

★ S.C. CHEAH'S CHOICE OF BEST RISING DEVELOPER: YUK TUNG AND HR GROUP ★



The Peak @ Cheras sets higher standards

CITATION:

Yuk Tung Development Sdn Bhd and its project manager HR Group are steadily gaining ground and reputation en route to becoming a major developer. One of its latest undertakings that has also boosted the image of Cheras in Kuala Lumpur is The Peak @ Bukit Prima, a low-density luxurious gated-and-guarded residential enclave.

They have done this by transforming an old part of the suburb into a more stylish neighbourhood by setting high standards for its house designs and specifying features that include a large clubhouse. All the hard work is paying off as its million ringgit units have received overwhelming sales in an area that is predominantly Chinese and where perceptions and tastes are deeply entrenched but The Peak managed to win them over.

The three-level clubhouse called D'Club, probably the only one of its kind in Cheras, is a special bonus for purchasers and reflects the developer's desire to add value and offer lifestyle living for the residents – an effort not many developers are prepared to do.

REASONS FOR MY CHOICE:

Although relatively unknown, Yuk Tung and HR Group have been striking up success after success. Their KinraraMas apartment project in Bukit Jalil is one, but it is The Peak that has caught the public's eye as no developer before has managed to offer such a nice development in Cheras although there are some up-and-coming upscale projects in the area.

Its houses stand out like a lotus in a pond-full of old housing estates. Located about a kilometre behind Plaza Phoenix, immediate neighbours include Taman Len Sen, Taman Anggerik and Taman Sri Bahagia while further away are Taman Connaught, Taman Damai Budi, Taman Desa Cheras, Taman Damai Bakti, Taman Damai Murni and the nicer Alam Damai.

Capitalising on the location's good feng shui with a hill forming part of the topography and two natural lakes in the south, the developer designed majestic-looking semi-detached houses with a tropical flair as well as having interesting layouts.

For example, 16 of the three-storey semi-dees have a lower level that can be turned into a spacious rumpus or activity room that is accessible to the garden while the living room, guest room and kitchen are located on the ground floor.

There are also lots of trees within the 54-acre freehold site which is secured with high perimeter walls, CCTV cameras and round-the-clock security patrols. Although many of the houses were sold soon after launch, the developer stuck to its original plan of building a clubhouse, demolishing two big showhouses to make way for it.

Only recently opened, D'Club is right at the entrance to the enclave where a four-lane main access road slopes gently down to a small roundabout with a fountain. The residential precincts are located on the left and right.

The clubhouse, which cost more than RM10 million excluding the land cost, boasts an infinity-edge pool, wading pool with some vertical landscaping, gym, sauna, badminton and squash courts, convenience stores and a proposed restaurant on the first floor.

Why did Yuk Tung and HR Group set such a high standard for The Peak? Yuk Tung chairman Lim Kim Chai says it was to build up its brand name. The recent accolade it received, Five-Star Best Development Award at the annual Asia Pacific Residential Property Awards 2010 held in association with Bloomberg TV, as well as this Award, are in recognition of the efforts.

"These awards will definitely encourage us to scale greater heights in property development," says Lim.

"I think it is important to not only listen to what buyers want but also to introduce new lifestyle concepts that actually appeals to them although they may not be consciously aware that such a concept is what they want all along."

Indeed, when The Peak was initially launched, there was some uncertainty from potential buyers as this was the first of its kind gated-and-guarded community in the neighbourhood. However, after the two lovely showhouses were built, many people simply fell in love with the designs and layouts.

To reach that stage, though, HR Group had to embark on an awareness campaign to constantly improve the acceptance level of the project and it was this persistence and commitment that finally won potential buyers over.

Lim says The Peak may be used as his high-end product brand name.

"We shall try our best to create more branding for our future projects and continue to develop for a niche market ... we plan to aggressively promote our future

The lovely semi-dee showhouses won over the hearts of many buyers.



The clubhouse and its infinity-edge swimming pool.



projects overseas as Malaysian properties are much sought-after and are relatively affordable in this region."

In the pipeline is a high-end condominium in Mont' Kiara tentatively called Richmond comprising 96 units priced around RM750psf to RM800psf and a serviced apartment in Section 13 of Selangor's capital called Menara 1@ Shah Alam.

PROJECT HIGHLIGHTS:

The Peak consists of three phases: The first with 142 super-link houses (completed); the second, 122 semi-dees (of which 86 are ready and issued with Certificates of Fitness while 36 are in advanced stages of construction); and the third with 96 terrace houses (completed).

The three-storey semi-dees with built-up areas of between 3,895sq ft and 4,789sq ft are ideal for large families and can serve as three-generation homes accommodating aged parents and even newly married children.

Each home comes with five-plus-one bedrooms and two living rooms and features three-phase wiring, 16ft-high ceilings in the living area, quality finishes and a home alarm system.

Security is paramount at The Peak.

Lim says Awards such as this will definitely help the group scale greater heights in development.

