LIFESTYLE LESS ORDINARY

LUXURY HOMES & LIVING SARAWAK

SPECIAL BROCHURE



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GET TO KNOW KUCHING, SARAWAK

Join us for a 'whirlwind tour' of Kuching! (Pg 10)

EXPERT ADVICE

Get some insights on Sarawak's residential property scene (Pg 22)

AFFORDABLE LUXURY NOT TO BE MISSED

Searching for a blue chip property with blue chip investment potential?

Look no further, with NAIM SAPPHIRE

DELUXE! (Pg 33)

EXPERT TIPS:

Find out why how property management can make or break a strata title development (Pg 66)



Scan this QR Code to our Website

ADVERTORIAL

COME HOME TO NAIM SOUTHLAKE PERMYJAYA

Naim SouthLake Permyjaya, Miri, Sarawak is a 450-acre chic affluent enclave with a 30-acre central lake and a winding scenic river that cuts across the development. With the scenic lake as its main feature, and its guarded and gated environment, Naim SouthLake Permyjaya provides residents with an unrivalled lakeside living experience.





NAIM LAND SDN BHD (261213-T) Miri Sales Gallery Lot 223-226, 1st Floor,





+6 085 - 491 000
Miri Sales Gallery
www.naimproperties.com.my

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Another Naim SouthLake Permyjaya's highlight is the Naim Clubhouse featuring a lakeside salt water pool, dining options, indoor hall for recreational activities and private functions, as well as gymnasium with sauna facilities for its residents.

The Naim SouthLake Permyjaya residences are not mere structures of brick and mortar but embodiments of lifestyle statements that combine the best that modern living can offer complemented by the energizing and calming influence of natural surroundings. The creative landscaping and contemporary, spacious homes provide residents with an oasis of tranquillity and harmony – a place to call home.



























ADVERTORIAL NAIM BINTULU PARAGON: A PERFECT INVESTMENT MASTERPIECE

Naim Bintulu Paragon is the largest integrated development to impact Bintulu, Sarawak. A new landmark and Bintulu's largest hub that introduces multifaceted lifestyle experiences, Naim Bintulu Paragon will change Bintulu's skyline with its iconic components which include Sarawak's largest Street Mall, Sarawak's tallest condominium tower called Naim 'The Peak', the innovatively designed Small Office Versatile Office (SOVO), Malaysia's first Fairfield by Marriott upscale business hotel and prime shop offices.

With its range of security features and services, more than 1,500 shaded car park bays, high speed broadband coverage, professional management and other valued-added services, it's no wonder that Naim Bintulu Paragon is well-received by branded and reputable tenants too.

Whether for business or for pleasure, Naim Bintulu Paragon is the prestigious address that sets the benchmark in Bintulu and Sarawak.





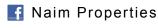
NAIM LAND SDN BHD (261213-T)

Bintulu Sales Gallery B-G-1, Old Airport Place 97000 Bintulu, Sarawak

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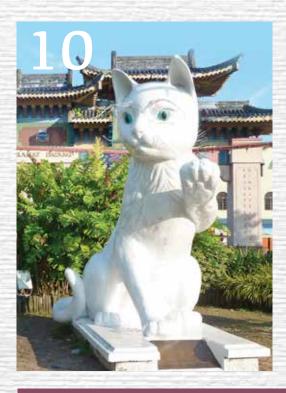
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WELCOME TO THE LAND OF THE HORNBILLS

O8 Embrace Sarawak's beautiful skies, tropical breezes, one of the world's oldest tropical rainforests and charming culture and heritage!

KUCHING, SARAWAK'S GATEWAY CITY

10 Be enthralled with Kuching's natural, cultural and adventure attractions, and not forgetting its amazing cuisines!









INSIGHTS ON SARAWAK'S RESIDENTIAL PROPERTY SCENE

Gain some insights on the local residential property scene in choosing the 'blue chip' products!

DISCLAIMER: All information furnished, featured photographs, perspective drawings and/or artist impressions in this special brochure are subject to amendments as may be deemed necessary by the developer and/or required by the Authorities, project consultants or project needs, and cannot form part of an offer or contract. Whilst every reasonable care has been taken in providing this information, the developer cannot be held responsible for inaccuracies, or completeness of, or errors or omissions in, any information contained herein.



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UP THE VALUE OF YOUR STRATA PROPERTY: THE IMPORTANCE OF GOOD PROPERTY MANAGEMENT

Understand the importance of good property management in sustaining and increasing the value of your investment property.

Editor's Note

WARM WELCOME TO THE FIRST EDITION OF OUR 'LUXURY HOMES & LIVING SARAWAK' ISSUE.

Be it a home buyer or an investor, we are all searching for the REAL DEAL. However, as to what constitutes a real deal, opinions differ. Some emphasise on property features, while others look at the development's master plan, regional growth and various macro factors. Whatever the case may be, there may not be a totally right or wrong answer.

In this issue, take the chance to get 'up close and personal' with Sarawak, fondly known as the 'Land of Hornbills' and her capital city, Kuching. In addition, we invite you to gain some insights to the local residential property scene and the importance of property management for strata title developments, courtesy of subject matter experts. Please also discover a 'not-to-be-missed' golden opportunity to own an affordably luxurious property, within the quaint city of Kuching!

At this juncture, we would also like to thank our expert contributors, Sr Robert Ting Kang Sung, the Managing Director of CH Williams Talhar Wong and Yeo Sdn. Bhd, Mr Paul Puah, the Co-Founder of PMC Facilities & Real Estate (EM) Sdn. Bhd. (PMC) and Ms Angel Teo, the Managing Director of AT&A Home Ideas Sdn. Bhd. for their valuable contributions - we greatly appreciate your efforts!

