel Melser urged for a move beyond policy paralysis and to find ways to create a win-win situation for both residents and developers in Australia.



Dr. Daniel Melser (Senior Research Fellow, Department of Econometrics and Business Statistics, Monash University Australia) during the Regional Housing Conference 2024.

Delving deeper into the Australian housing market, Dr Michael Fotheringham from the Australian Housing and Urban Research Institute (AHURI) presented the social and affordable housing models as well as the private rental market in Australia. There is a significant shortage of private rental affordable housing stock for very low-income households, with deficits increasing over the years (from -138,000 in 2006 to -255,000 in 2021). Meanwhile, the private rental market faces very low vacancy rates and rapidly increasing rents. Dr Michael Fotheringham also highlighted the government initiatives to address the housing challenges in the Country, including the National Housing Accord that targets to supply 1.2 million new homes by 2030, and the "Homes for Australians" plan to support new housing and social housing supply.

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Dr Michael Fotheringham (Managing Director, Australian Housing and Urban Research Institute (AHURI)) during the Regional Housing Conference 2024.

In a related topic, Mr. Joel Teh from Knight Frank in his presentation "Public Housing Model of Hong Kong," highlighted the challenges in public housing supply and measures being undertaken by the Hong Kong Government to overcome the shortage of public housing. Hong Kong relies heavily on public housing to address affordability issues, with 45% of households living in public housing. However, long waiting times (the current average waiting time for public rental housing is 5.7 years, exceeding the Government's target of 4.5 years) highlight a pressing need for increased supply.

Mr. Joel Teh also shared about the solutions undertaken by the Hong Kong Government, ranging from short-term (adoption of pre-fabricated modular integrated construction and repurposing building), to medium-term (rezoning of private land and public tendering of Government land), to long-term (land supply and reclamation). In conclusion, Mr. Joel Teh highlighted the importance of a centralised agency to ensure consistent quality and high standards in public housing projects. Public-private partnerships were also emphasised as a crucial tool for balancing the interests of developers and the community. By implementing these strategies and remaining open to innovation, Hong Kong can continue to leverage its public housing model to address affordability challenges and ensure a more sustainable housing future for its residents.



Mr. Joel Teh (Director, Knight Frank Greater China) during the Regional Housing Conference 2024.

Bringing the focus back to the Malaysian market, Dato' Jayaselan from the National Housing Department of the Ministry of Housing and Local Government (KPKT) presented on the Housing Integrated Management System (HIMS), a one-stop centre introduced by the KPKT for the licensing of private housing developers, advertising and sales permits, real-time updates on housing project statuses, and the generation of online Sales and Purchase Agreements (e-SPA). As of 13 May 2024, HIMS has recorded 10,759 registered housing developers and 34,419 housing developments. With the goal of One Law (Act 118), One System for all housing developers and Government agencies, the system aims to integrate data with all agencies into a single data center for analytical purposes, highlighting the importance of data in planning, monitoring, controlling, and enforcement in the housing industry.



Dato' Jayaselan A/L K. Navaratnam (Director General, National Housing Department, Ministry of Housing and Local Government) during the Regional Housing Conference 2024.

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Comprehensive, reliable, and up-to-date market data is crucial for the Authorities to identify gaps between supply and demand at the local level. This critical data serves as the foundation for formulating effective policies to bridge these gaps, as highlighted in the Affordable Housing II - Closing the Gap: A Strategic Approach to Balancing Supply and Demand, the latest research report launched by REHDA Institute during the Regional Housing Conference 2024.

The launch ceremony for the Affordable Housing II research report was officiated by KPKT Minister YB Nga Kor Ming, alongside esteemed figures including REHDA Institute Chairman Dato' Jeffrey Ng Tiong Lip and REHDA Malaysia President Datuk NK Tong. This event marked a significant milestone in advancing the discourse on housing affordability, emphasising the importance of informed decision-making based on robust market insights. By identifying four critical issues affecting housing affordability in the market, practical solutions have been proposed in this report to ensure that the housing industry continues to thrive while meeting the needs of the people, ensuring a sustainable housing sector.



YB Nga Kor Ming, Minister of Housing and Local Government (KPKT) delivered the keynote address during the Regional Housing Conference 2024.

Recognising the importance of accurate house pricing by localities, YB Nga Kor Ming highlighted the implementation of a scientifically guided mapping approach for affordable housing prices under the National Housing Policy in his keynote address during the Regional Housing Conference. The KPKT Minister disclosed plans to explore the introduction of the Real Property Development Act, aimed at enhancing market efficiency, safeguarding stakeholders' interests, and fostering balanced development. YB Nga Kor Ming urged all industry stakeholders to embrace opportunities for learning from innovative global practices and evolving perspectives in the dynamic real estate sector.



Group photo during the Affordable Housing II - Closing the Gap: A Strategic Approach to Balancing Supply and Demand research report launch ceremony. From left to right, REHDA Institute Trustee Tan Sri Dato' Teo Chiang Kok, REHDA Institute Trustee Datuk Seri Fateh Iskandar Bin Tan Sri Dato' Mohamed Mansor, REHDA Institute Trustee Tan Sri Datuk Eddy Chen Lok Loi, REHDA Institute Chairman Dato' Jeffrey Ng Tiong Lip, KPKT Minister YB Tuan Nga Kor Ming, REHDA Malaysia President Datuk NK Tong, REHDA Malaysia Deputy President Datuk Ho Hon Sang, REHDA Malaysia Secretary-General Ms. Teo Chui Ping, REHDA Institute Trustee Datuk Ng Seing Liong PJN, J.P., and REHDA Institute Trustee Datuk Haji Muztaza Bin Haji Mohamad.

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Sr. Malathi Thevendran (Director of Research and Education, REHDA Institute) during the Regional Housing Conference 2024.

Sr. Malathi Thevendran from REHDA Institute presented the Affordable Housing II research report finding the median multiple approach may contribute to mismatches in housing supply and demand, especially if policymakers apply a fixed multiplier without considering evolving demographic trends. The report proposes adopting the residual income (RI) approach to measure housing affordability more accurately. However, given the lack of detailed local data on household income and spending, using the residual income measure at this stage could be premature. In the interim, alternatives like the housing cost burden approach or a revised median multiple can be utilised with continuous reviews to align with changing demographics and lifestyle trends. Nonetheless, to move forward as a progressive nation, immediate steps should be taken to improve statistical data on demographic profiles. Ultimately, the residual income (RI) approach should be applied once a comprehensive housing and population database is available. The report also noted that changing demographic profiles in Malaysia may not have been adequately considered in determining housing affordability.



Dr Lee Nai Jia (Head of Real Estate Intelligence, Data and Software Solutions, PropertyGuru for Business) during the Regional Housing Conference 2024.

Dr. Lee Nai Jia's presentation emphasised the pivotal role of data in formulating effective housing policies in Singapore. He traced the evolution of housing from addressing shortages in the 1960s to creating sustainable smart homes by the 2000s-2010s. Dr. Lee Nai Jia highlighted the shift from low-frequency to high-frequency data needed to meet current needs, utilising both traditional databases and big data sources. He demonstrated the use of big data in avoiding over-regulating and addressing the gap between demand and supply. Moving forward, the big data could assist in creating communities, new job clusters, moving people, and designing sustainable cities. Dr. Lee Nai Jia urged to start small with data initiatives, incorporate social aspects, and foster private-public-academic collaborations to enhance the effectiveness of housing policymaking.



YB Dato' Seri Sundarajoo A/L Somu, Penang State Exco Member for Housing and Environment during the Regional Housing Conference 2024.

In his presentation on the challenges and innovative strategies for affordable housing in Penang, YB Dato' Sundarajoo affirmed the ongoing commitment of the Penang Government to meeting housing needs through innovative approaches and cooperative partnerships across sectors. He addressed key challenges including substantial population growth demanding more housing, development constraints due to land scarcity requiring regulatory reforms, affordability issues exacerbated by rising prices and income disparities, and the proliferation of squatter settlements due to housing shortages. To tackle these, strategies such as leveraging Big Data Analytics for informed policy-making, urban redevelopment and land reclamation, enforcing affordable housing guidelines, fostering collaboration among stakeholders, and implementing a Zero Squatters Action Plan were outlined. With Vision Penang 2030 as a guiding framework, Penang aims to bridge the gap between housing demand and supply while ensuring affordability and accessibility for its residents.

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Mr. Kameel Abdul Halim (President & CEO, CAGAMAS) during the Regional Housing Conference 2024.

Turning to the financing aspects of the affordable housing market, Mr. Kameel Abdul Halim's "Connecting Capital Markets and Affordable Housing Delivery" presentation highlighted Cagamas's critical role in Malaysia's housing finance ecosystem since its establishment in 1986, purchasing RM266.9 billion worth home financing in the secondary market for about 2 million homes. By providing competitive funding to financial institutions, Cagamas enhances mortgage accessibility and affordability. Significant initiatives like Skim Rumah Pertamaku (SRP) and Skim Perumahan Belia (SPB) have supported 110,339 first-time homebuyers, of which 87% came from the B40 income segment.

