

# Value and security



An artist's impression of Dwi, Ireka's first apartment venture developed under its zenZ brand.



Ireka Corporation Berhad's group managing director Datuk Lai Voon Hon.



An artist's impression of the Dwi guardhouse that aims to provide security and peace of mind to its occupants.

part of an exciting and attractive real estate development that caters to their needs.

With Nilai being in the Golden Triangle of the southern growth corridor and within a 30km radius from the nation's capital, Rimbun Kasia will experience massive growth in the coming years.

"We believe this location is quite strategic. There is the KLIA Transit station at Salak Tinggi, which is a 20-minute drive away and the KTM Komuter station in Nilai, which is only a five minute drive away. To enhance accessibility, we will provide a shuttle service from our commercial centre to the KTM station," shares Lai.

Connected via multiple arteries, including the North-South Expressway, Elite Expressway, KL-Putrajaya Highway (MEX Highway), KLIA Extension Highway and Lekas Highway, homeowners and visitors will have convenient access to Kuala Lumpur City Centre, Putrajaya, Cyberjaya, KLIA and klia2, Mitsui Outlet Park and the Sepang International Circuit.

Furthermore, Lai believes people will enjoy living in Rimbun Kasia due to its surrounding greenery, wide roads, central park that encourages outdoor activities as well as short distances to shops and amenities. Cycle paths will be provided to encourage cycling within the community.

It is also within walking distance of another Ireka development, prime two-and-a-half-storey shop offices called 10 Shopz, where residents can have meals and get daily provisions.

"As Rimbun Kasia is within the self-contained township of Nilai New Town, it is a very good proposition for people looking for a starter home or a place to raise a family. Instead of being stuck in a traffic jam for 45 minutes to an hour to get to work, one can be in downtown Kuala Lumpur within 20 minutes via the KTM and experience minimal stress when they reach home," says Lai.

"This is the concept we are proposing to buyers as well as a balanced lifestyle that comes with living at Rimbun Kasia."

A preview of Dwi Courtyard Homes will be held in December before its official launch scheduled for the end of the first quarter of next year. The remaining projects that form Rimbun Kasia are on schedule to be launched over the next few years.

■ For more information, call 06-799 3299/3288 or visit [www.rimbunkasia.com.my](http://www.rimbunkasia.com.my).

AS a winner of multiple international awards, including the prestigious FIABCI World Prix d'Excellence Awards from the International Real Estate Federation, Ireka Corporation Berhad (Ireka) is a trusted construction and development outfit that delivers top-quality residential and commercial properties across the country.

Celebrating its 50th anniversary next year, Ireka is adding to its extensive real estate portfolio the Dwi@Rimbun Kasia Courtyard Homes at the heart of Nilai New Town.

Built as part of the Rimbun Kasia development that will consist of town villas, high-rise condominiums, a lifestyle commercial village and a central park, Dwi will be Ireka's first apartment project built under the company's zenZ brand – a concept development for the growing mid-market segment.

According to Ireka Corporation Berhad's group managing director Datuk Lai Voon Hon, the response and feedback from potential buyers have been encouraging.

"The general property market has not been very good over the last year but the mid-market segment appeared to be relatively strong.

"We have been previewing and conducting roadshows for potential buyers, collecting their feedback and, to date, we have registered many interested buyers, exceeding the number of units available," says Lai.

## More for homeowners

Taking cues from the company's luxurious i-Zen brand of properties, Lai is confident in delivering nothing less than quality developments and comfortable living spaces for potential Dwi homeowners.

He says, "It is important that potential homeowners understand the value in buying a zenZ-branded property and the five essences or 5Es that are synonymous with each zenZ project."

The 5Es refer to the characteristics promised with each zenZ property – economical, evolutionary, efficient, essential and eco-conscious.

Homes under the zenZ brand are built to be economical – affordable to the target market and offering good value for money.

"The price of each unit ranges from RM300,000 to RM480,000. We did not want to exceed the RM500,000 bracket but wanted to bring some of the quality and designs from the i-Zen brand," says Lai.

Besides that, each home is evolutionary as it features innovative and modern designs to increase liveability and functionality. In Dwi, selected units have a dual-key system that enables occupants to share a common foyer with separate

lockable doors that do not have access to the main dwelling.

Lai says, "We believe this concept will work and benefit buyers as they can rent out the unused part of their house for income generation. As there are many universities in Nilai, they can rent out a room to students while using the other two rooms."

As zenZ homes aim to be efficient in size and design, the Dwi apartment is user-friendly and boasts a layout that maximises space. Lai adds, "We are also efficient in cutting down energy costs with open corridors that have natural ventilation and lighting."

Catering to the essential needs and lifestyles of the modern customer, zenZ properties incorporate ample benefits such as a gated and guarded facility surrounding the building to ensure

comfort and peace of mind.

"Finally, all our developments are eco-conscious and eco-friendly. In Dwi, we have a unique rain-harvesting system where instead of using an electric pump, we will have specially designed bicycles installed at the stairways that can generate energy to pump collected rainwater," says Lai.

"Ultimately, we want to provide customers with a product that is trendy and of quality at an affordable price. We hope potential buyers will associate these features as a brand standard when we

launch the other phases of Rimbun Kasia."

## Meeting market needs

"To distinguish or differentiate ourselves from our competitors, we work hard to understand the market and customers well. This includes understanding the emotional aspects of a potential buyer's wants because, as a developer, we must be cognisant of this," says Lai.

In addition to the five essences, Dwi homeowners are assured to be

