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The Malaysian Reserve



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by FARA AISYAH

THE Real Estate and Housing Developers' Association Malaysia (Rehda) sold about RM21 billion worth of properties during the Home Ownership Campaign (HOC) as of early November.

Rehda president Datuk Soam Heng Choon said the total value is for about 28,000 of homes that were sold during the period.

"We have now achieved about RM21 billion of sales as at the beginning of November. By year-end, we should be able to achieve a total of RM24 billion sales.

"The types of properties sold are a mix of landed and high-rise homes. In smaller towns, the majority would probably be landed homes. In the Klang Valley, sales are mainly from high-rise homes," he told reporters at the Allianz Malaysia-Speedhome X Digital Innovation in Property and Insurance Market forum in Kuala Lumpur (KL) yesterday.

Last week, Housing and Local Government (KPKT) Minister



Soam (left) and Deputy KPKT Minister Datuk Raja Kamarul Bahrin Shah Raja Ahmad at the forum yesterday. Soam says Selangor tops the sales volume with 8,269 units

Zuraida Kamaruddin said the HOC surpassed the projected RM15 billion sales target, with a record of 27,823 residential units valued at RM17.66 billion sold as of Nov 11.

She revealed the figure in a recent parliamentary reply without disclosing the exact breakdown

of units sold. The minister set the year-end sales target to RM10 billion last September.

Rehda previously announced that it sold RM14.65 billion worth of properties during the HOC as at Sept 13.

The figure is for 19,784 units of home, excluding units below

RM300,000 and properties above RM2.5 million.

"In terms of value, a big chunk of it is for properties below RM1 million, while the remaining is RM1 million to RM2.5 million. The biggest demand is for properties between RM500,000 and RM750,000.

"Selangor topped the sales volume with 8,269 units, which did not surprise us. The housing demand in Selangor and KL should be at the top," Soam said at the briefing for Rehda Property Industry Survey for the first half of 2019 in September.

Properties between RM500,000 and RM750,000 made up the bulk of the sales with 7,704 units, followed by properties between RM300,000 and RM500,000 (4,967 units), RM750,000 and RM1 million (3,966 units), RM1 million and RM1.5 million (2,410 units), RM1.5 million and RM2 million (450 units), and RM2 million and RM2.5 million (285 units).

The majority of the sold-out properties were serviced apartments with 7,080 units, double-storey terrace (5,877 units), condominium (3,132 units), semi-detached homes (990 units), apartment (931 units), SoHo (698 units) and townhouses (496 units), among others.

KL records the second-highest sales volume of 4,775 units, followed by Johor (2,026 units), Penang (1,401 units), Melaka (1,394 units), Negri Sembilan (991 units), Perak (516 units), Kedah/Perlis (361 units), Pahang (48 units), Terengganu (nine units) and Kelantan (four units).