Mr. Kameel Abdul Halim highlighted that Cagamas connects the capital market with affordable housing through Green, Social and Sustainability Bonds and Sukuk issuances. Between 2020 and 2023, Cagamas purchased 43,910 affordable housing loans with Sustainability Issuances. Looking ahead, Cagamas would continue to encourage homeownership mortgage guarantees to homebuyers and spur the development of Sukuk market and Green issuances relating to green housing loans/financing, promoting home ownership and contributing towards nation development.



Mr. Djoko Prihanto (Director, DP Urban Pte Ltd in Singapore) during the Regional Housing Conference 2024.

Mr. Djoko Prihanto's presentation on public housing development in Singapore underscores the Country's commitment to sustainable urban resilience. With approximately 80% of residents living in public housing spread across 24 new towns and three estates managed by the Housing and Development Board (HDB), the focus is on continuous improvement through enhanced estate planning, building design, and public amenities. Addressing challenges such as an aging population and climate change, initiatives include urban regeneration, expanding the park network for better access to nature, and integrating community facilities. Innovative strategies like urban farming aim to foster food resilience and community cohesion.

Next, Mr. Joel Teh's presentation on urban redevelopment in Hong Kong highlighted the challenges posed by aging buildings, with two in five private residential buildings expected to be over 50 years old within the next decade. Despite the redevelopment of approximately 16,000 buildings from 2013 to 2022, the current rate suggests it will take over 100 years to address all buildings. The Urban Renewal Authority (URA), supported by government funding and incentives, oversees land resumption, compensation, site clearance, and partnerships with private developers. The compulsory sale compensation framework aims to balance development costs and potential profits. However, high thresholds for compulsory sales, restrictive acquisition conditions, and limited plot ratio gains pose challenges. Mr. Joel Teh recommended a sustainable compensation framework, providing public education on redevelopment benefits, and balancing the interests of developers and the community to create effective redevelopment strategies.



Photo source: Freepik

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Datuk TPr Dr. Alias bin Rameli (Director General, Town and Country Planning (PLANMalaysia)) during the Regional Housing Conference 2024.

Focusing on the urban renewal agenda for Malaysian cities, Datuk TPr Dr. Alias bin Rameli from Town and Country Planning Department (PLANMalaysia) highlighted the importance of revitalising dilapidated areas and enhancing urban living. Government-led urban renewal initiatives can play a pivotal role in addressing affordable housing challenges in Malaysia. By integrating affordable housing strategies into these initiatives, cities can foster more equitable, inclusive, and sustainable urban environments. The presentation outlined the Urban Renewal Implementation Guideline (GPP PSB) as a reference for authorities and stakeholders, highlighting various renewal types such as urban redevelopment, regeneration, revitalization, and conservation. Datuk TPr Dr. Alias concluded by underscoring the need for collaborative efforts to achieve sustainable urban renewal and improve living conditions in Malaysian cities.



Mr. Faizul Ridzuan (CEO, FAR Capital) during the Regional Housing Conference 2024.

The conference concluded with Mr. Faizul Ridzuan from Far Capital presenting "Youth Housing - Trends and Insights," highlighting key preferences among young property buyers. These include a preference for distinctive, Instagram-friendly facilities, communal living spaces, flexible layouts, health-conscious amenities, and pet-friendly environments.

In conclusion, the Regional Housing Conference 2024 underscored the multifaceted nature of housing affordability and the necessity of comprehensive, data-driven strategies to address it. The shared experiences and insights from various countries provided valuable lessons for Malaysia. Moving forward, embracing innovative approaches, fostering cross-sector collaboration, and leveraging accurate data will be crucial in creating sustainable, affordable housing solutions that contribute to the overall development and livability of urban areas.



Group photo of Minister KPKT YB Nga Kor Ming, REHDA Institute Board of Trustees, REHDA Malaysia President and Deputy President with more than 350 delegates of Regional Housing Conference 2024.

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Affordable Housing II - Closing the Gap: A Strategic Approach to Balancing Supply & Demand

The Affordable Housing II report published by Real Estate and Housing Developers' Association (REHDA) Institute was launched by Minister of Housing and Local Government (KPKT), YB Nga Kor Ming on 14 May 2024 during the Regional Housing Conference Organised by REHDA Institute. It was attended by more than 350 participants. This report examines the factors presiding over the perennial challenge of housing affordability in Malaysia.

The public sector focuses on social housing for the needy, who are not able to purchase a home, taking care of the social needs of the nation, while the private sector caters to market demands. However, the imposition on private developers to provide lower priced housing for the needy disrupts market forces. Such imposition erodes the key fundamental of free market forces.

This report findings have revealed four key issues that affect the affordability of the housing market and provides strategic solutions and approaches in the aim of closing the gap between supply and demand.

(i) **Incorrect Affordability Benchmark Adopted (Causes Imbalance between Supply & Demand)**

REHDA Institute studied the 3 main housing measurement approaches to address these persistent challenges in the Malaysian housing market, as follows:

- Median multiple
- Housing cost burden
- Residual income

The analysis indicates that using the median multiple approach for housing demand imposes a higher requirement for lower priced housing compared to the other two measures.

The findings reveal that this conservative approach may contribute to mismatches in housing supply and demand, especially if policymakers apply a fixed multiplier without considering evolving demographic trends.

Based on a survey which included **bankers, professionals, authorities, and developers, residual income has been acknowledged by the majority as the best measurement** of housing affordability. However, cognisant of the limited detailed statistics of households in terms of income and expenditure at a localised level in the Country, the adoption of residual measure at this stage could be premature. In the interim, alternatives like the housing cost burden approach or a revised median multiple can be utilised with continuous reviews to align with changing demographics and lifestyle trends.

The application of the most appropriate measurement will assist policymakers to understand the true demographic profile and the needs of the Rakyat according to the various localities in the Country.

Government assistance programs must consider not only household income but also household size and composition to guide Local Authorities and developers in constructing homes that align with the needs and demands of their target markets, thus mitigating oversupply issues.



Group photo of KPKT Minister YB Nga Kor Ming (center) and REHDA Institute Chairman Dato' Jeffrey Ng Tiong Lip (eighth from the left) with representatives of REHDA Institute Research Strategic Partners (REHDA Malaysia, REHDA Selangor, REHDA WPKL, Bank Pembangunan Malaysia Berhad (BPMB), Sime Darby Property, Matrix Concepts Holdings Berhad, IOI Properties, IJM Land, Gamuda Land, PPB Properties, PR1MA & GreenRE) and REHDA Institute Research team.

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(ii) Key Issue: Changing Demography Profiles are not Recognised in Determining the Affordability of the Rakyat

The demographic statistics are central to understanding affordability and demand in the housing market. Economic shifts in specific areas also influence housing preferences and demand, driven by changes in income levels and infrastructure development. It is essential for authorities to monitor these demographic and economic shifts to align policies accordingly. Recognising this, REHDA Institute conducted micro-level analysis of selected States & Districts to highlight local variations and their impact on housing demand, urging Local Authorities to tailor policies based on micro-level demand assessments.

The statistics explored are as follows.

- Population (annual growth and numbers)
- Number of Households (annual growth and numbers)
- Household size
- Median Gross Monthly Household Income (by income bands)
- Median Monthly Household Expenditure (by categories of consumption)
- Median House Price
- Supply (existing, incoming, planned, new launches, unsold completed units)
- Demand (number of transactions by property type and price)

The population growth has slowed due to lower birth rates and higher mortality rates, but there is an increase in the number of households due to the smaller household size and the rise of urbanisation. These factors have influenced the demand for housing and shifted lifestyle perspectives, changing the type and size of housing needed. Policymakers and developers must pivot to align with these shifting lifestyle needs.

Despite a significant number of unsold properties below RM300,000, policymakers continue to request lower-priced houses, highlighting a disconnect in addressing housing affordability. REHDA Institute's micro analysis of the median gross monthly household income has revealed a decrease in the number of households in the lower income band of between less than RM2,000 and between RM2,000 to RM2,999 for Malaysia. For prime urban locations the band of households earning less than RM5,000 continues to decline indicating the need for better quality housing.

To address the supply-demand mismatch effectively, policymakers must analyse local demographic data to understand gaps and formulate targeted policies. More often, this micro analysis is not undertaken, and no supporting data is provided by the Authorities when imposing policies.



Figure 1: Number of Households by Income Level and Affordable House Price, Malaysia and Selangor (2014-2022)
Source: REHDA Institute

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Collaboration between the public and private sectors is crucial to narrowing the gap, and transparency in decision making should exist, benefiting both the industry and the Rakyat.