Caroline Yeo
Editor

PRODUCTION TEAM

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Graphics Designer Edhui Too

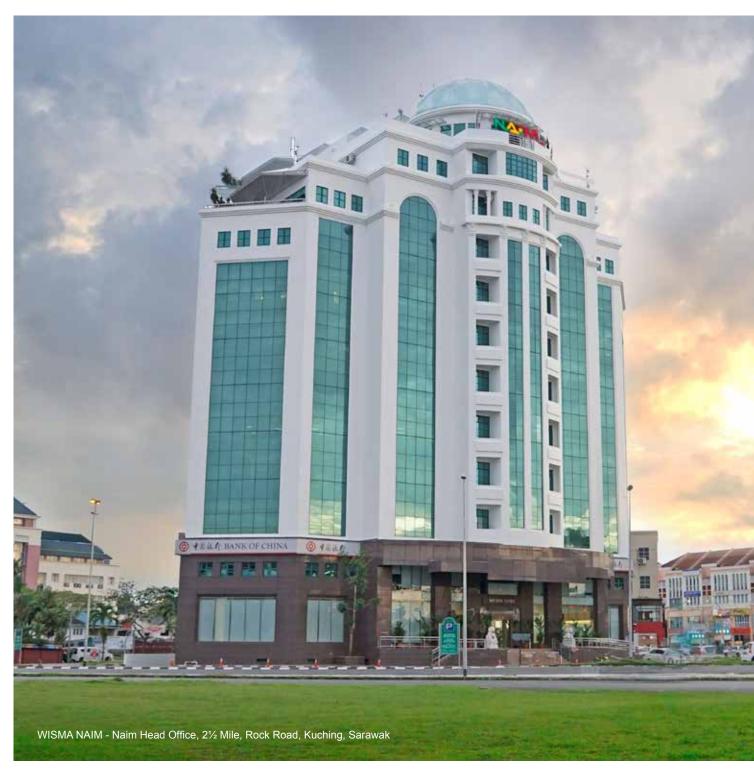
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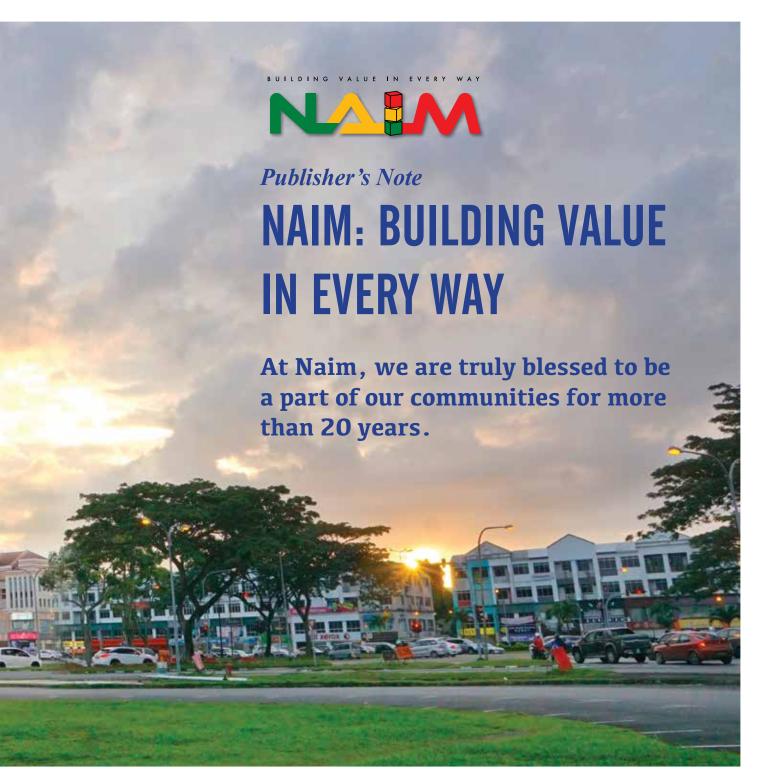
Dayang Hazirah Bt Awang Bemee

Ang Chin Hui



We share our your pride as you step into your first home, your joy in being part of a vibrant living community, your hopes for the future and your courage in making a difference.

As specialists in building vibrant communities, we believe in creating a more enjoyable world to live in, where our homes and communities can benefit the people that live,



work and socialise within them. As our numerous awards show, we share what matters to our communities, and will continue to do so, with and for our communities. In short, we are here to build value in every way, with you and for you.

We look forward to serving you for many decades to come!

WELCOME TO THE LAND OF THE HORNBILLS!



Imagine being in one of the world's oldest tropical rainforests, a land of smiles with diversity in race, culture and religion, a gourmet haven and a sanctuary blessed with beautiful blue skies, tropical breezes and sandy beaches.

Welcome to Sarawak, the largest of the 13 states in Malaysia. Located on the north and north-western tip of the island of Borneo, the third largest island in the world, Sarawak is unique as it is the melting pot comprising about 27 main ethnic groups, each with its own language, culture and heritage, and way of life.

Sarawak is also renowned for its natural resources, with liquefied natural gas (LNG), crude oil and tropical hardwood timber sustaining the economy. In recent years, palm oil agriculture, light industries in food processing, shipbuilding and electronics have increasingly become more important. One of Sarawak's main economic development initiatives is the Sarawak Corridor of Renewable Energy (SCORE), a long term development plan by the Government set to accelerate its economic growth in time to come.



KUCHING SARAWAK'S GATEWAY CITY



Fondly referred to as the 'Garden City', 'City of Unity' or 'Cat City', Kuching is the capital of Sarawak and Sarawak's main entry point. A quaint city with great history and legends, Kuching is greatly known as the 'Camelot' of the White Rajahs. With its natural, cultural and adventure attractions, coupled with modern conveniences such as healthcare establishments, institutions of higher learning, entertainment hotspots and good transportation infrastructure, Kuching offers great city life with a nice touch of nature, culture and adventure.

Kuching enjoys good air connectivity within Malaysia with domestic direct flights from Kuala Lumpur, Penang, Johor, Langkawi and Kota Kinabalu, and international direct flights from Pontianak, Indonesia and Singapore. It also enjoys good air connectivity with other towns within Sarawak.



A DELIGHTFUL BLEND OF OLD & NEW









Officially opened by His Excellency The Governor of Sarawak, Tun Pehin Sri Haji Abdul Taib Mahmud on 11 November 2017 at 11:11pm, the Darul Hana Bridge is one of Kuching's newest and iconic landmarks.

Exuding a sense of beauty, harmony and balance, in line with its Arabic meaning of 'a place of peace and tranquillity', the Darul Hana Bridge sweeps across the Sarawak River in a gentle curve from the Kuching Waterfront to the State Legislative Assembly Complex, and provides pedestrian access to various places of interest such as the Orchid Garden. With its classy S-shaped structure, the Darul Hana Bridge is indeed a sight to behold!

More importantly, the fact that all its components such as the piers and cables connect seamlessly signifies the true essence of Sarawak – where people of diversified races and cultures live in harmony, sustaining a vibrant and prosperous community.

The Darul Hana Bridge is 350m in length and 4m in width, with 2 viewing decks.





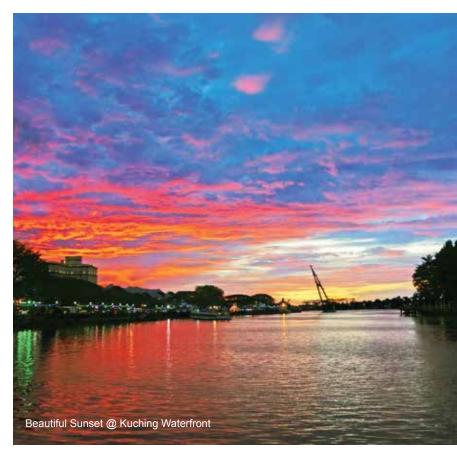
OUR PICKS ON THE 'MUST VISIT' PLACES IN KUCHING

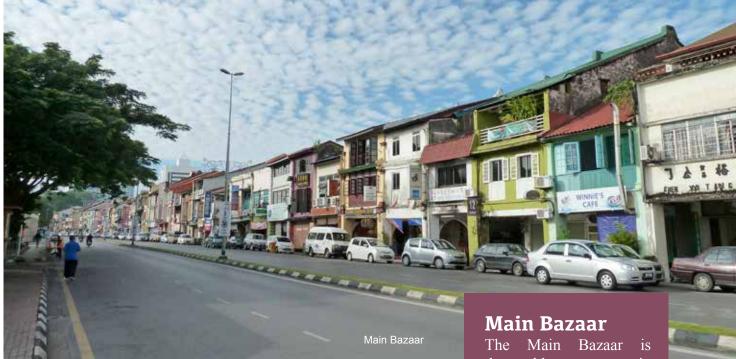




Kuching Waterfront

This relaxing riverfront walkway is located along the Main Bazaar and Jalan Tunku Abdul Rahman on the southern bank of the Sarawak River. It is one of Kuching's favourite meeting points, with food kiosks and interesting dining establishments along the walkway. If luck is on your side, you may even get to experience the best sunset ever!





