

Property

The Atria SOFO suites taken up in a day

The units are among the components of the new The Atria project which replaces the Atria Shopping Centre in Damansara Jaya

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PETALING JAYA: Property developer OSK Property Holdings Bhd's The Atria in Damansara Jaya is off to a running start. It sold off all of its The Atria SOFO (Small Office Flexible Office) suites on the first day of launch last Friday.

Eager purchasers lined up at the sales gallery on the eve of the launch, hoping to be the first buyers. The Atria SOFO suites are one of the components of the new The Atria project which replaces the old Atria Shopping Centre, one of the oldest shopping centres in Petaling Jaya. Demolition began in August this year.

Besides the SOFOs, The Atria integrated development also comprises a shopping gallery with a gross floor area of 600,000 sq ft and a net lettable area of 450,000 sq ft, including an entertainment facility.

The 5.5-acre freehold project has a gross development value (GDV) of close to RM1 billion. Currently, only the SOFO suites are for sale as plans for the shopping gallery are still being finalised. The suites are flexible and can be utilised either as work or living space.

The 392 units of SOFO are housed in two 16-storey towers above the retail floors and have a total GDV of RM200 million. Built-ups range from 488 to 1,343 sq



Eager purchasers looking at a model of The Atria during the launch.

ft. Prices range from RM360,800 to RM1 million or RM720 to RM1,000 per sq ft.

The facilities at The Atria SOFO suites include a lap pool, jacuzzi, gymnasium, sun deck, sauna, meeting room, sky lounge and garden. The basic units are fitted with air-conditioning and heater points. There are 1,959 parking bays.

Emily Cheng, OSK Property senior public relations and communications executive, said at the launch that the developer was confident the units would be

fully sold in three days. But the units were 100% taken up by 4.30pm on the first day of launch. The purchasers were a mixture of investors and owner-occupiers.

"Homebuyers and investors are very selective given the global economic conditions. But property developments in good locations are still very hot," she said.

During the launch, purchasers were given an early bird rebate. Construction will begin next month and is expected to be completed in 36 months.

HOT DEALS

How much is your property worth? Which and what property has just been sold, and for how much? What interesting buys are now on the market? Check out the following Hot Deals of the week. Go to www.theedgeproperty.com for more

Sold

2½-storey end-lot terraced house, Taman Sering Ukay, Ampang
Land area: 2,720 sq ft; Built-up: 3,200 sq ft; 5+1 bedrooms; 6 bathrooms; Freehold; RM1,500,000

This renovated end-lot house offers a modern concept and the latest ID design. It is in move-in condition, with quality fittings and new furniture. The extra 10ft land at the side of the house offers privacy and a place for family gatherings. Located in a guarded community, it is within seven minutes' drive to the International School Kuala Lumpur and within 10 minutes' drive to the Petronas Twin Towers.

Sale handled by: *Matt Tian of Reapfield Properties KL Sdn Bhd; 016-2085108; matttkl@reapfield.com*

On the market

2-storey terraced house in Taman Desa, Kuala Lumpur
Land area: 2,266 sq ft; Built-up: N/A; 4+1 bedrooms; 3 bathrooms; Freehold; RM1,250,000 (negotiable)

The agent says this linked home in the matured Taman Desa neighbourhood is well kept. The fully renovated home includes a fully extended back area and is in move-in condition. Its proximity to schools, popular shopping malls, as well as easy access to major highways makes it a hot deal.

Sale handled by: *Vivien Choy of City Real Properties; 012-234 2333*