The statistical analysis conducted on selected States & Districts provides valuable insights for Local Authorities in shaping policy decisions. Understanding the reduction in household size is crucial as it directly impacts housing demand. **Monitoring demographic profiles and economic activities at a micro level is essential to address localized demand effectively.**

Certain policy implementations, such as mandating two car park bays for lower-income groups who may not afford housing, can impede affordability as it increases housing development costs. Similarly, imposing larger spaces for high rise units can raise maintenance costs, adding to the burden of lower income population. **All policies implemented should be reviewed holistically to achieve its objective and intent of ensuring a sustainable real estate environment.**

(iii) Key Issue: Cross Subsidisation Results in Price Distortion

Over the years, the market has experienced a steady rise in development costs, an issue addressed by REHDA Institute in 2022, via the published report "Housing Forward Understanding Costs and Sustainable Prices. One of the **prime causes was found to be the imposition of new compliances that add to project development costs.**

To further understand the issues, challenges, critical success factors, REHDA Institute undertook market surveys amongst select key developers. The objective of the survey was to identify if there exist different types of developers who focus on different types of housing and if the project viability differs between the types i.e. landed versus high rise and the different pricing of the housing.

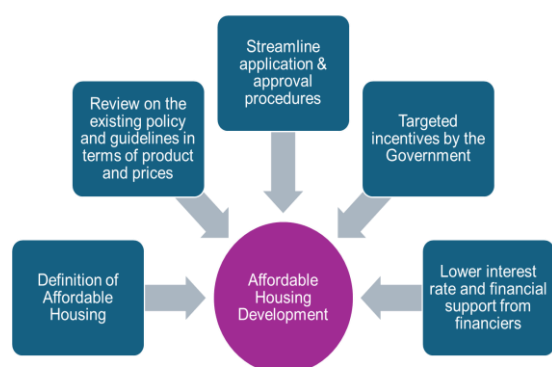


Figure 2: Key Factors to Encourage Affordable Housing Development
Source: REHDA Institute

The findings revealed that there are three distinctive types of developers.

- **Affordable Housing Developers:** Mission and corporate vision are to focus and provide affordable housing priced between RM200,000 and RM500,000. Their success relies on acquiring cost-effective land, offering standard design homes at competitive prices, and by leveraging their in-house construction capabilities to manage costs. Market research informs their strategies, resulting in high sales rates. Their mission is to deliver affordable housing solutions swiftly and efficiently.
- **Mid-ranged/Mainstream Developers:** These developers face challenges in providing lower-priced housing due to high land acquisition and development costs. To offset losses, they often raise prices for open market units, impacting the M40 group, who end up paying more for homes. This cross-subsidization strategy leads to a surplus of unsold units in the mid-price range of RM500,000 to RM800,000.
- **Branded Developers:** These developers renowned for their high-quality and prestigious projects, encounter difficulties in offering lower-priced housing, which conflicts with their corporate vision and mission. This creates market pricing distortions challenging their established positioning.

Another pressing issue faced by developers is that in certain locations when there are a few property developers, and the Authorities impose the same requirements of providing lower priced houses they are not aware that they are creating competition amongst the same target group and there might be insufficient demand to meet the increase in supply of the similar product. **That is why it is imperative for policymakers to consciously be aware of market demand and the changing demographic profile acknowledging that demand changes over time.**

Findings indicate that it is important to align supply with demand and avoid discriminatory conditions from Authorities without a clear understanding of market dynamics. Other businesses are not imposed with any restrictions that results in unviable market practices. Similarly, **developers should not be imposed with any conditions and free market forces should prevail. The market findings have revealed that there are developers whose mission and vision are to focus on affordable housing if it is viable.**

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These developers should then be incentivised in the form of subsidised construction materials, lower development charges, lower taxes, higher density / plot ratio if feasible and standard documentation that results in speedy approvals amongst other incentives. Furthermore, innovative financing schemes are crucial. Banks should play a key role in creating programs that benefit both developers and buyers, making affordable housing more accessible for everyone.

When housing developers are allowed to focus on providing affordable housing according to the target market in each locality, without imposing specific policies for lower priced housing, they would be able to fulfil their primary role of housing the Rakyat more effectively. The prevailing perception of a high demand for lower priced housing is the likely cause of rising unsold units in this category. **It is crucial to address this by studying and identifying the actual target market in each locality, as a one-size-fits-all policy may not be suitable.**

(iv) Key Issue: Overlapping Initiatives (Federal and State)

The Government has undertaken numerous initiatives to provide housing for the low-income segment of the society through social and public housing programs. These initiatives include social housing for rental or purchase aimed at assisting the less fortunate. **The Government's noble initiatives have successfully met the intent of housing the less fortunate Rakyat.**

Over the years inadequate monitoring of housing programs has led to instances where occupants do not vacate social housing upon improvement in their income level, thus depriving the needy households of housing privilege. Yet others have been found to sell the properties, benefiting from capital appreciation, or even renting it out for income.

Maintenance and management of these units have also posed a problem resulting in a non-conducive living environment. Additionally, Authorities assert a shortfall in houses priced below RM300,000 and call for more houses to be built in this category, however, statistics reveal that quite a substantial number of houses in this category are not fully sold. **A cause-effect analysis is necessary to identify the root problem, before introducing any more new requirements.**

Government programs sometimes compete with the private sector, resulting in competition and creating an unhealthy playing field. **It is suggested that the Government initiatives focus on housing the lower income group, whilst the private sector can deliver affordable housing aligned to market demand.**

To create an equilibrium between supply and demand, it is crucial to identify and align State and Federal Governments' social and public housing initiatives with local demographics to bridge the existing gap.

There is a need to create a centralised online portal for the Rakyat to easily access information **about all available programs and understand eligibility criteria to select suitable housing options. Such a platform will enhance the efficiency and effectiveness of the respective programs and eliminate duplication between programs.**

The constant review and monitoring of the occupants of the social housing will also guarantee that the right target group enjoys the benefits of the social housing. In this manner the need to continuously provide more social housing over time will reduce due to the natural progression of the nation and its population.

Additionally, the continuous assessment of the evolving demographic landscape and reviewing the lower income group's profile encourages targeted allocation of social housing to those who meet the criteria, eliminating mismatches in housing allocation.

Collaboration between public and private sectors is crucial, as nation building takes precedence. Implementing the report's suggestions can ensure a sustainable housing industry that meets the people's needs and fosters pride.

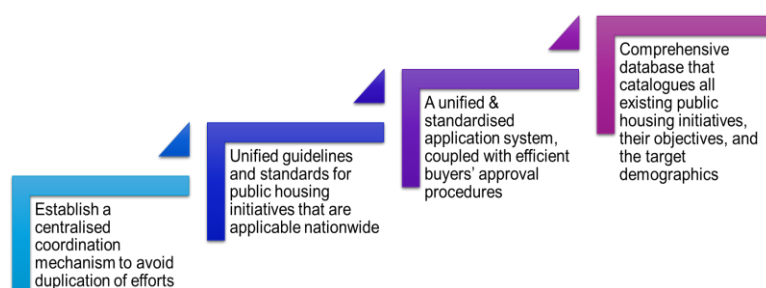


Figure 3: Measures to Consolidate the Government's Initiatives
Source: REHDA Institute

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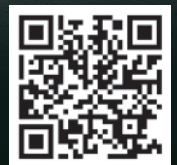
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REHDA Perak Members' Day and Outreach Programme

Written by Chuah Teong Geng, Christine
Research Manager, REHDA Institute

REHDA Institute was honoured to participate in the REHDA Perak Members' Day and Outreach Programme held on 20th May 2024, at the esteemed venue of Kinta Riverfront Hotel. The event commenced with a warm welcome from Ir Loh Ban Ho, REHDA Perak Deputy Chairman, setting a positive tone for the day. This was followed by an insightful opening address from YB Dato' Seri Ir. Mohammad Nizar Bin Jamaluddin, Perak State Exco for Infrastructure, Energy Water, and Public Transport, emphasising the importance of collaborative efforts in the region's development.



Ir Loh Ban Ho, REHDA Perak Deputy Chairman during his speech.

The event began with a detailed briefing by YB Dato' Seri Ir. Mohammad Nizar Bin Jamaluddin on Infrastructure Development for Perak State. His presentation shed light on the anticipated demand for affordable housing by 2030, stemming from significant ongoing and upcoming projects in the State, including the Lumut Maritime Industrial City, Automotive High Technology Valley, and the Kerian Integrated Green Industrial Park.



YB Dato' Seri Ir. Mohammad Nizar Bin Jamaluddin, Perak State Exco for Infrastructure, Energy Water, and Public Transport during his presentation



From left to right: Datuk Rick Cheng Wooi Seong, GreenRE Director, Ir Loh Ban Ho, REHDA Perak Deputy Chairman, YB Dato' Seri Ir. Mohammad Nizar Bin Jamaluddin, Perak State Exco for Infrastructure, Energy Water, and Public Transport, Datuk Ir Ho Hon Sang, Former Group CEO Mah Sing Group Berhad, Deputy President, REHDA Malaysia, Mr Raymond Chan, REHDA Perak Chairman

Following this informative session, Encik Sayed Muhammad Qusyairi Bin Sayed Shariffuddin, Executive Officer (Housing Control) of Perak Housing and Property Board, provided valuable insights into the State Housing Policies. Participants gained a deeper understanding of the allocation and conditions of Rumah Perakku, procedures for Bumiputera Lot release, and the statistics of developer license and advertisement permit applications.