Jalan Padungan

A haven for souvenir hunters and foodies, Jalan Padungan is virtually an extension of the Main Bazaar due to its proximity. It has some excellent coffee shops and restaurants, cafes, pubs and some unusual specialist retailers amidst the line of old Chinese shophouses, mostly built in the 1920's and 30's during the rubber boom. Don't miss out on the traditional Chinese pastry shops and their traditional candies! What's more, visitors are also greeted by the Great Cat of Kuching!



The Sarawak Museum

Straddling both sides of Jalan Tun Abang Haji Openg, the Sarawak Museum has one of the best collections in Southeast Asia. The old wing, opened in 1891, is designed in the style of a Normandy town-house and houses an exceptional ethnographic collection, some good natural history displays and a section on the oil industry in Sarawak. The new wing across the footbridge is used for events and exhibitions In the Museum grounds. There is also an aquarium, the Botanical Gardens and the Heroes' Memorial.

the oldest street in Kuching and the heart of the 'old' Kuching. Located adjacent to the Kuching Waterfront, the Main Bazaar showcases some superb examples of Chinese shophouse architecture, many of which have been occupied by the same family for

generations.









Fort Margherita

Built in 1879 to guard Kuching from pirates, Fort Margherita was named after James Brooke's wife, Rani Margherita. It houses a gallery with gallery's irreplaceable historical documents, artefacts and arts from the White Rajah's era, wrapped in steep history and preserved in time.





The DBKU Orchid Garden

The 15.4-acre garden is strategically located opposite the Kuching Waterfront in the vicinity of the historical Astana and Fort Margherita. Sarawak's very own State Flower, the Normah Orchid (Phalaenopsis Bellina) is amongst the wide collection of Borneo Orchids found in this garden. The garden houses a total collection of 75,000 plans comprising 82 genera – a 'must visit' for all orchid lovers!



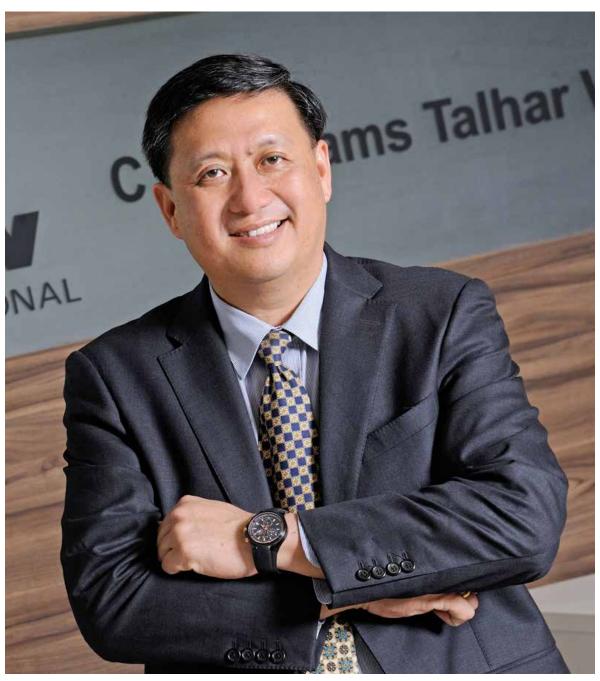
The Top Spot Food Court

Situated near the Pullman the Hotel. Top Spot is definite a 'must-go' for seafood lovers. Be it sambal prawns, slipper lobsters, butter crab or even local delicacies such as 'ambal' (bamboo clams) and 'midin' (wild ferns), you will be spoilt for choice!





INSIGHTS: SARAWAK'S RESIDENTIAL PROPERTY SCENE



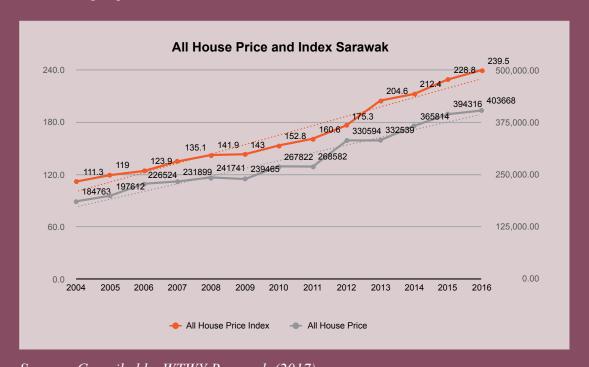
Sr Robert Ting Kang Sung
Managing Director
CH Williams Talhar Wong and Yeo Sdn. Bhd. (WYWY)

The residential sector remains the mainstay of Sarawak's property sector, with more than 43% of transactions contributed by this sector (2016: 10,068/23,347).(Source : NAPiC, Ministry of Finance Malaysia).

We caught up with Sr Robert Ting Kang Sung, the Managing Director of CH Williams Talhar Wong and Yeo Sdn. Bhd. (WYWY), who kindly provided some insights on the local residential property scene.

'Sarawak has seen a constant increase in prices of residential properties, especially over the last decade with accelerated growth in the last 6 years or so, almost doubling the growth in the last period.

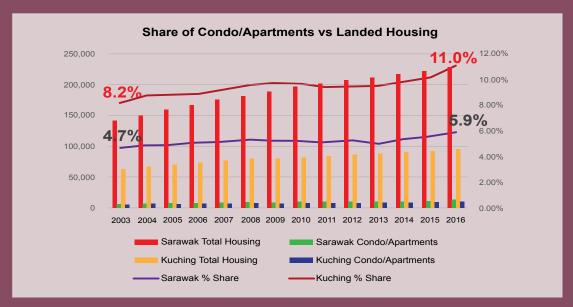
'Based on compilation by WTWY Research, for the period between 2004 and 2016, the Sarawak All House Price has climbed from around RM185,000 to more than RM400,000, averaging about 10% per annum. This is a good indication of the sustainability of this sector,' Ting explained.



Source : Compiled by WTWY Research (2017)

He added that the increase in developments have led to the increasing scarcity of development lands in the city area. This in turn has resulted in the trending of high-rise apartment/condominium sector, which is observed to be gaining in popularity. This trend is expected to continue in Sarawak and especially seen in Kuching, the capital city of Sarawak, which is experiencing a growing urban population.

'Good and prime land, especially those located within the city centre are getting scarce and the prices of such lands had rocketed over the years, creating a need for developers to build upwards to meet the demands of home owners and investors,' said Ting.



Source: Sarawak Property Market (1st Half 2017 Property Market Review & Outlook), WTWY Sarawak Property Bulletin

Ting added that the increase in demand for high rise residential units also reflects the changing lifestyles of the people – with greater wealth and higher income, there is desire to source for better living with convenience, security and facilities.

'Such developments which are located in prime locations within the city will save daily commuting time to and from home, work and schools. People will also be looking for security and added facilities such as gymnasium, swimming pools, playground and shops,' said Ting.

He also added that such developments located in prime locations are expected to give better yields and returns.

'If such developments are located in prime locations, this also means more demand for these developments. As such, investors and home owners can expect stable income on a long term basis from rentals of these properties in cities and towns such as Kuching, Miri and Bintulu.

In short, we are talking about 'BLUE CHIP'- a BLUE CHIP location, a BLUE CHIP master plan with surrounding amenities ensuring lifestyle convenience and a BLUE CHIP product,' Ting remarked.

The views and opinions expressed in this article are those of the expert and do not necessarily reflect the official view or position of the developer. As such, the developer shall not be held responsible or liable for the expert opinions as contained herein.



