

# The BUZZ

**SPB** SELANGOR  
PROPERTIES  
BERHAD

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## BUKIT PERMATA

105 acres of freehold land, of which  
84 acres has been developed  
since 2001

## PERMATA HEIGHTS

60 units of Semi-D and  
Bungalow homes that promises  
luxury living

## CHRISTMAS JOY

Spreading the festive joy and love  
to the children Ephratha Home

# 04/

## ABOUT BUKIT PERMATA



A matured neighbourhood located on the hills of Gombak.

# 08/

## SPB GIVES BACK



It was a merry Christmas celebration with the children of Ephratha Home. Children were treated to presents and a tea-party hosted by Yellow Brick Road cafe.

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# MESSAGE FROM CHIEF OPERAT- ING OFFICER

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*Dear Valued Residents,  
I would like start out by wishing you a  
Happy New Year.*

In the spirit of being grateful for what we have and giving to those in need, we recently celebrated and shared the joy of Christmas with the children of Ephratha Home. Children were treated with a Christmas tea-party courtesy of Yellow Brick Road cafe. Ephratha Home located in Rawang, houses 30 orphans from newborns to teenagers the age of 16. In the past year, the home has appealed for public pleas in order to sustain operations. It brings me much joy that we played a role in spreading joy and love to the children this Christmas. There is so much that we can do to help those in need in our community and this is part of Selangor Properties Berhad's (SPB) mantra of enriching lives.

This issue will feature the journey of Bukit Permata located in Gombak. SPB launched its first phase of double story-linked homes in year 2001. This was followed suit by phase 2 and 3 of double story-linked homes in year 2004 and 2007. We have recently just launched 60 units of freehold semi-detached and bungalow homes nestled in

a lush, serene and calm vicinity of Bukit Permata. Our homes are carefully planned and designed to provide you the best in modern home living. Each home is designed incorporating elements of modern classic styling with spacious layouts allowing you to relax in comfort and entertain in style. It is a perfect residential enclave that compliments the lifestyle of modern families. I would like to invite you to drop by our sales gallery for a cup of coffee. Our sales consultants will be able to give you more information.

As we embark on the New Year, I would like to take this opportunity to wish you Happy Chinese New Year in advance and a wonderful 2016 ahead.

Warmest regards,

**Chong Koon San**  
Chief Operating Officer



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## *ABOUT* **BUKIT PERMATA**

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Keruan Jaya Sdn Bhd, a subsidiary of Selangor Properties Berhad owns 105 acres of freehold land in Bukit Permata, of which 84 acres has been developed since year 2001. This residential development has been around for more than a decade and is located on the hills of what was formerly a rubber estate. The serene and calm vicinity is not highly dense as compared to other residential areas thus giving residents a close knit community experience.

Bukit Permata host two to three storey linked homes. The first phase of linked homes were launched in 2001 followed by the second and third phase in year 2006 and 2007/2010 respectively. All three phases of development, with over 1000 units of linked homes have been fully sold with individual titles issued.



The latest edition to Bukit Permata was introduced in December 2015. Permata Heights, is a prestigious freehold hillside residential enclave that consist of 60 units luxury Semi-Detached and Bungalow homes. It promises luxury living with all the comforts and convenience of modern life.

Each home is thoughtfully designed incorporating elements of modern classic styling. Space has been optimized throughout the unit to offer residents that cosy and pleasant living experience, whilst offering ample space for large or extended families. This luxury homes range from 3,881 sf – 4,691 sf in built-up.

The bungalow homes are available in 3 different layouts. Each home is equipped with 6+1 bedrooms, 6+1 bathrooms and 1 powder room with a built up ranging from 4,055 sf – 4,691 sf.

The semi-detached home is available in a single layout with a built up area of 3,881 sf. Each home is equipped with 5+1 bedrooms, 5+1 bathrooms and 1 powder room.

If you like to know more about our homes, log on to <http://www.permataheights.com> or call 013- 717 9999/ 012- 288 7371/ 012 - 3181580. You may also visit our sales gallery at No1, Jalan Bukit Permata, Taman Bukit Permata.



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 OUR PIONEER RESIDENT
 

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Azidin and family enjoys living in the neighbourhood.  
They feel closer to nature and enjoy the fresh air  
as it is surrounded by greens.

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Encik Azidin Sulaiman  
& Puan Rosni Mohd  
Sari in Puchong

Encik Azidin and family are one of the pioneer residents at Bukit Permata. They have been residing in this neighbourhood since 2004. Prior to this, they were living in a neighbourhood nearby. Azidin recalls stumbling upon a roadshow that was promoting the neighbourhood eleven years ago. Both Azidin and his wife were impressed by the size and built up of the home. They were also impressed by the sincerity displayed by the sales personnel who advised them to visit the show gallery before deciding to purchase the property. This gave the couple confidence in the development.