Encik Sayed Muhammad Qusyairi Bin Sayed Shariffuddin, Executive Officer (Housing Control) of Perak Housing and Property Board during this presentation.

Mr James Tan Kok Kiat, CEO of Suntrack Development Sdn Bhd, captivated the audience with a comprehensive study on the Affordable Housing Stock in Malaysia. Through his presentation, attendees learned about the necessity of conducting thorough market research to align housing development with the dynamic demands of the populace.

REHDA Institute In Touch



Mr Loh Ban Ho, REHDA Perak Deputy Chairman delivered the token of appreciation to Mr James Tan Kok Kiat, CEO of Suntrack Development Sdn Bhd.

The event also featured Mr Gordon Laja Bayang, Deputy Director of the National Housing Department, who shared valuable insights on Developer's License and Advertisement and Sales Permit applications through the Housing Integrated Management System (HIMS). His discussion aimed to reveal how to streamline transaction processes, ensuring efficiency and transparency for all stakeholders involved.



Datuk Ir Ho Hon Sang, Former Group CEO Mah Sing Group Berhad, Deputy President, REHDA Malaysia delivered the token of appreciation to Mr Gordon Laja Bayang, Deputy Director of the National Housing Department.

Puan Siti Sara, an Accountant from the National Housing Department, elaborated on Housing Development Account (HDA), providing attendees with comprehensive guidelines, monitoring systems, and withdrawal procedures related to HDA, fostering a clearer understanding of financial processes in housing development.



Puan Siti Sara, an Accountant from the National Housing Department during her presentation.

Sr Malathi Thevendran, Director of Research and Education, REHDA Institute, then presented the latest research report titled "Affordable Housing II – Closing the Gap: A Strategic Approach to Balancing Supply & Demand." This collaborative effort with industry stakeholders and housing experts aims to address structural challenges in affordable housing development, offering strategic solutions for sustainable advancement.



Sr Malathi Thevendran, Director of Research and Education, REHDA Institute during her presentation.

The event concluded with a presentation by Ir Ashwin Thurairajah, Executive Director of GreenRE Sdn Bhd, on Green Building Certification. He provided insights into the GreenRE rating tools utilised for certifying green buildings and highlighted the wide-ranging benefits of green buildings to the economy. Moreover, he emphasised that green buildings are no longer confined to commercial structures but encompass residential buildings, industrial developments, and even townships.



Mr Raymond Chan, REHDA Perak Chairman delivered the token of appreciation to Ir Ashwin Thurairajah, Executive Director of GreenRE Sdn Bhd.

Overall, the REHDA Perak Members' Day and Outreach Programme provided a valuable platform for knowledge exchange, collaboration, and strategic planning among industry professionals and stakeholders. With a shared vision for sustainable development, attendees left empowered and inspired to drive positive changes in Perak's real estate industry.

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REHDA Institute In Touch



2024 Updates: Tax Law Decisions Impacting Property Developers & E-Invoicing Solutions

On 29 May 2024, REHDA Institute organised a seminar on the latest updates on tax law decisions affecting property development and construction, and e-invoicing solutions at Wisma REHDA, Kelana Jaya. Attracting around 60 delegates, this half-day seminar features four informative sessions.

In his presentation on the e-invoicing solution for the construction and property development industry, Mr. Daniel Soo from PKF Malaysia provided a detailed overview of e-invoicing, emphasising its mandatory implementation starting in phases from May 2024, with full compliance required by August 2024 for all taxpayers and certain non-business transactions. He outlined the data requirements for e-invoice as of 6 April 2024, including 55 fields and 12 additional fields, and stressed that no tax deductions will be allowed without a validated e-invoice from July 2025.

Mr. Daniel discussed the key features and process of the e-invoice mechanism, particularly billing documents in the construction and property development industry. He identified key challenges, such as insufficient preparation time and resources, significant IT investment needs, unclear industry-specific guidance, limited personnel knowledge, and security and privacy risks, stressing the importance of readiness and awareness of penalties for non-compliance.

For the second session, Mr. Kevin Lim from Infra365 emphasised the critical importance of cybersecurity in the context of e-invoicing. He stressed that as e-invoice records become accessible to the Inland Revenue Board (IRB) on a real-time basis, which requires open ports for continuous data exchange, robust cybersecurity measures are essential. He recommended IT infrastructure setups with additional checkpoints before data reaches the LHDN to mitigate these risks.

Mr. Anand Raj from Shearn Delamore presented several case studies on the tax treatment of developers, focusing on the implications of the new Section 4C of the Income Tax Act 1967, which was central to the arguments in multiple cases. He emphasised the critical importance of maintaining meticulous and well-documented corporate records, highlighting that court decisions heavily rely on these documents rather than accounting records.



From right to left: PKF Malaysia's Taxation & Business Processes Solution Director Mr. Daniel Soo, REHDA Institute Trustee Datuk Haji Muztaza Bin Haji Mohamad & Mr. Kevin Lim, Vice President of Infra365 Sdn Bhd.

Mr. Raj underscored that thorough documentation can significantly influence the outcome of legal proceedings, ensuring that developers are adequately prepared to defend their tax positions in court.

In the final session, Ms. Irene Yong presented "Navigating Property Transactions through the New CGT Regime," providing an in-depth overview of the Capital Gains Tax (CGT), which has been in effect since 1 March 2024, distinguishing it from the Real Property Gains Tax (RPGT). She emphasised the importance of understanding these differences to ensure accurate tax payments and avoid common pitfalls associated with misclassification. Ms. Yong's insights aimed to help property developers and investors navigate the complexities of the new tax regime, highlighting critical areas such as tax liability and reporting requirements to optimize financial outcomes while maintaining compliance.

Overall, the seminar facilitated a deep insight into crucial updates and strategies vital for navigating the evolving landscape of property development taxation and e-invoicing solutions, empowering attendees with actionable insights to enhance operational readiness and regulatory compliance in the dynamic Malaysian market.



Group photo of REHDA Institute Trustee Datuk Haji Muztaza Bin Haji Mohamad with Mr. Anand Raj and Ms. Irene Yong, Partners at Shearn Delamore

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REHDA Institute In Touch



Property Heads of Marketing Summit & Closed-Door Industry Brainstorming for 2024

Written by Chuah Teong Geng, Christine
Research Manager, REHDA Institute

On 11th June 2024, REHDA Institute held the Property Heads of Marketing Summit and Closed-Door Industry Brainstorming for 2024 at Dorsett Grand Subang, Subang Jaya. The event began with a focus group discussion, and a closed-door industry brainstorming session for REHDA members only. Moderated by the President of REHDA Malaysia, Datuk NK Tong, the focus group discussion aimed to listen to Heads of Sales and industry experts to understand the issues that they are experiencing and to gain insights.



Datuk NK Tong, President of REHDA Malaysia moderated the focus group discussion.

Key Challenges:

Members disclosed challenges in sales and marketing, including high sales targets, competition with price-controlled housing, and similar offerings due to local regulations. Escalating marketing costs, rebates, and discounts to entice buyers, and outsourcing to property agents were also highlighted.

Digital Marketing Insights:

Regarding digital marketing, members formed their teams to manage costs effectively. Balancing online and offline approaches were emphasised, with social media emerging as the primary platform. Despite concerns, online portals require monitoring to prevent data manipulation.

International Buyers:

Views were mixed on targeting international buyers due to concerns about cash transactions and bank scrutiny. However, the strong Singapore dollar might encourage Malaysians working in Singapore to buy properties in Johor Bahru.

Conclusion of Focus Group:

Datuk NK Tong noted that despite challenges like rising living costs and market uncertainties, developers remain optimistic.



Photo of participants during focus group discussion.

The event featured presentations covering locational trends, mortgage lending, customer experience marketing, and digital marketing. Notable speakers included Sr Norhisham bin Shafie, Director, National Property Information Centre (NAPIC), who highlighted positive trends in the property market activities. Ms Tracy Pan, Executive Vice President, Head of Mortgage Consumer Finance, Community Financial Services, Maybank discussed the banking industry's focus on project criteria for financing, with an emphasis on ESG-oriented projects. Ms Yulia Nikulicheva, Head of Research & Consultancy, JLL Malaysia provided insights into the real estate market outlook for 2024, emphasizing the impact of AI and ESG priorities.

Sr Samuel Tan, Executive Director, KGV International Property Consultants discussed Johor Bahru's potential as the "New Shenzhen," driven by economic factors and infrastructure improvements. The importance of real-time data for decision-making was highlighted in a panel discussion led by Datuk NK Tong.



