



Developed by,



Regina Development Sdn Bhd

Fact Sheet

Developer:	Regina Development Sdn Bhd
Proposed Project Name:	The Regina USJ 1
Accessibility:	Easily accessible from KESAS highway, LDP, Federal highway, NPE highway, Minutes to existing KTM komuter station & upcoming LRT station (USJ2)
Land Size:	4.5 acres
Land Title:	Residential Land
Title Tenure:	Leasehold
Encumbrance:	UOB Bank Malaysia Berhad
Development Concept:	Modern contemporary façade with high-end facilities
Type of property:	4 blocks of 21 storey condominium (150units x 4blocks)
Building Components:	Ground Floor – Guard House, Lift Lobby, Private Visitor’s Lounge & Drop off Point/Car Parking Level 1 to 2 – Car Parking Level 3 – Facilities Area Level 4 to 20 – Condominium Units Roof Top Level – Sky Garden
Unit Size & Type:	Built-up area subject to final confirmation

Type	No. of Units	Built-up area (sq ft)	Bedroom	Maid's room	Bathroom
A	108	1044	3	-	2
B	368	1247	3	1	3
C	56	1338	3	1	3
D	68	1475	3	1	3
Total	600				

- Facilities:
- Infinity Pool
 - Pool Deck
 - Landscaped Feature Deck
 - Majestic Gardens
 - Posh Lift Lobby
 - Modern Gazebos
 - Children's Play Area
 - Wading/Kid's Pool
 - Glass Walled Gym
 - Sky Garden
 - Landscaped Park with Water Features
 - Poolside Bistro
 - Sauna
 - Function Rooms.

6-tier Security Features: - Card access at guard house

- Card access at lift lobby
- Lift access only to your respective floor
- CCTV
- Patrolling guards
- 2 way intercom

Renovation Package: - Kitchen cabinet with cooker hob and hood

- Air-conditioner to master bedroom, bedroom 1 & 2, living/dining area
- Instant water heater to bathroom 1 & 2
- Decorative grille at main entrance

Estimated Soft Launch: 18th October 2011

Expected project completion: End of 2014

Loan scheme: DIBS

Early bird package: 5% off from selling price

7% discount from S&P price (1st 100 purchasers)

3% booking fees

Free legal fees on S&P*

Free legal fees loan agreement*

Free 4 to 5 units air conditioners

Free 2 instant water heaters

Free kitchen cabinet with cooker hob and hood

Free decorative grille at main entrance

Selling Points

(i) Great Product & Quality:

- Prime location in Subang USJ
- Regal lifestyle: Modern outlook, stylish design, prestige lifestyle & full facilities.
- Garden city ambience: Stunning landscape & heaven alike roof top sky garden.
- 6 tiers security: (a) Guard house entrance access (by residence's access card)
 - (b) Guard house CCTV
 - (c) Lift lobby door access (by residence's access card)
 - (d) Limited floor access (by residence's access card)
 - (e) 2ways intercom link with guard house
 - (f) 24hours security guard patrol service
- Indoor facilities & services: Infinity edge pool, gym, sauna, guest waiting lobby lounge, audio visual room, reading lounge, jogging track, BBQ area, children playground, child care centre, urban grocer, laundry service, cafeteria & restaurants.
- Outdoor facilities & services: Park area for children playground, basketball court, tennis court, futsal court & etc

(ii) Great accessibility & mature neighbourhood

- Mature neighbourhood: Surrounded by hyper markets, shopping malls, colleges, commercial & residential area. (Eg: Giant, MyDin, Simmit, Proposed foreign shopping mall, Segi Collage, Taipan commercial area & etc.)
- Nearest townships are including Subang Jaya, Bandar Sunway & Puchong. All these area is established with high population & professional services on both educational and medical. (Eg. Sunway University College, Taylor's University College, Monash University, Sunway Medical Centre & SimeDarby Medical Centre Subang Jaya & etc.)
- Great accessibility: Kesas, NKVE & LDP. USJ1 is one of the nearest townships from KLIA & Sepang.

(ii) Reasonable Costing & Pricing

- Pricing: Reasonably started @ RM440/sf in comparing with nearby newly-launched projects like DaMen @ RM680/sf
- GDV & Package: GDV at RM385,189,000 under DIBS. The project obtained DIBS scheme by UOB & Alliance as financing panels & the purchasers do not need to bear any interest and repayment during construction period.

(iv) Potential

- Infrastructure:

- Future LRT extension in Subang USJ1.
- Kesas Highway exit to USJ1.
- Access to major highway: Kesas, NKVE, Federal, LDP & SKVE.

- Future development in USJ1

- Summit Shopping Mall is bought by Asia's most powerful man, Lee Ka Shing for future development.
- JAKS resources will be moving out for future mixed development in USJ 1. Proposed developments are including landed terrace houses, condominiums, shop lots & shopping mall.
- Imperia Institute of Technology will be moving to USJ1 from Kelana Jaya.

(ii) Competitive pricing & attractive investing package

- Comparison:

	<u>1. Regina</u>	<u>2. DaMen</u>	<u>3. USJ One Avenue</u>	<u>4. The One Park</u>
Launching Price:	RM440/sf	RM680/sf	RM205/sf (2005)	RM350/sf
Current Price:	-	-	RM289/sf	-
DIBS:	YES	NO	NO	NO
Status:	Launching (2014)	Launching (2014)	Completed (2008)	Launching (2014)
ROI:	TBC	TBC	41%	TBC
Remarks:	Mid-upper Class	Mid-upper Class	Mid Class	Mid-upper Class

- Investors have no worries for progressive interest during construction period. DIBS package encourages stronger buying power.
- Based on other newly launched projects in USJ1, ROI of Regina is estimated at minimum 23% after completion.

