

Malaysia, the emerging property heaven for investors

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Today Malaysia is the most attractive country in terms of property investment, following the debacle in Dubai, and in spite of the United States subprime mortgage turmoil, tightening of credit worldwide, mounting risk exposure, a large number of foreign investors, are now steaming into KL, specially, as they think it's best to park their money in real estate market of Malaysia.

The KL city is emerging as an international real estate destination with the large number of foreign interest to develop and invest in residential and commercial properties in and around KL.

The exemption of real estate property gain tax and other relaxations last year were a welcome sign to get Malaysia on the radar screen of investors. KL properties are still relatively cheaper compared to other Asian cities and their strong upside potential.

Following the property debacle in Dubai, the investors are left with very little choice within the region except Malaysia and KL in particular.

The strength of investment in Malaysia by a foreign investors is that the respective laws and regulations enforced by the administration for the addition of more incentives. The exemptions are adequate and placed well to guarantee the investment and its return.

The Sales Purchase the initial document for sales is executed by the lawyers and properly registered and stamped by the state authorities.

All promotional material advertised and printed by the developers has to define and illustrate the type, style, numbers of facilities etc, besides protecting the purchasers from escalation. The quality of construction is world class and designs innovative. The growing attraction continues to lure developers to introduce their brand of tastefully designed projects.

Although foreign investment has been growing since 2005, especially among Koreans, Japanese, Chinese nationals, now the Middle Easterners are rushing into the property market.



Malaysian, hospitality, under the Malaysian My Second Home program (MM2H), offers attractive package for foreigners, to reside in Mal, with comfort and peace, it still needs to be promoted aggressively to increase awareness about the same, of course, it would help with the addition of more incentives. On the impact of the US subprime crises and the debacle in Dubai, it is threatening to morph and take on global proportions, it doesn't look like making much impact of the Malaysia market, as it has gone through the crises in 1996, and cleaned itself up.

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investors are increasing their stake in this region especially Malaysia.

The financing of the real estate by the local and foreign banks, especially convenient process and procedures for the foreign investors, has been another important factor in encouraging foreign investment.

Since 1st Dec the BLR has been brought down thus making the mortgage further attractive to 4.3%. The rental return to investment ranges from 6-9% depending upon the location to location and project to project, in regard to residential properties, and above 12 to 15% in case of commercial properties.

Whereas the appreciation seen by experts would be around 20-30% in view of the influx of foreign investors, due to the fallout of Dubai, in particular and to a small extent from investors of Pakistan as well.

The interest in high-end luxury residence within the prominent enclave is driven by the changing life style and a strong appeal for quality living.

The growing expatriate and business community, including diplomats and professionals from multinational companies, information technology, oil and gas, and banking industry are also opting for quality living in prominent locations in and around KL.

Although high-end condos seem to have out shown landed residential houses for the past 3 years, there is still a demand for land in established locations which will drive up their values over time.

The favoured areas in Klang valley include the suburbs of Damansara Heights, Bangsar, Bukit Pantai, Hartamas, Mont Kiara, Kota Damansara, Tropicana and Bandar Sarawak.

The growing attractiveness of KL is adopting the latest building and technology resulting in eye catching architecture designs, lay out and optimum space usage. According to the experts the rate of appreciation in capital value has been much faster in KL than other parts of the region, and will remain the focal point of real estate development for many years to come.

However in long term only projects with good location, quality construction and finishes, facilities and property management would stand the onslaught of the growing competition.

GMMS: a renowned name in Real Estate

GMMS is now a renowned name in Marketing of Real Estate, in an innovative style and manner, may it be a local property, project or development overseas.

In view of the prevailing market condition and state of affairs in Pakistan market, GMMS managed to place its activities in UAE, once again, however smelling the negative fallout of the mechanism adopted in the Dubai market, it distanced itself from the unpredictable future.

MALASIAN OUTLOOK: GMMS, had an eye on the Malaysian market since the last two years, but due to some unfavorable conditions from the investors point of view did not venture, until September 2007.

The government of Malaysia, abolished gain tax on property and other restrictions, taxes etc following which the real estate in Malaysia became attractive for foreign investment.

Since Jan 2008, GMMS established its office in KL, and commenced its operation and marketing activity. The need was felt to set up a company in Malaysia for the purpose of proper operation, execution, acquiring business and liaison with the developers, related government concerns, bankers and other stakeholders.

According GMMS Sdn. Bhd, was established and registered with the relevant authorities, with registration no 811580-K. GMMS has the honor of being the first company to launch the Malaysian properties in Pakistan, through the Dawn Property Exhibition, in Karachi, in early 2008. During the period since, the company has acquired and marketed the best of the properties, available in KL.

The company motto being "seeing is believing" and advise our clients to have a look at the developed or properties under development before one opts to buy the same. Under the packaged program, we have taken number of customers to see the subject properties, which has resulted in 100% sales of the same.

The company makes its sincere efforts to brief the customers here in Pakistan, about the properties or development in their total perspectives, without any unusual plus or advantages, so as to ensure that the customers do not find anything to the contrary against the brief here.

GMMS only acquires properties from renowned and reputed developers of Malaysia, with proven track record. This is important in order to safeguard the investment of our clients.