After visiting the show gallery, the couple was convinced that Bukit Permata is the neighbourhood for them and as such, they decided to sell the property that was purchased earlier. "We made the right decision and we never looked back," said Azidin.

Over the past 11 years, the couple has seen the transformation of the neighbourhood. Infrastructures were improved and security was amplified to cater to the needs of the residents. The family believes that the developer will continue to improve and develop the township to cater to the lifestyle of the residents.

When asked of his fondest memories, Azidin recalls the family days organized by the community. "I was so proud when I told friends that I was having a family day event. Most assumed that it was a family

function with the in-laws or my side of the family but it made me proud to tell them that the function involved the residents of my neighbourhood, my family. There were also open houses organized frequently in the past during festive seasons. As the neighbourhood expands, there are less of these activities, as it gets harder to manage," said Azidin.

Azidin and family enjoys living in the neighbourhood. "People here are generally nice and caring. We watch out for each other" said Rosni. Rosni added that the neighbourhood is serene, peaceful and quiet. It is located away from the hustle and bustle of the city. They feel closer to nature and enjoy the fresh air as it is surrounded by greens. Both Azidin and Rosni do not have any intention of leaving the neighbourhood. They easily see themselves living here for the next 10 years.

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Stephen Goh, Director of CG Asia shares his experience and views on the property market in Gombak.



Stephen Goh,  
Director of  
CG Asia Sdn Bhd

With over a decade of experience in the scene, Stephen is very well verse with the market in Batu Caves, Gombak. Stephen was involved in the sales of 2 ½ storey link houses in Bukit Permata in 2003.

Bukit Permata, a 105-acre freehold ongoing development, built on a gentle hillside terrain has evolved to become a choice of location amongst residents in the locality. Over the years, many new residents has upgraded into this neighbourhood from the surrounding schemes. Its inner location and single access concept, which was once a deterrent has now been overshadowed. The single access concept was designed with the foresight of providing residents a secured environment. Residents today see the advantage of having such a controlled access and have even taken it amongst themselves to introduce the guarded community.

Bukit Permata has been gaining traction over the years and this is attributed to its low density development within a calm, serene and peaceful environment. "Being located by the hillside gives residents the sense of exclusivity and serenity. This sets Bukit Permata apart from other neighbourhood" said Stephen. Besides that, the matured neighbourhood is also close to public amenities and services with a freehold land tenure.

According to Stephen, selling homes to prospective buyers in the past were merely selling a 'roof over their heads'. Affordability and loan eligibility were their main concerns. Things have taken a change since. Prospective buyers are now looking at quality living, lifestyle and security. With the demanding and hectic lifestyle today, people are looking to go home to a serene and calm environment where they do not need to worry about security. Convenience is another

key factor in making a purchase decision. People are looking for convenience where everything can be attained within reach. When asked about the property value of Bukit Permata, Stephen states that the appreciation rate generally ranges from about 202% to 277% depending on the period the property was purchased.

The table below provides a summary to the appreciation of homes in Bukit Permata.

Type	Launched Price	Est. Current Price	Remarks
• 2 ½ sty link (20' x 70')	RM299,000 (Mar '03)	RM700,000	Appreciated 234%
• 2 sty link (16' x 70')	RM198,800 (Mar '03)	RM550,000	Appreciated 226% to 277%
	RM235,000 (Nov '06)		
	RM243,000 (Sept '07)		
• 2 ½ sty link (16' x 70')	RM273,000 (Sept '07)	RM650,000	Appreciated 238%
• 2 ½ sty link (20' x 75')	RM419,800 (Sept '07)	RM850,000	Appreciated 202%

Stephen believes that homes in Bukit Permata will do well in capital growth over the next few years. The addition of exclusive semi-d's and bungalows to the development will further uplift the area, thus increasing the value of the neighbourhood.



SPB  
GIVES BACK

# Spreading the Christmas Joy



Selangor Properties Berhad (SPB) shared the Christmas joy recently with the children of Ephratha Home. Ephratha Home has been operating since 2005. It was established to take in orphans and abandoned cases. The home currently houses 30 children, both male and female from the age of 2 – 16 years of age.

Mr. Chong Koon San, Chief Operating Officer of SPB shared an inspiring message with the children of Ephratha Home. He spoke of the determination and courage of the founder, Puan Sri Chong Chook Yew Wen of SPB in pursuing her dreams. In his message, Chong shared how Puan Sri's bravery, courage and determination saw her through tough situations such as enduring World War II in order to obtain a university degree. Chong drove back the message and motivated the children of Ephratha Home to find their own dreams, to believe in it and to see it come to past.

The children were treated to a tea-party hosted by Yellow Brick Road cafe and were entertained with Christmas Carols by SPB-DAMA Young Artistes. They also received Christmas presents from SPB.

