
CHARTING THE COURSE FOR 2018

*Here's a glimpse of the next generation who are helming the Real Estate and Housing Association Malaysia (REHDA) Youth. They not only work hard but play hard. In this exclusive interview with **Property Insight**, they share their plans for 2018 and outlook on the property market and their role at REHDA Youth.*

BY YVONNE YOONG



Location: Palm J Creative Director: Jimmy Photographer: Anthony Wong



James Yam, 30, Brand and Marketing Manager of Triterra Sdn Bhd

- REHDA Ordinary Member since 2014

Property market outlook for 2018?

We had a quiet 2017, with most developers

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taking a passive approach to new launches, I think 2018 will be a year big on integrated and master developments. With the upcoming Tun Razak Exchange (TRX), Bandar Malaysia, Pavilion Damansara, KL Metropolis to name a few, this will be the new products and lifestyle norm people will be looking forward to. The demand for an eco-systemic mix of work, play, live, eat elements are what home dwellers are used to now and these integrated developments will be the products that complement them most.

Which areas do you oversee in your company?
I am the Brand and Marketing Manager and my scope covers the sales, branding, marketing and business development components of my company.

What projects will you be launching in 2018?
After a successful take-up rate of 70% during our phase 1 pre-launch period, we will be looking to officially launch our corporate towers next year. The MET Corporate Towers is the first grade A stratified office in Mont' Kiara, Kuala Lumpur with building features and specifications that are second-to-none in this area. After studying the Mont' Kiara landscape in great measure, the team and I were confident that our corporate towers fully complement and supply the niche market's demand.

There is only a total supply of 2 million sq ft of office space in the whole Mont' Kiara area including Solaris Dutamas. And, all these supplies are currently enjoying a healthy occupancy of 80% - 85% at any given time. The trend of commercial offices and business decentralizing out of KL City Centre is eminent for example, the big four, KPMG, I Utama, Deloitte-Taman Tun, EY-Damansara, PWC-KL Sentral and Mont' Kiara being a neighbourhood of affluence and a destination address with its seamless infrastructure, excellent amenities and the new trade and exhibition presence of KL Metropolis is something I am very excited about.

REHDA Youth's aims that have been set in place?

In my opinion, the main aim of REHDA Youth is to bridge the gap for the new generation of young developers in the property industry.

How does REHDA Youth benefit the overall real estate industry?

The REHDA Youth community really gives me the support and platform to exchange thoughts and experiences with other developers who share a common goal of building for the nation.

How do you relax after working hours?

After work hours is usually spent with my family or my partner. Socially, I enjoy playing golf, soccer and catching up with my friends for a hearty meal.