

Getting things done fast

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Tenaga Malaysia, an organisation set up by the United Nations Development Programme and the Energy, Water and Communications Ministry to harness the power of the sun.

"Basically, the solar panels on the rooftop of the homes will generate energy back to the national grid and this will be deducted from the monthly electricity bill of the homes," Koe explains.

Although the designs are modern, they still incorporate the resort feel. Purchasers are given seven designs to choose from and for the more adventurous, they can even opt for a home that comes with a villa on top complete with pool and garden. According to Koe, the design allows for a bigger built-up compared with traditional bungalows. The developer is looking at a built-up of 5,000 sq ft onwards and an indicative price starting from RM1.5 million onwards.

On Phase 8 which falls under the Urban Villas category, the developer is offering semi-deeds and bungalows ranging from RM800,000 to RM1.6 million.

Meanwhile, Phase 5A with 140 semideeds and 49 bungalows is 80% sold while Phase 5B, launched in November last year with 49 bungalows, is 40% sold. Next on the drawing board is Phase 7, offering a mix of modern semideeds and bungalows. This will be launched in March.

"Even in a high-end development, we're offering a wide range of products for interested purchasers ranging from RM800,000 to RM5 million," says Koe of SP Setia's strategy of being a property supermarket. With so many things happening simultaneously, it's a wonder that Koe still retains the same enthusiasm as when he started on the project.

Fulfilling a dream

"Developing Eco Park has been a huge learning experience for me," says the Penangite. Before Eco Park, he was in charge of building highways for the group but his experience in the construction and building industry started way before joining SP Setia. Armed with a masters in civil engineering, Koe returned home from the UK straight into a financial crisis. With no jobs available, he literally put his degree on the shelf and became a plumber, albeit, one that could draw up designs.

"Doing several different things have given me good exposure which has helped with Eco Park," says Koe. Under the leadership of group MD and CEO Tan Sri Liew Kee Sin, SP Setia's management style is distinct. From the time a project is identified, a budget is given to an appointed CEO to run the show – in this case, Koe – granting him pretty much a free hand in the planning and execution of the work to be carried out in the development. Sharing Liew's vision of developing a sustainable project that is rich in flora and fauna, Koe is frequently inspired by his childhood days in Penang.

"I remember the good old days when my father used to take us to Gurney Drive in the evenings for a stroll and some fresh air," he recalls, adding that there are not many opportunities like these available in the Klang Valley. Hence, Koe has taken a personal interest in preserving and enriching Eco Park's natural habitat.

"We have almost 25 acres of park for our residents to enjoy and natural water bodies that have been reshaped and enhanced with rock embankments. Even these [the rocks]



Open Day at Setia Eco Park allows purchasers to get together and enjoy culture and music on top of getting to know one another

were recycled from our blasting site," says Koe. From bringing in butterflies at the beginning of the project, he's moved on to fish, working with the Fisheries Department on how to keep the already 10 types in existence there alive and thriving.

Even before the purchasers have moved in, SP Setia is already promoting Eco Park's lush landscape by organising an Open Day about once in a couple of months. The event allows purchasers to get together and enjoy a night of culture and music on top of getting to know one another. It has also worked out well as a marketing strategy as purchasers bring friends along to introduce them to the development.

Commercial centre

When the first few residents start moving in after Chinese New Year, they can look forward to the clubhouse facilities, which will be ready by June and operational by August.

Where schools are concerned, Bandar Setia Alam already has a Chinese and Tamil school in operation. A national primary and secondary school is also being built and Koe says the developer has also allocated about 20 acres for a private education institution.

Also in the pipeline is a business park called Green Canopy – the Lifestyle Biz Park. Covering some nine acres, it is expected to offer 50 boutique offices and 50 amenities shops. Koe assures that these businesses are niche and will not interfere with the resort

lifestyle of its residents. "We have already approached certain businesses like learning centres, music schools and architectural firms to consider taking up space," he says.

Green Canopy will also house SP Setia's corporate headquarters. Work has already begun on the 4-storey building that will have a built-up of 27,000 sq ft. This is expected to complete in February next year. "We work very fast here. When the board of directors finally decided to build the corporate office, we just had to execute the plans that have been ready for a long time," he says.

It is obvious that challenges like these keep Koe and his team's adrenalin pumping. But one does need to take time off to smell the roses and in Koe's case, it is identifying the butterflies that have made Eco Park their home.

MOHD IZWAN MOHD NAZAM



Setia Eco Park offers a wide range of products

HOT deal

sold

ADDRESS: Jalan Kenyalang 11/15, Botanic Villa, Kota Damansara, PJ
TYPE: 2-storey link bungalow
SIZE: Land area 55ft by 90ft
 Built-up 3,900 sq ft
TENURE: Leasehold
PRICE: RM1.2 million
SALE CONCLUDED BY: Michelle Lee
 Summerhill Realty
TEL: 012-399 3028/ 03-7806 2388

According to the agent, the three-year-old unit was sold at the owner's asking price. "The buyer particularly liked it because it is within a gated development and has good feng shui elements," explains the agent.



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on the market

ADDRESS: Taman Kepong, KL
TYPE: 2-storey bungalow
SIZE: Land Area 14,000 sq ft
 Built-up 8,000 sq ft
TENURE: Freehold
PRICE: RM3.2 million
SALE HANDLED BY: Dennis Yong
 FiveStar Properties
TEL: 012 390 0689/ 03-7880 3192

The agent says the main attraction of the bungalow is its big compound. "It's a rare chance to own a bungalow on such a huge land area as most bungalows in this area have typical land areas of between 5,000 to 7,000 sq ft. The house is being sold because the owners do not need a big house as their children are studying overseas."



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Disclaimer: Information on the above transactions was provided by the agent/owner named above. As the information has not been independently verified by us, please conduct your own verification if you intend to rely on it.

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