

# Driving affordable housing developments and home ownership

By **Sharen Kaur** - October 24, 2023 @ 6:49pm



A show unit for Residensi Bukit Mahkota.

KUALA LUMPUR: PR1MA Corporation Malaysia (PR1MA) aims to be a market leader in the national housing agenda by driving quality affordable housing developments and home ownership for all Malaysians over the next five years.

PR1MA is the Local Government Development Ministry's main housing agency.

"We are responsible for providing quality homes at reasonable prices as well as increasing access to home ownership among Malaysians in the middle 40 per cent (M40) group. PR1MA has developed a strategy in line with the government's aspirations, where we aspire to become a leading government agency that drives the development of quality affordable housing and sustainable communities in Malaysia," said chief executive officer Datuk Seri Mohd Nazri Md Shariff.

PR1MA collaborates with the Construction Industry Development Board (CIDB) to ensure that completed projects receive the Quality Assessment System in

Construction (QLASSIC) rating, in addition to working with state governments and local authorities in project development.



Datuk Seri Mohd Nazri Md Shariff.

QLASSIC measures and evaluates the quality of skilled labour in accordance with construction industry standards.

"At PR1MA, we believe that high-quality homes are synonymous with affordable prices. We charge less for similar products in the market, and several PR1MA projects have received high QLASSIC scores," he told the New Straits Times.

Nazri said among the PR1MA projects that received QLASSIC scores exceeding the standard were Residensi Pelangi Indah, Johor (80 per cent), Residensi Larkin Indah, Johor (80 per cent), Residensi A'Famosa 1 and 2, Melaka (80 per cent), Residensi Kota Tinggi, Johor (77 per cent), Residensi Segari, Perak (76 per cent), Residensi Kepayang, Perak (75 per cent) and Residensi Bandar Baru Setia Awan Perdana, Perak (75 per cent).

PR1MA is also collaborating with the Finance Ministry and several banks to increase the M40 group's access to competitive housing financing.

For example, PR1MA has partnered with Co-opbank Pertama (CBP) through the CBP MyPR1MA scheme to assist the M40 group in purchasing homes.

PR1MA home buyers can get up to 110 per cent financing through the scheme, which includes housing loan facility, legal fees and CBP takaful.



An aerial view of Residensi Bukit Mahkota in Kajang.

### **Building on innovation**

Innovation and the use of modern technology are important aspects of the construction and housing industries because they can improve quality and productivity.

PR1MA, for example, has adopted the Industrial Building System (IBS) to reduce construction costs while increasing speed and quality in order to build more affordable homes.

"IBS can improve the work process of PR1MA in developing houses and projects," Nazri explained.

To improve the sustainability of its developments, PR1MA has increased the use of modern technology.

It uses an integrated project monitoring system, in collaboration with the Local Government Development Ministry and other agencies, to track the progress of PR1MA developments.

Nazri said PR1MA aspired to be a leading government body and drive the development of affordable housing as well as sustainable communities based on environmental, social and governance (ESG) principles.

"In recent years, PR1MA has implemented developments based on sustainable practices that work in tandem with ESG principles, such as rainwater harvesting for communal areas, the use of IBS to reduce construction waste and community recycling facilities.

"PR1MA will strengthen ESG across the organisation in accordance with the United Nations Sustainable Development Goals (UN SDG). PR1MA will use green technology in its developments and obtain an ESG rating for its management and governance through strategic collaborations with URBANICE Malaysia, ITRAMAS and other organisations."

Nazri said one of the things PR1MA intended to do was to speed up its developments.



A show unit at Residensi Seremban Sentral in Seremban.

Up to August, there were 86 PR1MA projects in the country, with a total of 53,646 affordable housing units. Of these, 54 projects have been completed, 22 projects are under construction and 10 projects are in the planning stage.

From 2016 until now, PR1MA has sold more than 41,700 units with a gross development value (GDV) of more than RM9.9 billion.

Nazri said the main focus of PR1MA now was to ensure that the housing projects under construction were completed and handed over to buyers.

The agency is working closely with the ministry, state governments, local authorities, technical agencies and utility companies to speed up the approval process and obtain the certificate of completion and compliance (CCC) for completed projects.

This year alone, PR1MA aims to complete 9,523 affordable houses, which will be the highest on record.

As of August, it had completed 6,406 units from a total of 12 projects and obtained the CCC.

According to Nazri, nine out of the 12 were sick projects.

By next year, PR1MA would complete all sick projects at hand, in line with its commitment to the Local Government Development Ministry under the supervision of the sick and abandoned private housing project task force, he said.

### **Multiple award winner**

PR1MA has received a number of industry awards that recognised it as a property developer which contributed to the growth of the Malaysian housing industry.

Among the awards are the SHEQ Day 2023 Awards by CIDB for the government project categories (Award of Excellence for Residensi Taman Pelangi Indah, Johor and Residensi Kepayang, Perak).



Residensi Taman Raia Sentosa in Batu Gajah, Perak

Others are the Star Property Awards 2023 for government-assisted homes (Best National Home Ownership Initiative for Residensi Bintawa Riverfront, Residensi Kepayang and Residensi Pauh Permai). It also won the Starter Home Award — Best Primary Home Development (High-Rise) for Residensi Larkin Indah) and Residensi

Jalan Jubilee as well as the All-Stars Award — Top 5 Non-Listed Companies (by ranking)

At the 9th PropertyGuru Asia Awards Malaysia, it won the Best Value Waterfront High-Rise Development for Residensi Bintawa Riverfront, Sarawak, Best Mass Market High-Rise Development (Southern) for Residensi Larkin Indah, Johor and Best Mass Market High-Rise Development (Northern) for Residensi Pauh Permai, Penang.

PR1MA is also a recipient of the Brandlaureate Best Brand Award 2021-2022 for "Outstanding Best Value Developer".

"This is a great recognition of PR1MA's efforts in providing quality housing," Nazri said.

He said PR1MA had other broad goals, such as sustainable and inclusive community development from a socioeconomic standpoint and social development.