From left to right: Datuk NK Tong, President of REHDA Malaysia, Sr Samuel Tan, Executive Director, KGV International Property Consultants, Sr Norhisham bin Shafie, Director, National Property Information Centre (NAPIC), Ms Tracy Pan, Executive Vice President, Head of Mortgage Consumer Finance, Community Financial Services, Maybank and Ms Yulia Nikulicheva, Head of Research & Consultancy, JLL Malaysia during the panel discussion

REHDA Institute In Touch




Group photo after the panel discussion.

The afternoon session began with Datuk Ir Ho Hon Sang, Former Group CEO Mah Sing Group Berhad, Deputy President, REHDA Malaysia stressing the importance of effective property development strategies. Mr Lim Zhen Hui, Head of Growth & Strategy, Stratos Pinnacle Analytics & Consulting outlined keys to conducting market research effectively, while Mr Faizul Ridzuan, Chief Executive Officer, FAR Capital discussed creative-driven campaigns to accelerate sales. Mr Siva Shanker, Chief Executive Officer, Real Estate Agency Rahim & Co International Sdn. Bhd. differentiated between sales and marketing strategies, focusing on niche markets and lifestyle concepts.

The event concluded with a presentation by Mr Marcus Teng, Chief Executive Officer, Propnex Realty Sdn. Bhd. on technology strategies to attract buyers, emphasising the importance of personalising customer experiences and employing the 3Cs strategy: contact, connect, and convert.



From left to right: Mr Lim Zhen Hui, Head of Growth & Strategy, Stratos Pinnacle Analytics & Consulting, Datuk Ir Ho Hon Sang, Former Group CEO Mah Sing Group Berhad, Deputy President, REHDA Malaysia, Datuk Haji Muztaza Bin Haji Mohamad, REHDA Institute Trustee, Mr Marcus Teng, Chief Executive Officer, Propnex Realty Sdn. Bhd., Mr Faizul Ridzuan, Chief Executive Officer, FAR Capital and Mr Siva Shanker, Chief Executive Officer, Real Estate Agency Rahim & Co International Sdn. Bhd.



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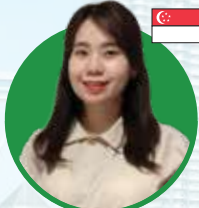
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REHDA Institute In Touch



Survey on Senior Living Accommodation Market in Malaysia

Prepared by Anis Bin Mat Dalam,
Research Executive, REHDA Institute

With declining fertility rates, increased life expectancy, international migration, and changes in industry structure, Malaysia's demography is shifting towards an aging population. The Department of Statistics Malaysia (DOSM) projects a significant increase in the percentage of citizens aged 65 and above from 8.1% in 2024 to 14.5% by 2040, which is a nearly equal share of the citizens aged 14 and below (18.6% by 2040). This demographic shift will drive innovation in the housing market and urban planning to create more accessible, adaptable, and supportive living environments, ensuring the needs of the growing elderly population are met effectively.

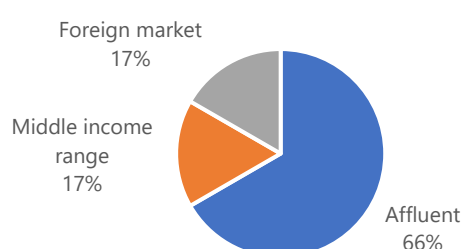
On 26 February 2024, REHDA Institute conducted a survey during the Roundtable Discussion on Senior Living (Aged Care) Issues in Malaysia, aiming to understand the current senior living accommodation market in Malaysia from the perspective of industry stakeholders and identify challenges and opportunities.

The occupied penetration rate for senior living accommodation among the elderly population in Malaysia is 5% and below.

Nearly three-quarters of the respondents (72%) believed that the penetration rate for senior living accommodations among the elderly population remains low, at 5% or below. The respondents saw that the senior citizens prefer to age in place or move to other locations and live with family members, instead of moving to purpose-built senior living accommodations, reflecting a strong preference among Malaysian elderly for maintaining familiarity and independence in their living environments as they age.

The affluent population is the most promising target market for Malaysia's currently operating senior living accommodations.

In terms of affordability, 89% of respondents believe that the current senior living accommodations are not within the affordability level for the majority of Malaysians. According to the survey, 66% of respondents identified the affluent demographic as the most promising target market for existing senior living accommodations in the Country.



Source: REHDA Institute

Estimated yield for the currently operating senior living/retirement village in Malaysia is 5% or below.

In general, the operating senior living/retirement village in Malaysia generated around 5% yield, providing an indication as to the financial appeal and sustainability as an investment option.

Implementation of residential REITs and build-to-rent models can stimulate the growth of purpose-built senior living accommodations.

In terms of operation models, 89% of the respondents believed that residential REITs and build-to-rent can boost the growth of purpose-built senior living accommodation in Malaysia. Meanwhile, 94% of the respondents disagreed that the Government has implemented any measure to stimulate the senior living industry in Malaysia. Several recommendations have been provided to the Government to stimulate the growth of senior living accommodation industry in Malaysia, as follows:

Financial mechanisms	<ul style="list-style-type: none">Financing models for senior living accommodation facilitiesTax incentivesDevelopment of long-term healthcare insurance schemeAllocation of certain EPF contributions to retirement living and aged care
Regulations	<ul style="list-style-type: none">More transparent licensing requirementsStreamline approval processesEstablish a centralised governing agency for the senior living accommodation industryReview utility rates for such facilitiesOffer visa options for aged care to foreigners
Public Awareness	Promote cultural acceptance of senior living and educate about its benefits

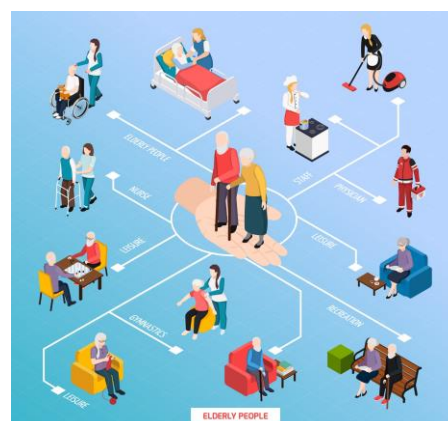


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REHDA Institute In Touch



Virtual Realty: Transforming Real Estate Marketing Strategies

Written by Nur Alya Syuhada Mohd Kamaruddin
Undergraduate Student, Department of Real Estate, Faculty of Built Environment, Universiti Malaya (UM)

Abdul Ghani Sarip
Lecturer, Department of Real Estate, Faculty of Built Environment, Universiti Malaya

Summarised by Anis Bin Mat Dalam
Research Executive, REHDA Institute

Introduction

This research focuses on virtual reality (VR) and its applications, defining it as technology creating simulated experiences akin to real situations using computer technology. VR is increasingly utilised in various industries, including real estate, where Matterport technology enables virtual property tours, aiding remote viewing and buyer attraction, even for unfinished properties. In retail and marketing research, VR aids in understanding customer behavior and enhances consumer experiences. Conducted in 2023, this study aims to explore VR's role as a marketing tool in Malaysia's real estate sector, with objectives including identifying its applications, assessing prospective homebuyers' awareness on VR applications in property marketing, and evaluating its impact on purchasing decisions.

The real estate industry employs various types of virtual reality (VR) technologies:

- 1. Non-Immersive Virtual Reality System:** Known as Window on World (WoW), this technology allows users to interact with virtual environments through portals on devices like computers, smartphones, or tablets. Matterport is a prominent web-based software used for virtual property tours in Malaysia, enabling 3D tours accessible with a click.
- 2. Semi-Immersive Virtual Reality System:** Utilising advanced graphics, semi-immersive VR enhances user interaction through screens or VR glasses, providing three-dimensional views and spatial awareness. Examples include the CAVE system and custom VR tour software developed for Quill Residences, offering interactive elements like 3D animation and music.
- 3. Fully Immersive Virtual Reality:** Offers a complete virtual experience where users feel physically present in the virtual world, requiring headset-mounted displays, trackers, and haptic devices. This technology is used in gaming zones and real estate to guide consumers through immersive virtual environments in real-time interactions.

VR is reshaping real estate marketing by offering innovative solutions to traditional challenges, especially amidst factors like the COVID-19 pandemic. Key developers such as LBS Bina Group in Malaysia are leveraging VR to provide immersive property tours accessible with a simple click, reducing the necessity for physical viewings and potentially alleviating workload for real estate agents.

Studies by Loureiro et al. (2019) and Hollebeek et al. (2020) highlight that integrating VR into the homebuying journey significantly enhances customer engagement and overall experience, positively influencing purchasing decisions (Willems et al. 2019). VR's adoption transforms property marketing by allowing prospective buyers to explore properties at their convenience through non-immersive virtual tours on developer websites. Interactive features such as clickable hotspots offer a more engaging and immersive experience compared to traditional guided tours, thereby enhancing the interaction between buyers and marketers.