MEET KUCHING'S 'BLUE-CHIP': NAIM KUCHING PARAGON



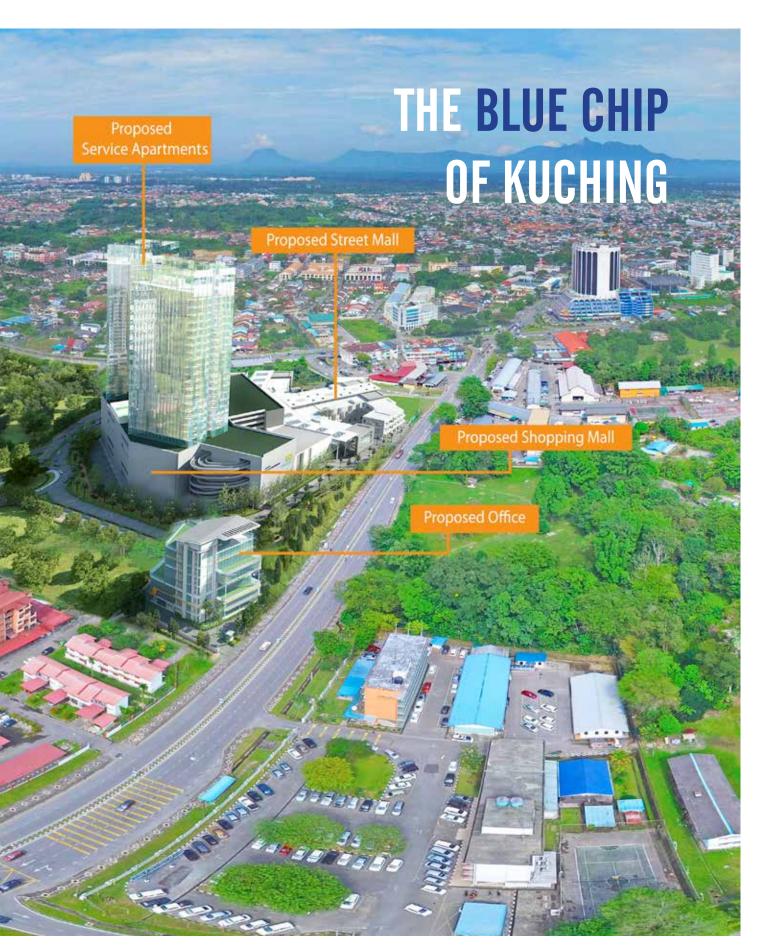
Naim Kuching Paragon is a 'city-within-a-city', a lifestyle-inspired metropolis featuring stylishly crafted residences, distinctive commercial and retail hub and premium hospitality address, conceived for the vibrant, discerning denizens.

Sitting on 33 acres of prime land at Jalan Batu Lintang, the integrated mixed-use development offers an enthralling living experience, setting a new benchmark in urban lifestyle.









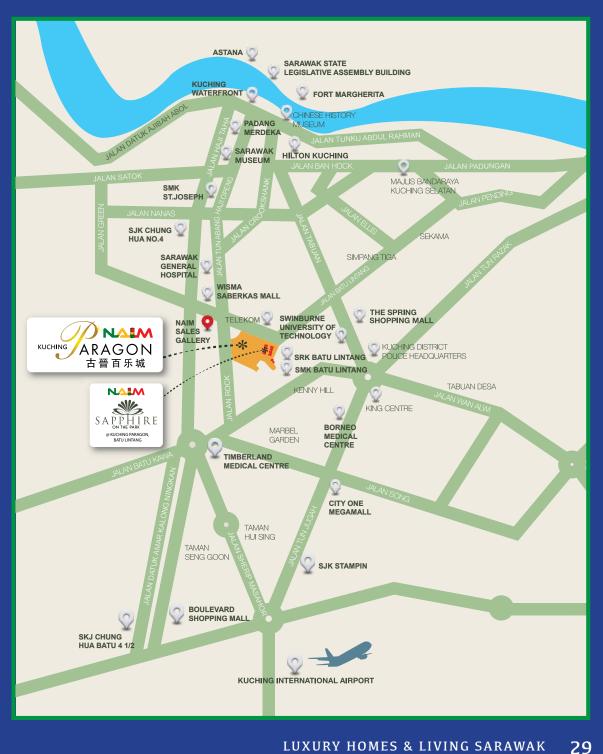
J Lella

TO A BLUE CHIP INVESTMENT

Nestled amongst mature residential and commercial enclaves at Kuching South, Naim Kuching Paragon is a mere 10 and 15 minutes' drive from Kuching city and Kuching International Airport. Easily accessible via major thoroughfares, Jalan Batu Lintang and Jalan Rock, Naim Kuching Paragon is a rare gem that holds great potential for long term investment and capital appreciation.

PERFECTLY LOCATED

- 10 mins' drive from Kuching International Airport
- 15 mins' drive from the heart of Kuching City & various tourist hotspots
- 5 to 8 mins' drive from medical centres, schools, Swinburne University & malls
- Easily accessible via major thoroughfares & link roads



SURROUNDED BY EXTENSIVE AMENITIES



TOURIST HOTSPOTS

- Sarawak Museum 3.6KM
- Padang Merdeka 3.7KM
- Kuching Waterfront 4.2KM
- Tua Pek Kong Temple 4.2KM
- Darul Hana Bridge 4.3KM
- Chinese History Museum 4.6KM
- The Friendship Park 4.7KM
- Fort Margherita 10.4KM
- Sarawak State Legislative Assembly Building 11.1KM



MEDICAL CENTRES

- Timberland Medical Centre 2.0KM
- Sarawak General Hospital 2.5KM
- Borneo Medical Centre 4.0KM
- KPJ Kuching Specialist Hospital 6.8KM



SHOPPING MALLS

- Wisma Saberkas Mall 0.9KM
- The Spring Shopping Mall 2.2KM
- Boulevard Shopping Mall 3.8KM
- City One Megamall 4.4KM
- Vivacity Megamall 5.3KM
- Giant Tabuan Jaya Mall 7.3KM
- E-Mart Batu Kawa 7.3KM