(iv) Great ROI estimation

- Likely to produce great ROI with above factors when marketing strategy is effectively planned and proceeded.
- Example: B-34-05@RM494,570 (1044sf). After 7% discount@RM459,950.10 or RM440.57/sf
Assumption 1:

Sub sales price is 20% lower than nearest project, DaMen @ RM680/sf -20% = RM544/sf

$$\begin{aligned} \text{ROI} &= \text{Net profit} / \text{Total Investment} \times 100\% \\ &= (\text{RM544} - \text{RM440.57}) / \text{RM440.57} \times 100\% \\ &= \text{RM103.43} / \text{RM440.57} \times 100\% \\ &= 23\% \end{aligned}$$

Assumption 2:

Sub sales price is same with DaMen launching price @ RM680/sf

$$\begin{aligned} \text{ROI} &= (\text{RM680} - \text{RM440.57}) / \text{RM440.57} \times 100\% \\ &= \text{RM239.43} / \text{RM440.57} \times 100\% \\ &= 54\% \end{aligned}$$

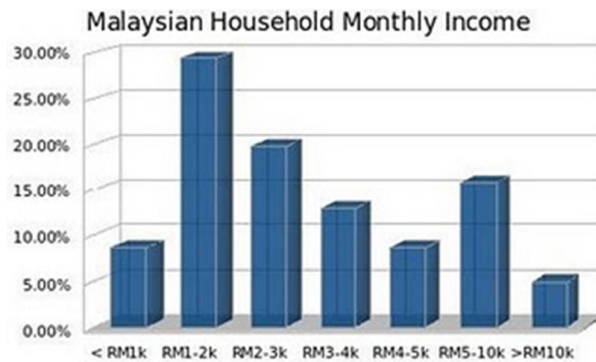
(iv) Next booming area in Selangor

- After success of Subang Empire, USJ1 is potentially becoming the next booming area in Selangor with its mature neighbourhood, population and accessible infrastructure.

Threats

(i) Soft property market

- Bank Negara's policy is restricting borrowing on buyer's 3rd residential property to a maximum 70% loan to minimise speculation.
- Generally, investors are being reserved before election.
- Development trend is moving toward higher end market and most developers are more likely to be in this market segment. However, Malaysian average income, which is RM3686/month, is unable to justify high end property that is priced above half a million. According to statistic, 57.8% of household's income is in the range of RM3000 to RM4000 per month. The maximum property price for the major households to afford is about RM300,000. Only 5.2% population are drawing salary at above RM10,000/month. Inequality of income shows low population can afford hid-high end range of properties.



- Christmas and Chinese New Year are coming soon. Generally, market will be even slower after Chinese New Year.

(ii) Public Confidence

- Branding, reputation & company image are affecting public's impression and confidence toward the developer and this will be reasons to influence client's decision making.
- DIBS will be a confidence buster for the project as it reflects Bank's confidence on the project.

Focus

(i) Sales & Marketing : Image & performance

- Presentation of Sales representatives: Good attitude, friendliness & professionalism especially come to product knowledge, analysing market position (in comparing with other projects) & confident sales talk.
- Advisable to focus on own listing without marketing the project with further advertisement.

(ii) Investors purchase:

This segment needs to be emphasised & sales volume on regular property investors need to be increased. Investor from sales representative's' database will be key factor in the instant sales respond and future appreciation indicators.

(iii) Phase 2: Block B & Block C

- 1248 sf units (best of view)

(iv) Early bird package until targeted sales amount achieved

- Current early bird package: 7% discount + 3% booking fees + DIBS + Free Legal Fees on S&P + Free Legal Fees on Loan Agreement ****by panel banks: UOB Uptown branch & Alliance Puchong branch & Panel lawyer****
- Targeted official launching price will be having increasing rate at minimum RM20/sf.

(v) Bumi package

- 7% discount + 3% booking fees + DIBS + Free Legal Fees on S&P + Free Legal Fees on Loan Agreement ****by panel banks: UOB Uptown branch & Alliance Puchong branch & Panel lawyer****

Summary

- As the selling price of Regina is at RM494,570 onward, the household income groups need to be focused would be the groups of RM5,000 to RM10,000 and above RM10,000.
- The focus market is about 20% of the total population. To identify this income groups, database of **regular property investors** will be the key element for the first wave of hot selling respond.
- The right location of road show activities to target this income group is important.
- DIBS scheme is great package for investors who prefer to have 'peace in mind' for 3 years construction period. By introducing DIBS, it shall be easier in getting more sales.
- Creative marketing tools to plant the brand and project into people's mind.
- Sales personal who represents the brands and projects need to have criteria as following:
 - (a) Great selling skills with right attitudes
 - (b) Knowledgeable on market or competitor's information
 - (c) Confidence on product
 - (d) Professionalism to analyse
 - (e) Persistency to follow up
 - (f) Friendliness to face rejection
- Company branding and image need to be reinforced and introduced to public through right channel of press media release and publicity in near future.
- **Prioritise 'Selling Points'** sector that Regina possesses. Especially on sales & marketing team.