Methodology

This study examines the incorporation of VR technology in the real estate sector by evaluating awareness and perspectives among potential homebuyers. Employing a quantitative approach, hypotheses were developed to gauge respondents' opinions on VR's role in real estate marketing. Participants utilised a Likert scale to rank questionnaire statements, ranging from 1 (strongly disagree) to 5 (strongly agree), indicating their levels of agreement with respective statements. The study targets potential homebuyers who intends to buy a property in the next 5 years in the Kuala Lumpur area, irrespective of their familiarity with real estate or VR technology. Out of 250 randomly sampled questionnaire surveys, 207 valid responses were analyzed, as outlined in Table 1 summarizing the questionnaire content.

Table 1: Questionnaire Design

Variable	No. of Question	Question No.
Section A: Respondent Demographic		
Gender	1	1
Age	1	2
Race	1	3
Level of Education	1	4
Monthly Income Range	1	5
Section B: Relevance of Respondent		
Property Holding Quantity	1	6
Intention to purchase property in the next 5 years	1	7
Perspective on virtual reality implication as a marketing tool in the real estate industry	1	8
Section C: Feedback/Perception of Virtual Reality Application/Influence		
The level of awareness of virtual reality applications in real estate marketing from the potential homebuyers' perspective	4	9
Virtual reality's influence on potential homebuyers' purchase decisions	4	10

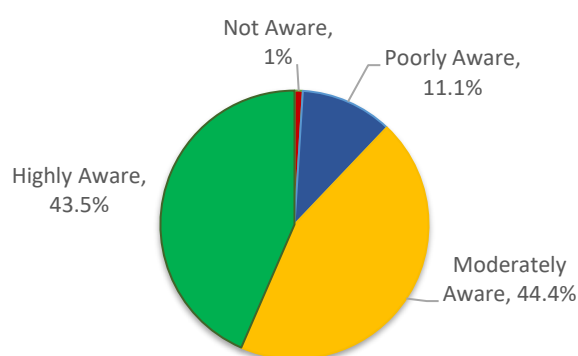
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Findings

All 207 respondents reported experiencing virtual property viewing using VR technology. The majority (35.3%) of respondents are aged 21-25. The analysis shows that individuals aged 21-40 have the highest exposure to VR in Malaysia's real estate industry. Regarding awareness of VR in property viewing, Figure 1 illustrates that 90% of respondents are highly or moderately aware.

Figure 1: Level of Awareness of Implementation of Virtual Reality As A Marketing Tool in the Real Estate Industry



The findings also showed that adoption of VR technology in property marketing increase the respondents' intention to purchase a property due to the accessibility, time and cost saving, and enables the potential homebuyers to visualise the layout and design of their house.

Conclusion

The findings suggest that virtual reality (VR) will have a substantial impact on real estate marketing. It is expected to raise public awareness about its value in real estate marketing and its potential to influence potential homebuyers' purchasing decisions in more sophisticated ways. The adoption of VR is anticipated to transform the landscape of real estate marketing significantly.

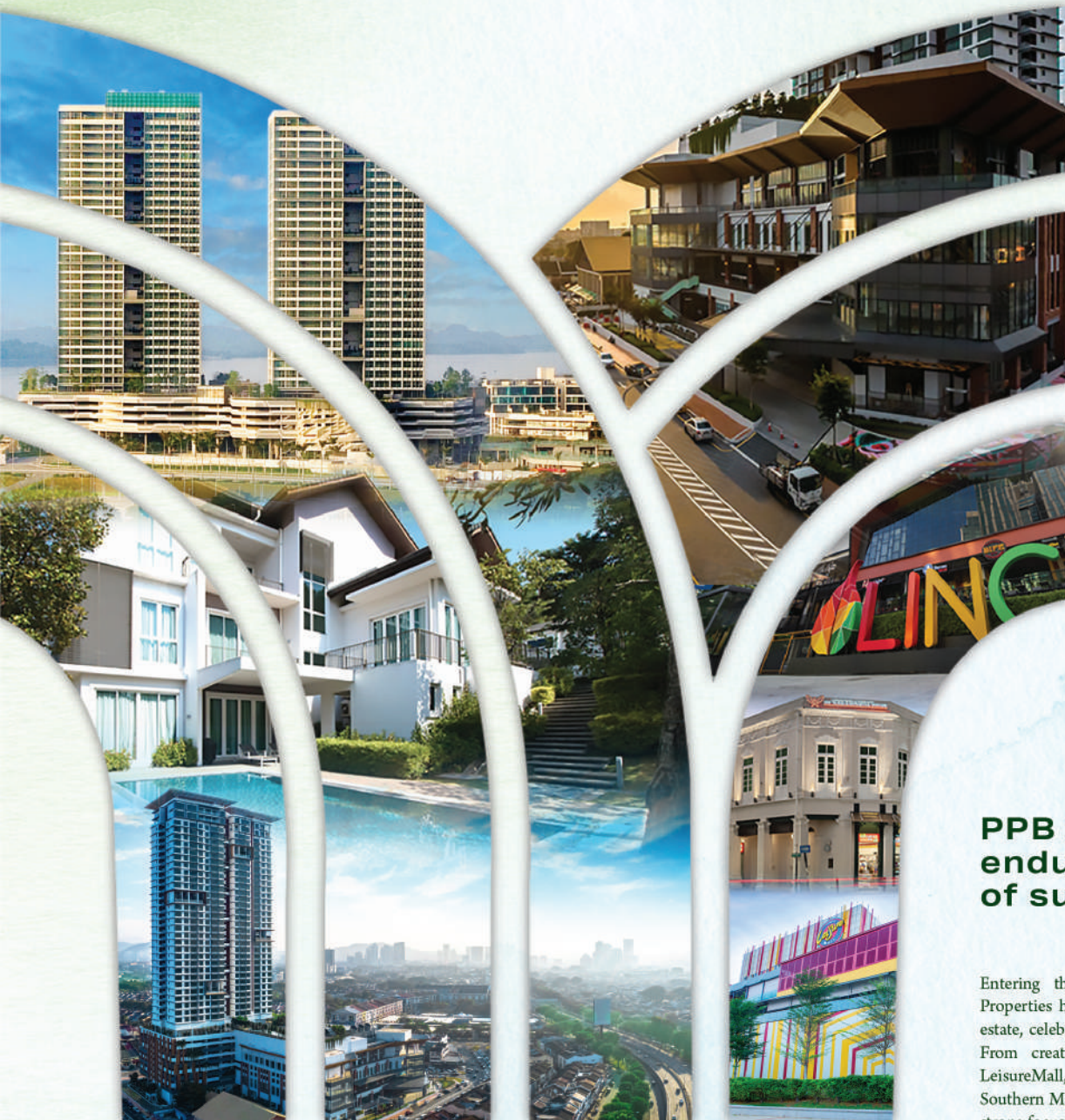
Table 2: Impacts of VR Application in Property Marketing on Potential Homebuyers' Purchase Decisions

Factors	Percentage (%)					Mean	Rank
	1	2	3	4	5		
VR is an interesting technology	1	1.9	18.8	51.2	27.1	4.01	7
VR scenes acquire the same feelings as real-world property viewing	1.9	5.3	15.5	40.1	37.2	4.05	6
VR helps to enhance my personal experience of property viewing	0.5	3.9	18.4	51.2	26.1	3.99	8
VR allows future homebuyers to visualize how their home will look like	0.5	3.4	12.6	35.7	47.8	4.27	3
VR is time and cost saving	1	2.9	15.5	47.8	31.9	4.34	2
VR give me a free visual property viewing without time limit	0.5	1.9	12.6	33.3	51.7	4.26	4
By implementing VR such as Matterport, I can share the visual property viewing with my connection	1	1.4	13	39.6	44.9	4.25	5
Implementation of VR increase my intention to buy the property because I can view the property whenever I want	1.9	1.9	12.1	37.2	46.9	4.39	1

Note: The values do not sum to 100% due to rounding.

References

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- Willems K, Brengman M, Van Kerrebroeck H (2019) The impact of representation media on customer engagement in tourism marketing among millennials. *European Journal of Marketing*, 53(9):1988-2017



PPB Properties' enduring legacy of success

Entering the property scene in 1982, PPB Properties has been a stalwart in Malaysia's real estate, celebrated for value crafted developments. From creating several landmarks like Cheras LeisureMall, Megah Rise, New World Park and Southern Marina, it redefines urban living. With a strong focus on community-centric developments, it continues to inspire and shape communities across Malaysia.



Megah Rise, PJ



Cheras LeisureMall, KL



Southern Marina, Johor



The Whiteaways Arcade, Penang

REHDA Institute In Touch



Homebuyers' Survey

Written by Chuah Teong Geng, Christine
Research Manager, REHDA Institute

REHDA Institute collaborated with REHDA Selangor to conduct a survey on potential homebuyers during the MAPEX April 2024 event.