INTERNATIONAL AIRPORT

 Kuching International Airport 7.2KM



POPULAR SEAFOOD OUTLETS

- Rock Road Seafood Restaurant 1.0KM
- Topspot Food Court 3.6KM



SCHOOLS & COLLEGES

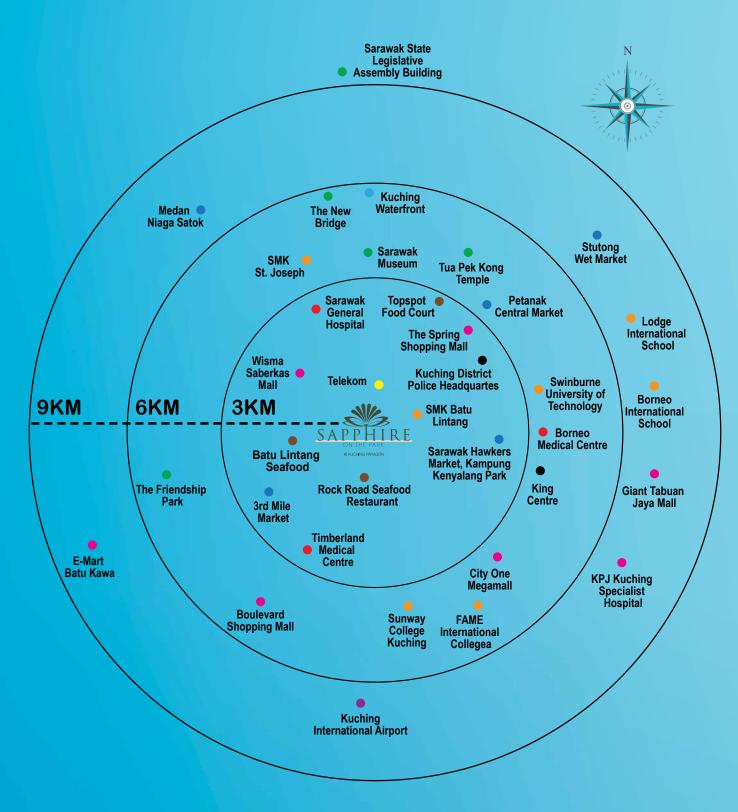
- SRK Batu Lintang 0.1KM
- SMK Batu Lintang 0.1KM
- Sekolah Kebangsaan Pendidikan Khas 0.1KM
- Maktab Perguruan Batu Lintang 0.1KM
- Kolej Vokasional Batu Lintang 0.2KM
- Cosmopoint College 1.4KM
- SMK St. Joseph 2.6KM
- SJK Chung Hua No. 4 3.3KM
- Swinburne University of Technology 3.4KM
- SJK Stampin 4.1KM
- Sunway College Kuching 4.3KM
- FAME International College 4.3KM
- SJK Chung Hua Batu 4 ½ 5.5KM
- Lodge International School 6.1KM
- Borneo International School 6.4KM



FARMERS' / WET MARKETS

- Sarawak Hawkers Market, Kampung Kenyalang Park 2.6KM
- 3rd Mile Market 3.0KM
- Petanak Central Market 4.4KM
- Stutong Wet Market 6.7KM
- Medan Niaga Satok 6.6KM

A HOST OF MODERN CONVENIENCES & TOURIST ATTRACTIONS WITHIN YOUR REACH







WELCOME HOME TO AFFORDABLE LUXURY

Set between the clouds and lush green sanctuary, Naim Sapphire Deluxe transcends the senses. Part of the most sought after Naim Sapphire On The Park stylish condominiums, Naim Sapphire Deluxe will captivate all, be it for brief sojourns or a place to call home.

YOUR SANCTUARY NAIM SAPPHIRE DELUXE NAIM SAPPHIRE **GRAND** 34 NAIM SAPPHIRE DELUXE





ONE AMONG THREE MAJESTIC TOWERS



IMMERSE IN STYLISH AND SECURED COMFORT

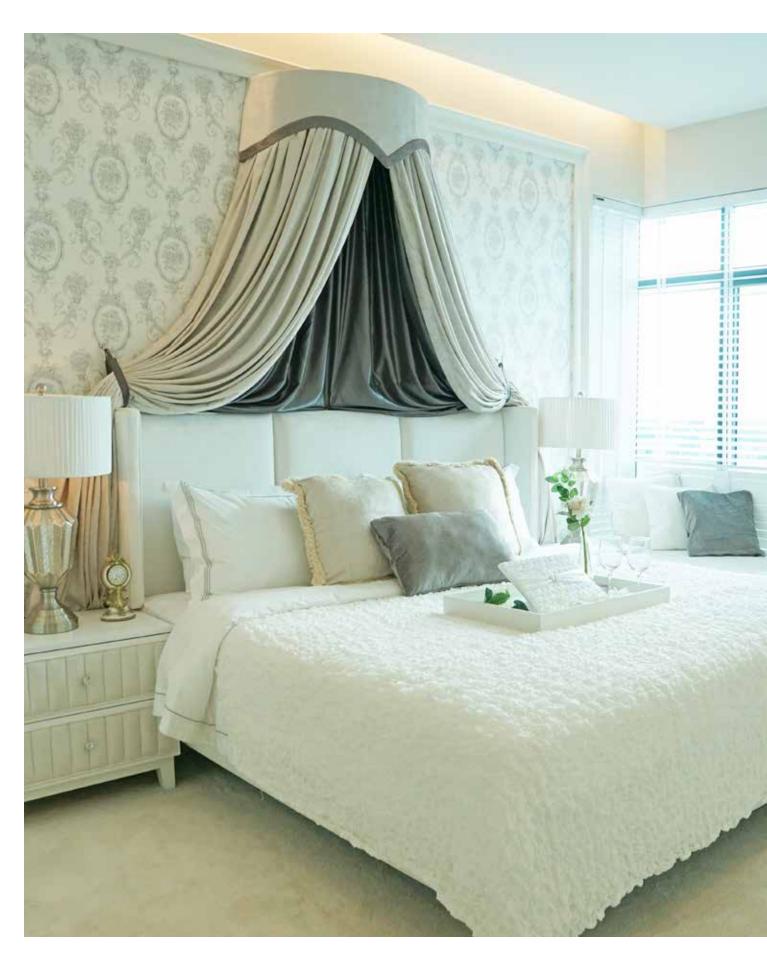
Naim Sapphire Deluxe is a personification of urban chic, inspired by lifestyle of the hip and trendy. With its 18-floor tower rising majestically and meticulously crafted living spaces ranging from 764 sq.ft. to 3239 sq.ft.. Naim Sapphire Deluxe is conceptualised for you and with you in mind. A multi-tier security system and professional security services ensure your privacy and peace of mind.

Be it siesta or fiesta, it is a life of envy!

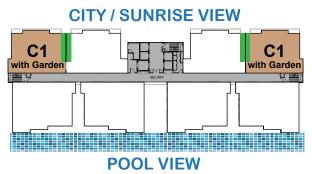












views by relaxing on the window ottoman, taking in sips of coffee with a good book.

The second bedroom is dedicated to the sibling of family, with walls of muted pink shades adding a touch of warmth. Fabric paneled walls soften the space while giving it a distinctive touch of elegance. Relax and indulge with some entertainment and retreat into the cosy TV room which also functions as a guest room.

The space is enlarged by taking away the walls of the third bedroom – this bedroom is converted into a study cum reading corner for the entire family. A perfectly framed photo of the Buckingham Palace hangs proudly on its wallpapered walls, adding a symbol of classic grandeur.

This elegantly furnished unit opens out to the airy sky garden which boasts a water feature, bringing back the sounds of nature. The sky garden is a perfect retreat for the whole family to get together, relax and unwind with a drink amidst the beautifully landscaped gardens.

Come and visit this gem and be inspired - a creme de la creme of luxurious living indeed!

The ID Concept of Naim Sapphire Deluxe Type C1 Show Unit is proudly presented by:

AT&A HOME IDEAS SDN. BHD.

Managing Director : Angel Teo

Company Address : No. 96, Jalan Padungan

93100 Kuching, Sarawak

TYPE C2 A SCANDINAVIAN SANCTUARY

By Angel Teo, at&a home ideas sdn. bhd.

This charming Scandinavian sanctuary comprises an interesting and eclectic interior, accommodating the lifestyle of an urban dweller. Endowed with a gift of space, the living space is separated into two functional spaces.

Without cluttering the space, a mirrored divider was provided to create an entertaining space in the living room and a coffee cum chit-chat nook for casual seating with privacy behind the living room. The sparkling light of a deer chandelier is the conversation piece, reflecting the homes of the Nordic countries. An all-white palette which incorporates natural elements like wood and steel, complements the interior. A side table hangs down discreetly on jute ropes beside the sofa, adding style to function.