The company can boast to have the best possible properties and developers in its fold and as associates. GMMS, considering the need and demands of the Pakistani buyers, has set up to provide complete packaged services to its clients in terms of, site visits, account opening, purchase and sale of property, ready to move in as well as under progressive development.

Besides documentation through registered law firms and associates. Ensuring that the clients get the best possible finance in terms of mortgage and lowest rates is one of the salient features of our services. Not only that we assist and provide serv-

ices for establishing business concern and get their companies registered for our clients through the authorized law firms, in our panel. Other than that we also provide services for "Malaysia My Second Home MM2H" program, through our associate authorized company, under which the government of Malaysia offers 10 years residence to foreign investors.

Global Marketing & Management Services was established in 1997-1998 in U.A.E, with its 1st office at, Rigga Road, Dubai.

The prime objective was to provide services to Pakistani expatriates in the gulf, by making available, residential and commercial property in Pakistan, developed by various builders.

This venture proved to be successful under which thousands of Pakistani availed the services and brought properties through the setup.

Dubai Skyline: By this time Dubai started to develop into a property hub of the gulf, with some prestige commercial and residential complex offered through joint ownership, which proceeded to fail the objective of the rule, since there were no property rights in U.A.E until then. As such there was no mortgage mechanism to facilitate the buying.

Service to Dubai establishment: A series of meeting with Dubai authorities and developers, were held in order to explain to them the importance of free property hold right and mortgage mechanism by virtue of which the property is sold all over the world.

GMMS very actively assisted Dubai builders and authorities in establishing the mortgage mechanism, following which real estate investment companies were established as property and leasing, financing setup.

Venture in Dubai Properties: By virtue of the above international and professional services, GMMS got the right to market a couple of high value plot and villas in Emirates free hold venture of Dubai.

GMMS however continued to provide and offer properties in Pakistan to the residents in Gulf.

Besides that a couple of prestigious projects were marketed in Dubai, Sharjah and Ajman.

Projects in Pakistan: The marketing activities were extended to Pakistan, and a number of projects were marketed:

- The Head Office of Global Marketing & Management Services was established at office # 215, Clifton Center, Block 5, Clifton, Karachi. Later on moved to Badliar Commercial Ph 6 Dha Karachi, with the expansion of business.

The Head Office deals with centralized marketing strategy, advertising and sales promotion development. Coordinating with 3D/Architectural Walkthrough developers, model making and all promotional activities and events.

These offices are well equipped with regional manager and educated trained staff to manage and run the office respect-

tively and independently. The representatives' offices are established in Lahore and Islamabad, to care for the marketing and sales activities, besides other services to the clients of upcountry.

Scope of Activity: The style and way under which GMMS operates is briefly highlighted as under:

1. **Phase 1: Survey:** A comprehensive survey would be conducted on the following lines to determine the project:
 1. Location itself
 2. Comparison to adjoining society + competition
 3. Minus plus, advantages & disadvantages
 4. Localities around
 5. Traffic pattern
 6. Road access + convenience / hazards
 7. Utilities
 8. Adjoining atmosphere
 9. Type and style of people would be interested
 10. Value of raw land / developed land
 11. Sales value of plot, in the vicinity
 12. Housing required in Marla, square feet, etc.
 13. Commercial / residential or both
 14. Specific requirement if any an earthed
 15. Conclusion / remarks

Phase 2: Evaluation on the survey & findings, Recommendation on the basis of the findings.

Phase 3: Designing and development with the entrepreneurs on the findings and recommendations. Develop consensus on the project in terms of concept, technicalities, value, design aspect etc.

Phase 4: To co ordinate with the architect / town planners in order to make plans and design the project in view of the findings with the market need and marketing input following the consensus and the concept of the project agreed upon with the entrepreneurs including the financials.

Phase 5: To develop marketing strategies / sales plans along with of the project with planning launch programme etc.

Phase 6: Co ordinate and develop 3D + model etc in coordination with the architect.

Phase 7: Develop advertising and sales promotion strategy, copy, captions, ads, concepts, film making and all other related aspects of sales promotion.

Phase 8: Establish sales offices with appropriate staff for booking, recovery etc, monthly recovery, monthly installments etc.

Phase 9: Co ordinate with banks, financial institutions for financing of the project (to end users).

Phase 10: Prepare and develop proper MIS + accounting system for recovery and delivery.

GMMS
...brings you great opportunity to own properties in Malaysia

- 100% Safe Investment
- Easy Instalment Plan
- Upto 50% Financing
- 7-9% Rental Return Guaranteed
- MM2H Visa (10 Years Residency)
- Ready & Rented Property
- Offices & Shops

FOR DETAILS PL VISIT OR CALL OUR PAKISTAN OFFICES:

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Tel : 00603-62018950, 52, 53 E-mail : gmms1.mal@gmail.com

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Tel : 021-5347947, 5347948 Fax : 021-5853776 Email: gmms99@gmail.com, gmms.khi@gmail.com

Lahore Office : G-3, Al-Hafeez Suites, 2nd Floor, Off-13, Gulberg-III, Lahore Pakistan.
Tel : 042-5772074-75-76 Email: gmms.lhr@gmail.com

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