The objective was to determine the homebuyers' affordability and housing demand in the Klang Valley. The three-day event at Pavilion Bukit Jalil took place from 26th to 28th April 2024. A total of 687 respondents participated in the survey and 563 valid responses were analysed.

The survey comprised three sessions:

Session 1 – Respondents' Profile

Session 2 – Respondents' Income & Budget

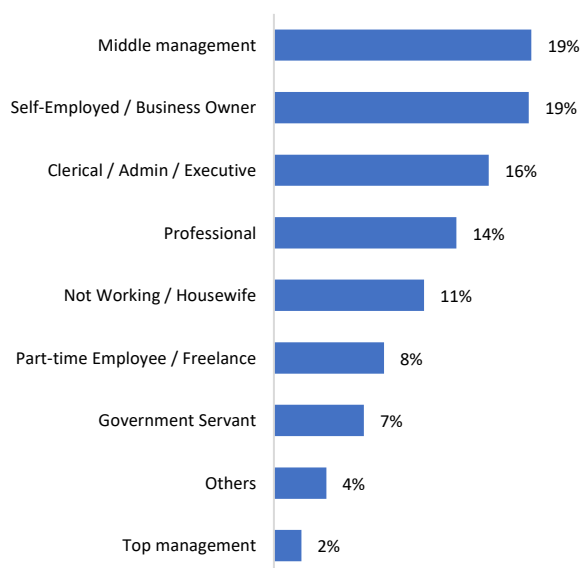
Session 3 – Respondents' Preferences

Respondents' Profile

The respondents predominantly work as middle management, self-employed / business owners, and clerical / admin / executive staff.

The "Others" category includes technicians, retirees, cabin crew, kitchen crew, security personnel, reporters, and baristas.

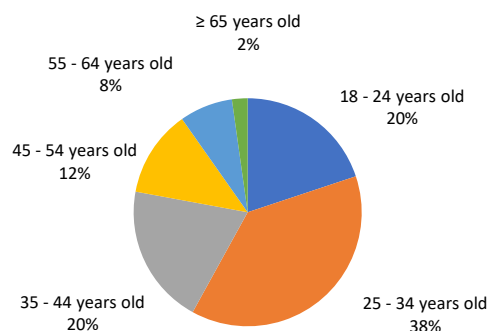
Chart 1: Designation of Respondents



Source: RI Research

Most of the respondents were young prospective homebuyers, with 38% falling in the age range of 25 to 34 years old.

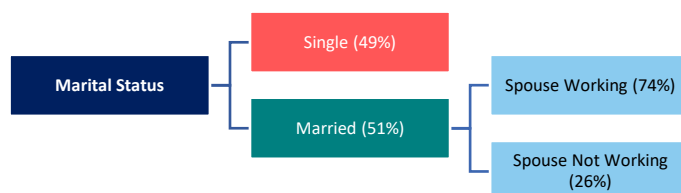
Chart 2: Age Group



Source: RI Research

A majority (51% of the total respondents) are married, with 74% of their spouses working.

Chart 3: Marital Status

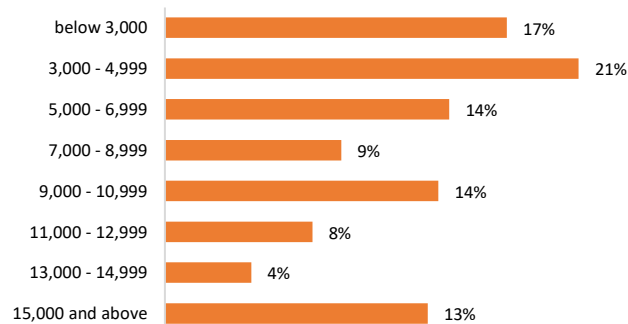


Source: RI Research

Respondents' Income & Budget

The respondents are mainly low-to-mid-income earners, with 38% earning a gross monthly income of less than RM5,000.

Chart 4: Gross Household Income (RM per month)



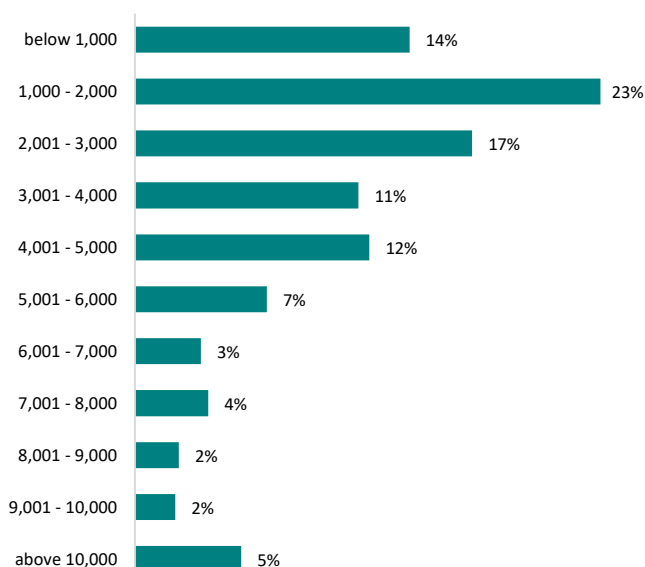
Source: RI Research

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A majority (54%) of the respondents spend RM3,000 or less per month.

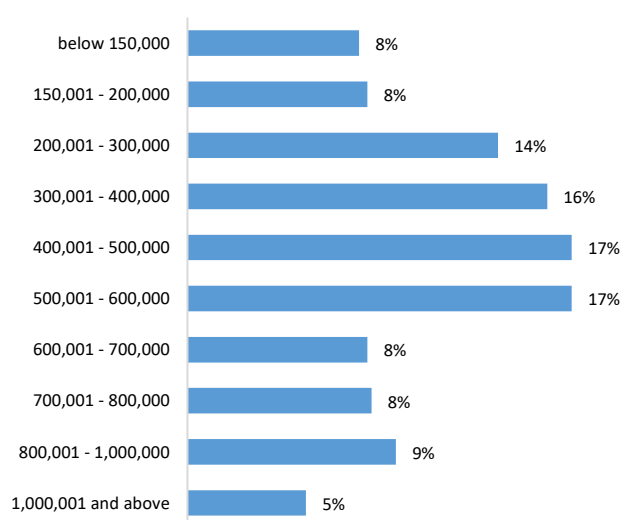
Chart 5: Household Expenditure (RM per month)



Source: RI Research

Potential homebuyers generally expressed interest in properties priced between RM300,001 and RM600,000 (50%).

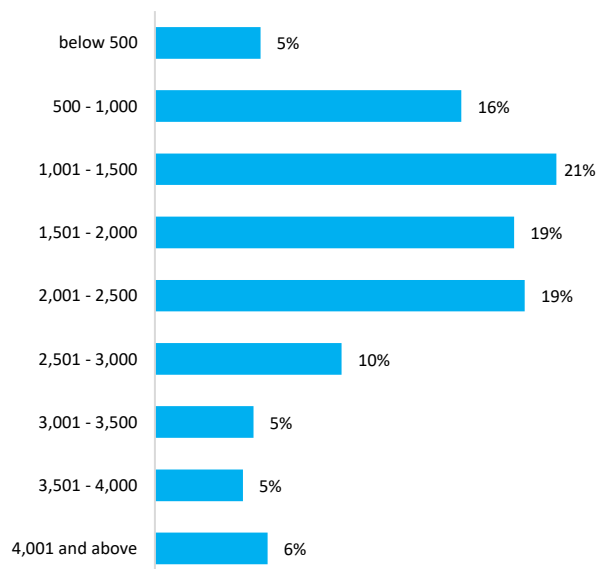
Chart 6: Target House Price Range (RM)



Note: Multi-select question
Source: RI Research

Approximately 59% of the respondents allocated between RM1,001 and RM2,500 for their monthly house instalments.

Chart 7: Housing Loan Repayment (RM per month)

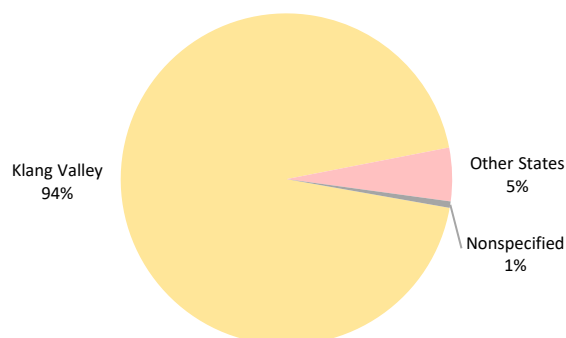


Note: Multi-select question
Source: RI Research

Respondents' Preferences

In terms of areas of preference, 94% of potential homebuyers are looking for properties in the Klang Valley. Of these, 54% of the potential homebuyers are looking for projects in Selangor. Petaling Jaya is the most popular location for the respondents, followed by Shah Alam and Puchong. These 3 areas were expected to be popular due to the survey being held in Bukit Jalil.