The space is further capitalised by carefully planning for the dining area to be located adjacent to the kitchen cabinet. The unit is also incredibly homey with the inclusion of green plants, bringing the outdoors inside. A splash of yellow in the Scandinavian-styled day bed cheers up this cosy nook





CITY / SUNRISE VIEW C2 with Garden POOL VIEW

which overlooks the views of the sky garden.

Retreat to a warm and cosy master bedroom with a fascinating mix of wood, fabric and metal elements. The black and white wall hanging is understated yet playfully worded for the young couple. Tree stumps are creatively painted and act as functional side tables.

The spacious second bedroom is a guest room with versatility as a study or play room. A smart furniture in the form of a queen folding bed which easily folds away to create play room for this young family is featured. The blue hues of the room evokes peace and calm of the oceans, yet complete and functional in every sense.

The dog-themed children's room is perfect for two growing siblings with a pull-out bed which can be tucked away during the day. An open concept children's wardrobe stores away clothes and books.

Do experience chic urban living, with a Scandinavian touch!

The ID Concept of Naim Sapphire Deluxe Type C2 Show Unit is proudly presented by:

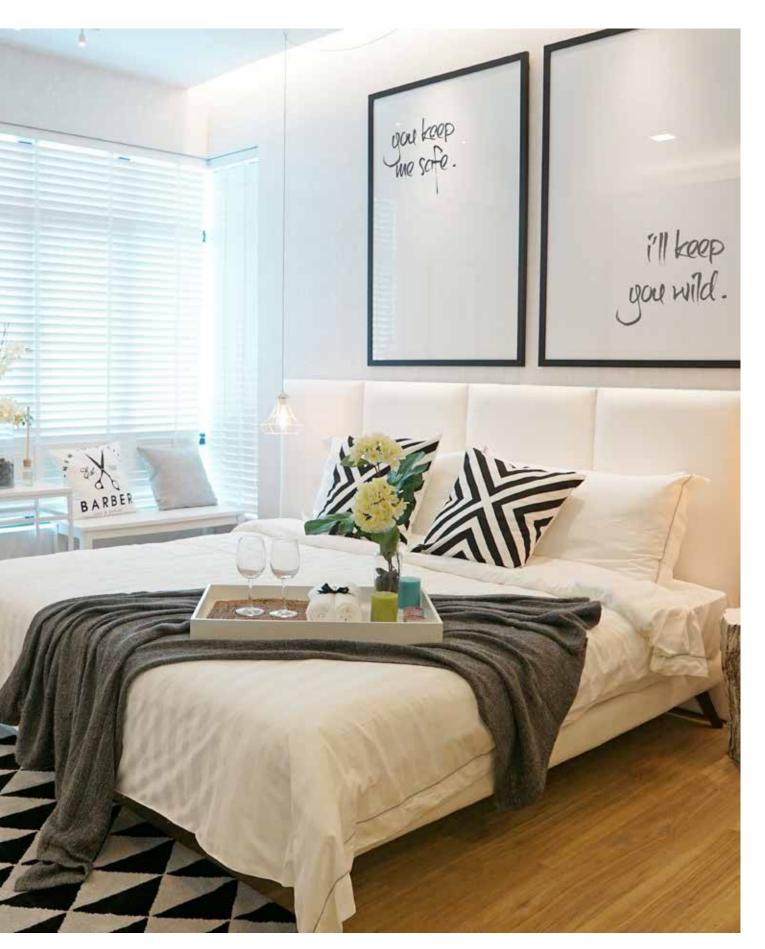
AT&A HOME IDEAS SDN. BHD.

Managing Director : Angel Teo

Company Address : No. 96, Jalan Padungan

93100 Kuching, Sarawak





TYPE B

The Naim In House Design Team had a fun experience when its team members put their hearts into crafting the design theme for this unit.

We touched base with them to get 'up close and personal' with their interesting concept!

A SPACIOUS MINIMALIST

By Caroline Yeo

While it's been thought that modern interiors are cold and minimalist, this unit exudes a sense of comfort and warmth without being cluttered and dark, made possible by the innovative fusion of vibrant and mellow colours. Fundamentally, simplicity, subtle sophistication, texture and clean lines help to define the unit's modern contemporary design theme.

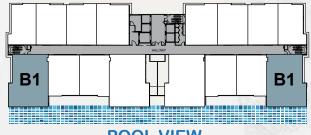
More importantly, the interiors seek to showcase SPACE rather than things. This is achieved by the cleverly chosen versatile furniture and other accessories which allow general household items to be stored properly, hence saving space and avoiding clutter. A great sense of space is the order of the day for this unit!

The highlight is undoubtedly the 'tatami-like' multi-purpose room, which can be used as a dining area for family gatherings, a work area and converted to a guest room where need be, ALL IN ONE – a definite 'must see' for everyone!

Another interesting feature is the carefully planned 'double wardrobes' in one of the bedrooms – here, a wardrobe is nicely placed at both sides of the bed, hence increasing storage space.

Come and experience this versatility and innovation!

CITY / SUNRISE VIEW



POOL VIEW





TYPE A A DESIGNER'S DEN

By Angel Teo, at&a home ideas sdn. bhd.

Welcome aboard this thoughtfully planned contemporary den, ideal for newlyweds wishing to start a family, having a place to call home.

Its bright interiors exude a sense of relaxation as you enter the generous space of its dining area which flows to the boutique-chic style living area. Cleverly designed with full height mirrors at the dining area, it amplifies the dining space for a family of four. Vibrant yellow dining chairs add an exciting dash of colour to the space.

The bright and airy living area features a comfy white couch which is so inviting, a place to unwind after a busy day at work. Space-saving TV shelf cum bookshelf takes centre stage at this living area, giving it a multifunctional use. A masterpiece abstract canvas artwork lends a designer touch to this lively living room.

Its charming master bedroom is furnished with an open concept wardrobe for modern living. Come home to this cosy abode and sink into its cosy queen bed, classily upholstered in a rich velvety suede fabric.

The little new addition to the family is cheerfully welcomed with a little nursery room. A bed canopy hangs above the little bundle of joy, decorated with toys and colours creating a funfilled room.

Come and experience this affordable luxury!

The ID Concept of Naim Sapphire Deluxe Type A Show Unit is proudly presented by:

AT&A HOME IDEAS SDN. BHD.

