

Hot Atria sale

> Many units sold before launch

SHOPPING frenzy was in the air as property investors swarmed to the launch of OSK Property's Atria small office flexible office (SOFO) suites. Though the build-up of interested bodies had created a feverish fug, most battled over only a small number of units as three quarters of the units were booked out when the doors had opened.

According to OSK Property, sales previews had been hosted over the few days before launch to OSK staff, associates and suppliers, thus accounting for the profusion of green dots on the sales board.

Some investors grumbled about this lack of choice. Others complained about the price (which

ranged from about RM720 to RM1,030 per sq ft) especially given the lack of furnishing, the service charges (40 sen per sq ft plus commercial rates since it is a commercial title), and the fact that each unit didn't come with a parking lot.

Others, however, grabbed the opportunity and put down booking fees of RM5,000. They appreciated the fact that the units were freehold, and that there was a shopping centre beneath. So far, some anchor tenants being considered for the mall are Village Grocer and TGV cinemas.

The first factor cited by all however was the project's location. Atria (previously a shopping centre) is located in the middle of the middle-class neighbourhood of



Richard and Naga booked three units

Damansara Jaya. Many visitors to the sales gallery were ethnic Chinese who were living around the area, together with relatives. Most were looking for investment purposes and



Shopping frenzy at the launch of Atria SOFO suites

not for own occupation as unit sizes were pretty small at about 500 to 1,300 sq ft.

"This place has a lot of potential," said Richard and Naga who bought

three large units at the launch. "You see Tropicana City Tropics (nearby), the price went up very fast, and in Damansara Jaya there's no other condo."