Chart 8: Areas of Preference



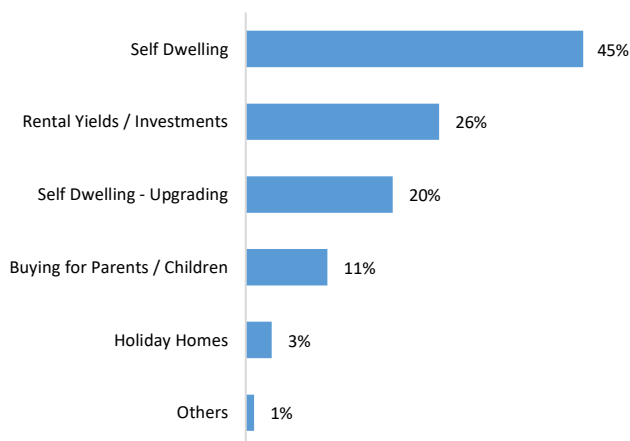
Source: RI Research

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Homebuyers that visited MAPEX April 2024 event were considering buying houses for self dwelling followed by rental yields/investments and self-dwelling - upgrading.

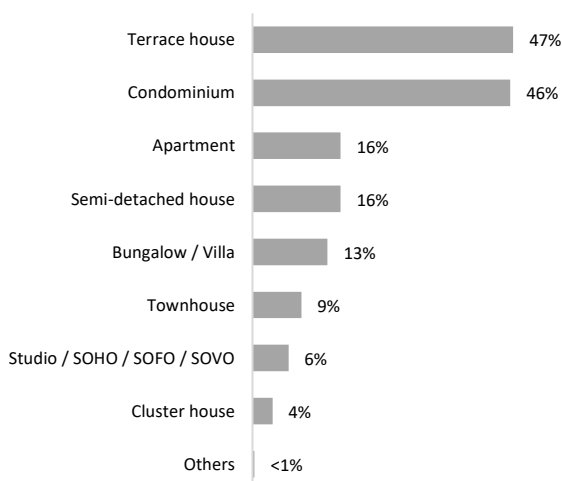
Chart 9: Purposes of Buying a Property



Note: Multi-select question
Source: RI Research

Terrace houses are the most popular type of home for potential homebuyers, followed by condominiums, apartments, and semi-detached houses. Property types under "Others" included shophouses and development land.

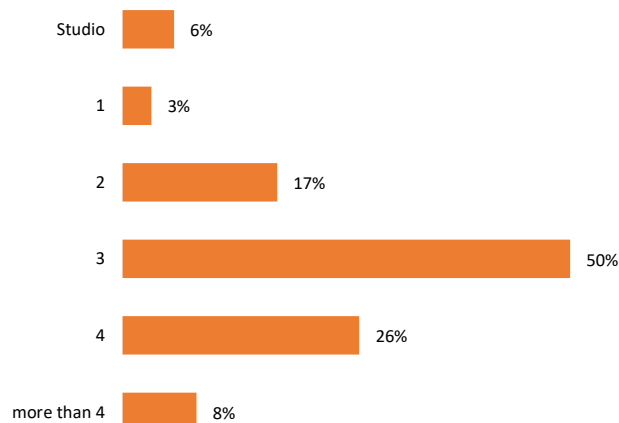
Chart 10: Property Types



Note: Multi-select question
Source: RI Research

Approximately 50% of potential homebuyers are interested in 3-bedroom units to cater to small families.

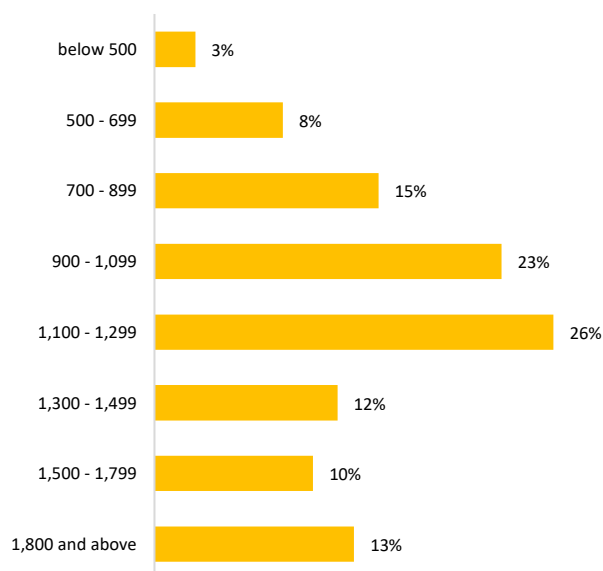
Chart 11: Number of Bedrooms



Note: Multi-select question
Source: RI Research

Properties with a built-up area between 700 sq. ft. and 1,299 sq. ft. indicated a high demand (64%).

Chart 12: Built-Up Areas



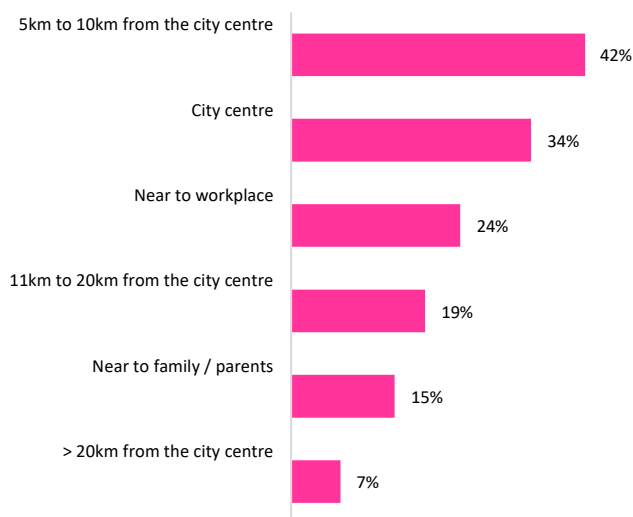
Note: Multi-select question
Source: RI Research

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76% of the respondents are looking for projects within 10 kilometres of the city centre.

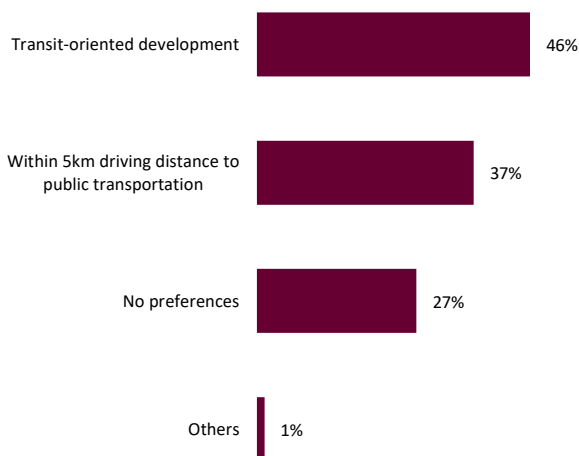
Chart 13: Project Location



Note: Multi-select question
Source: RI Research

Housing projects within a transit-oriented development are expected to receive a good response from potential homebuyers. Regarding other accessibility factors, potential homebuyers also seek projects with easy access to retail centres and green spaces.

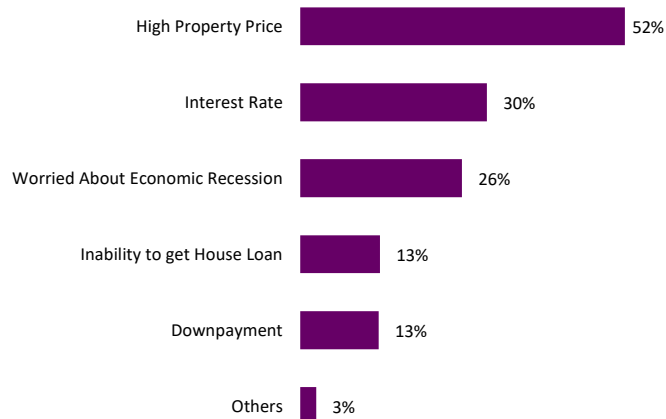
Chart 14: Accessibility



Note: Multi-select question
Source: RI Research

Approximately 52% of the respondents indicated that high property prices are the main barrier to purchasing a house, followed by interest rates (30%) and concerns about an economic recession (26%).

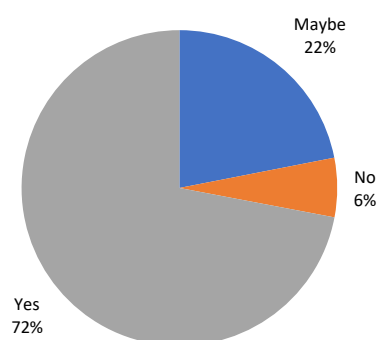
Chart 15: Barriers of Buying a Property



Note: Multi-select question
Source: RI Research

Potential homebuyers showed a strong preference for projects that incorporate green features (72%).

Chart 16: Green Features



Source: RI Research

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