Managing Director : Angel Teo

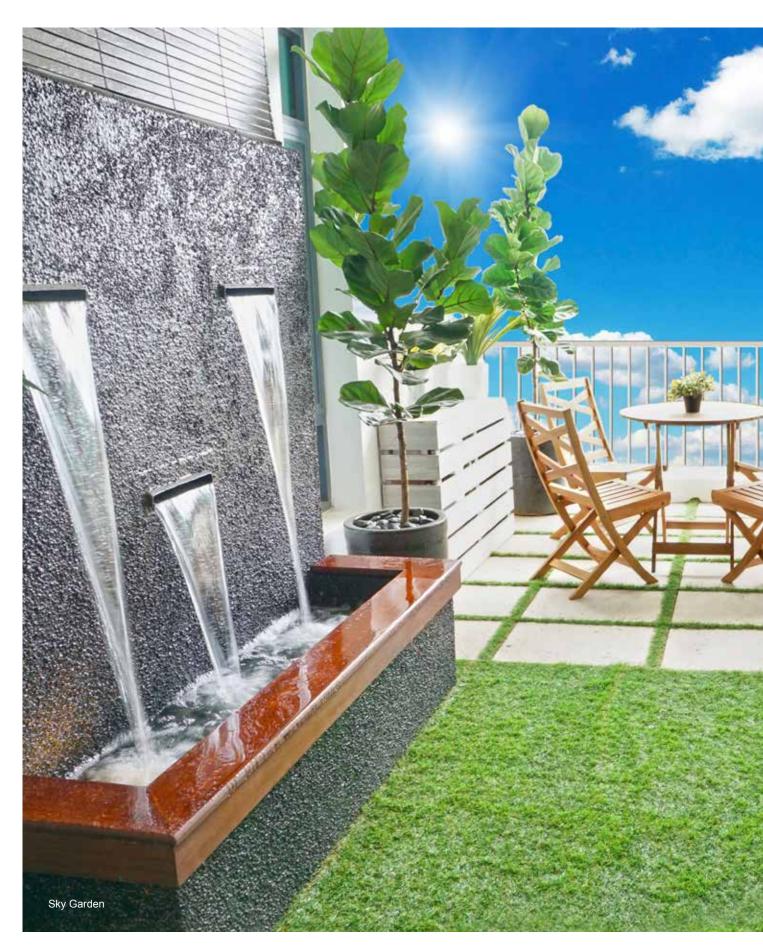
Company Address : No. 96, Jalan Padungan

93100 Kuching, Sarawak











ENJOY YOUR GARDEN IN THE SKY



Revel in expansive views from your very own garden in the sky and be caressed by the soothing breeze – be it enjoying a good cup of coffee or a glass of wine, it is indeed sheer pleasure.







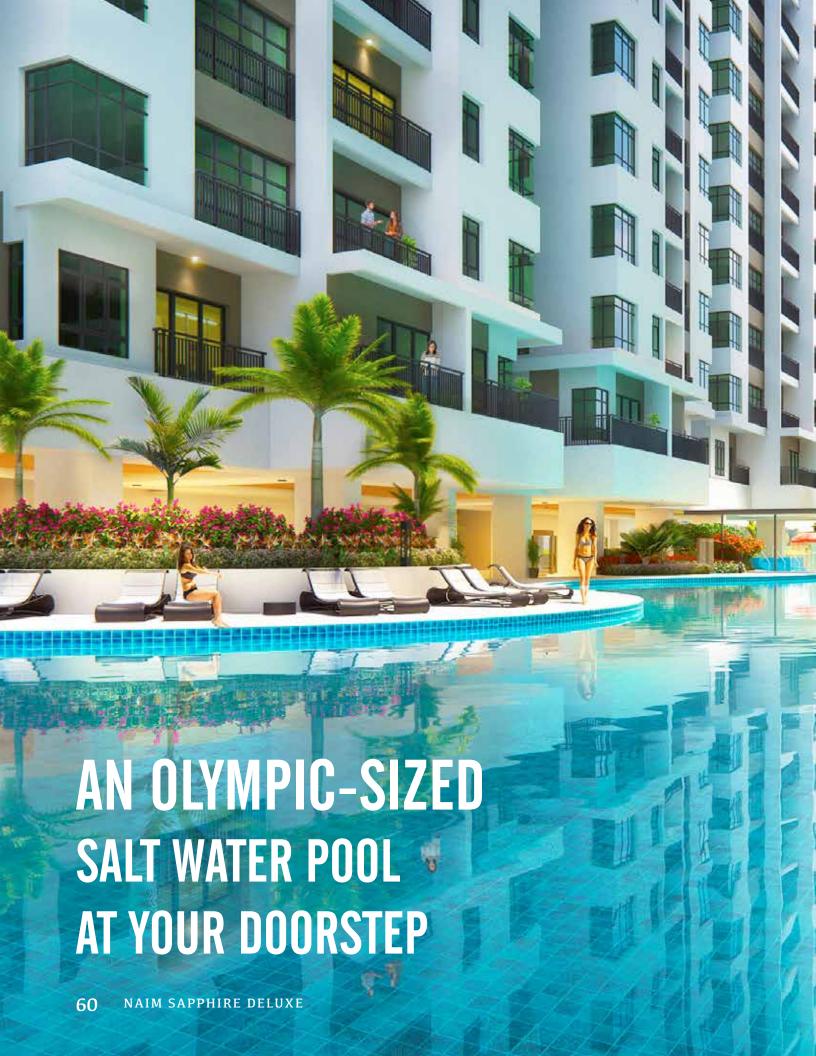


exclusive access to more than 72,000 sq.ft. of lifestyle facilities at the landscaped recreations deck.

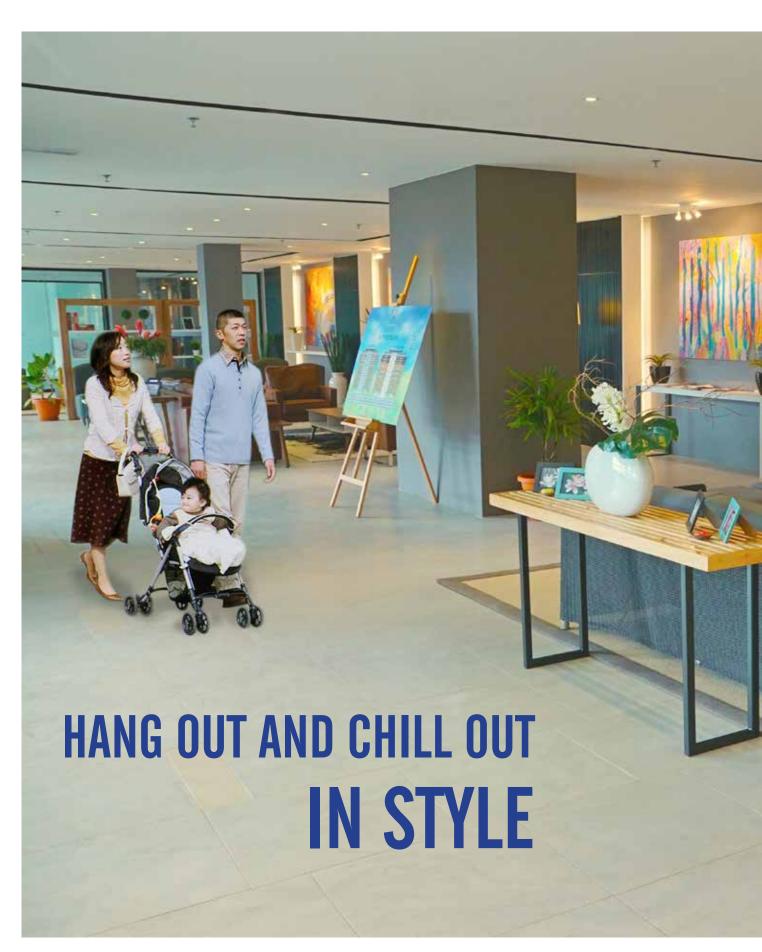
Be it sweating it out at the gym, relaxing in the pool, BBQ get-togethers and many more, all are available and within your reach.













