

# PROPERTY insights



► FROM PAGE 19

### WORKS LIKE A CHARM

If large-scale renovation and redecorating projects are not feasible nor affordable to the pocket, then some minor changes in the home is enough to transform domestic interiors into the getaway that you need.

► Bring in more greenery into the house. Not only do they freshen up the air indoors, but green is also a restful colour for the eyes. When you have been working on your electronic device for a whole day, looking at some greens is said to help reduce the strain on the eyes caused by the reflection of the light and long-hours staring at the screen.

► Invest in a good lounge or armchair, one that should be comfortable enough that if you were to read a book or nap in it, you will not end up with sore limbs and aching muscles.

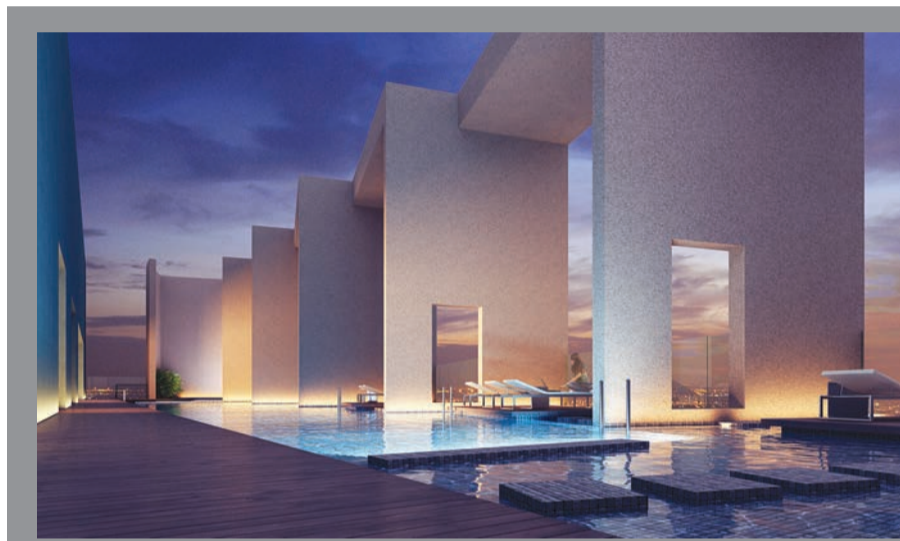
► Amp up the comfort factor with more fluffy pillows and soft throw blankets; this works for both beds and sofas. Use neutral or pastel shades to complement the rest of the room as an accent piece.

► Make the bedroom a technology-free space. Studies have shown that using phones or other electronic devices can lead to disturbed sleep and ill health. A little technology detox can also lead to better mental wellness and more effective preparation for sleep where you will wake up

feeling refreshed.

Making home a place of retreat can help one cope better with life and all the stresses that come with it. Kudos to those who can say they find refuge and happiness in returning to a house with all the comforts of home. But more to the few who can attest to finding solace and peace in a home that can help recharge emotionally and physically drained minds and bodies day-in, day-out. Leverage on the tips mentioned on colour and decor for home interiors that bring peace and joy in returning to.

► Email your feedback and queries to: [propertyqs@thesundaily.com](mailto:propertyqs@thesundaily.com)



### HUBBA BUBBA HUB

... Keep your eyes and ears peeled on a mixed commercial development project soon to change the landscape and skyline in the confines of SS2. Offering single-level, loft-configured, stylish signature suites; this new address in Petaling Jaya will be a breath of fresh air and surely the talk of the town with its facilities and frills.

## PropertyGuru, PHD tie up

**PROPERTYGURU** Group has recently announced its tie-up with PHD who will handle its media agency work throughout Southeast Asia. The online property company shared that the partnership “adopts a future-facing, non-traditional, client-agency business model”.

The new alliance is founded on a bespoke econometric “Brand Equity Attribution Model”, otherwise known as



**BEAM**, claimed to assure media effectiveness. PHD will not just act as PropertyGuru Group’s media planning agency, but drive insights on buying optimisation through BEAM, said the online property company’s CMO Bjorn Sprengers.

PHD Singapore’s managing director Wangyn Ang (pix) shared her delight on the new appointment and is excited in delivering increased accountability and ROI for the group.

BANDAR SERI BOTANI IPOH

Double Storey Terrace Houses  
Built-up area: from 2,225 sq.ft Price: from RM373,000

# 20'x75'/80'

Phase 7.3(1)

## Nature in the Midst of living

Find us on WAZE to Bandar Seri Botani Ipoh  
GPS Coordinate: 4°31'49.62"N 101°5'55.69"E

Completed with CCC

Phase 7.3(2)

Phase 6.1A(1)

Double Storey Terrace Houses  
Standard lot size: 24'x80' Price: from RM480,000  
Built-up area: from 2,625 sq.ft

Double Storey Semi-Detached  
Standard lot size: from 40'x90' Price: from RM 860,000  
Built-up area: from 3,375 sq.ft

- ### Special Feature
- 1,254 acres of integrated township development
  - A green leafy pleasant suburb with Ipoh City's charm
  - Located approximately 4km from Simpang Pulai interchange
  - Freehold virgin land
  - 2 recreational lake parks (32 acres Eco Park 1 and 24 acres Eco Park 2)
  - Security features
  - Practical and functional design with renovation free concept

**SHOWHOUSES OPEN FOR VIEWING**  
Weekday (10am-6pm) • Weekend / Public Holiday (10am-7.30pm)



Prestigious development by  
**PINJI BOTANICS SDN. BHD.** (121074-A)  
No.1, Jalan Zarib 8, Zarib Industrial Park, 31500 Ipoh, Perak.  
Tel: 05-323 6622(hunting lines) Fax: 05-322 2668/323 6633

[www.bandarseribotani.com](http://www.bandarseribotani.com)  
**05-323 6622**



Find Out more **PROMOTION** package\* for Completed Phases from us

\* Terms & conditions apply

Phase 7.3(1) | Developer's License: 9429-34/01-2018/008(L) Validity Period: 07.01.2016 - 06.01.2018 Advertising Permit: 9429-34/01-2018/008(P) Validity Period: 07.01.2016 - 06.01.2018 Approving Authority: Majlis Bandaraya Ipoh MBI Approved Plan No.: BIL (14)LB01/0001208/0032/15 F00P00/L00 Land Tenure: Freehold Land Encumbrance: Nil Expected Completion Date: May'18 Unit: 304units(DSTH), 1unit(DSB) Selling Price: RM371,586-RM1,064,745(DSTH), RM1,090,000(DSB) Phase 6.1A(1) | Developer's License: 9429-33/02-2018/0765(L) Validity Period: 06.02.2017-05.02.2018 Advertising Permit: 9429-33/02-2018/0765(P) Validity Period: 06.02.2017-05.02.2018 Approving Authority: Majlis Bandaraya Ipoh MBI Approved Plan No.: (10)OSC(183-A) LB/149/744/11 Land Tenure: Freehold Land Encumbrance: Nil Expected Completion Date: Feb'17 Unit: 80 units Price: RM798,000 - RM1,563,975(DSSD), RM1,480,000 - RM1,853,000(DSB) 5% / 7%(phase 7.3(1)) discount for bumiputra on bumiputra lot.