OVER 72,000 SQ.FT. OF LIFESTYLE FACILITIES



Facilities include:

- Olympic-sized Aquatic Pool (50m)
- Changing/Shower Room
- Storage Rooms
- BBQ Lounge
- Scenic Tropical Landscape
- Spa Jets

- Children's Pool
- Function Rooms
- Gym
- Open Lounge
- Sauna
- Children's Playground



UP THE VALUE OF YOUR STRATA PROPERTY: THE IMPORTANCE OF GOOD PROPERTY MANAGEMENT



Paul Puah
Co-Founder
PMC Facilities & Real Estate (EM) Sdn Bhd (PMC)



'Why is property management important? To put it simply, if a strata property is not well-managed, it is 'the beginning of the end.'

A short but no less profound statement indeed by Paul Puah, the Co-Founder of PMC Facilities & Real Estate (EM) Sdn Bhd (PMC), and a veteran in the field of property management. Headquartered in Kuala Lumpur, Malaysia, PMC is a licensed property consultancy registered under the Board of Valuers, Appraisers and Estate Agents Malaysia. PMC provides the complete range property management services for all types of properties, and has been involved in the management of various high profile properties around the nation. PMC has also been appointed as the property management consultant by Naim for Naim Sapphire on the Park condominium development.

Puah said how properties are managed will affect the value of the properties in the





future. 'If you take two almost similar developments and put them side by side, the one that is better managed will naturally fetch a better value. It is important to understand that the value of a property does not only depend on factors such as the product design and features, and location, but also how well the property is managed,' Puah said.

Puah explained that property management plays a few key roles in strata developments.

'Property management aims to safeguard the interests of all stakeholders within a development. Besides ensuring that the day-to-day operations for the upkeep of the physical being of the development and its facilities are carried out properly, property management is also concerned with the social



A property that is better managed will natually fetch a better value

Strata developments are about harmonious community living

aspects of the development – after all, strata developments are about harmonious community living.

As such, an experienced property manager would give priority to various services in meeting the needs of the community within the development such as security services, housekeeping services and building maintenance services, in addition to compliance with the existing policies, rules and regulations imposed by the authorities.

In short, property management is all about ensuring that all community members within the development can experience peaceful and secured living, with uninterrupted enjoyment of the development's leisure facilities, within a well-maintained environment.

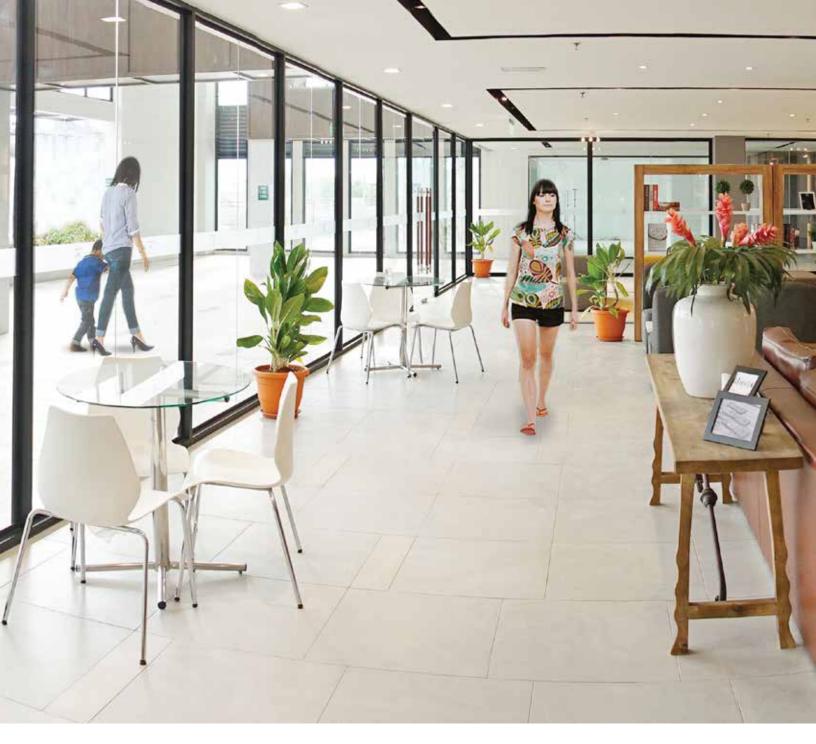
Ultimately, good asset preservation will also ensure high level of occupancy within the development and attract good quality occupiers, which in turn will provide strong returns on investment in the form of good rental rates and high capital appreciation' Puah said.

Puah advised for all to take into account the developers' track record when considering strata property purchases.

'Developers with good track record will generally embrace the need for solid property management. As laws relating to strata title properties in Sarawak are different from that of Peninsular Malaysia, our involvement in strata title property management in Sarawak via our collaboration with Naim for its prestigious Naim Sapphire on the Park condominium development and Naim Bintulu Paragon integrated development is also a learning experience for us. We are indeed honoured to collaborate with an established developer like Naim. and we look forward to this exciting journey in time to come,' Puah remarked.

The views and opinions expressed in this article are those of the expert and do not necessarily reflect the official view or position of the developer. As such, the developer shall not be held responsible or liable for the expert opinions as contained herein.







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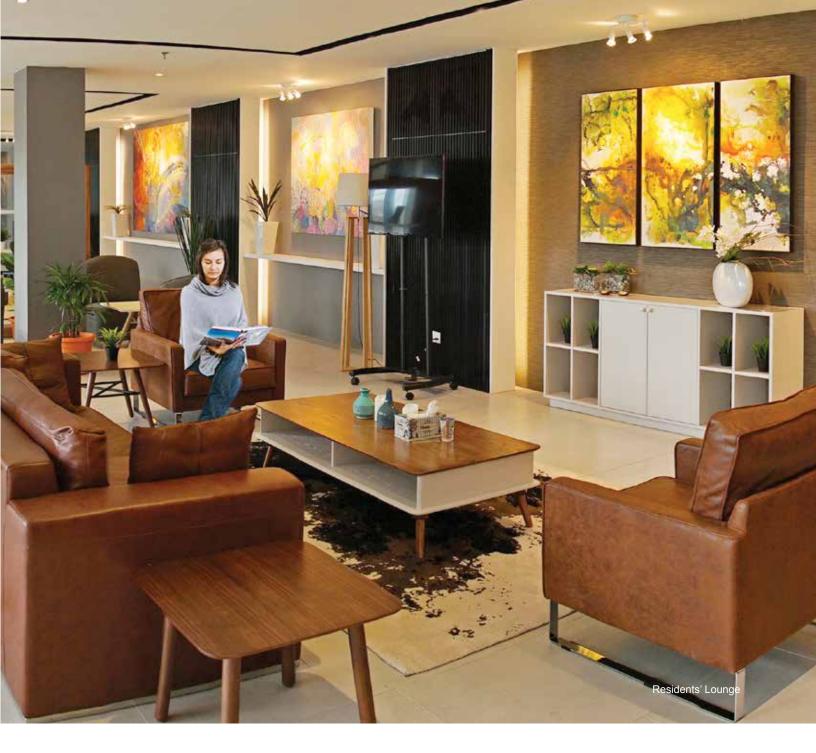
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NAIM SAPPHIRE ON THE PARK ● Developer License: L1980/KP/HD/734-R4 ● Validity: 01/03/2017 - 28/02/2019 ● Sales Permit: P1948/KP/HD/01/734-R4 ● Validity: 01/03/2017 - 28/02/2019 ● SPA Approved Plan No.: P/1D/464-2012 ● MBKS Building plan No.: BP116/2012(A) ● Tenure of Land: 99 Years ● Available Units: 445 ● Priced from: RM408,000 - RM4,624,000 per unit ● Expected date of completion: 2018 ●

