



NADAYU63: MELAWATI'S LATEST INVESTMENT GEM

The rising potential of this suburban township is equally matched by new developments such as the serviced residences by Nadayu Properties Bhd that is poised for capital appreciation.

296
residences
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POENTIAL for capital appreciation is an intangible asset and powerful ally to have when it relates to the future value of a particular property.

Seen in this context, the lure of the right location coupled with the potential of the property to ride an upward crest in terms of capital appreciation yield a double winning combination that is bound to woo the heart of any seasoned investor or house buyer.

Blessed with the unbeatable qualities of location and potential – Nadayu63 – the integrated mixed-use development nestled in the picturesque Taman Nadayu enclave in Melawati, Selangor, holds promise as a sound property investment for the future.

Enveloped by the lush Kemensah Forest Reserve, Melawati's prized location boasting a rich treasure trove of greenery amid tranquil settings makes this a rare find in the Klang Valley.

Real estate investment firm Zerine Properties has rated Melawati as a prime location to invest, ranking it alongside upmarket neighbourhoods such as Bangsar, Damansara, Mont Kiara and Bandar Utama. This is given the limited supply of homes here versus the population growth in this vicinity, which puts this exclusive neighbourhood in high velocity mode for capital appreciation.

"Nadayu63's unique semi-furnished serviced apartments will make it a one-of-a-kind investment asset in Melawati. It will be built on a scenic elevated terrain near the Melawati ridge which will be served by boutique lifestyle retail outlets, bringing the best of both nature and the conveniences of city living together," said Nadayu Properties Bhd chief executive officer Mohd Farid Nawawi.

"Residents will be able to enjoy a desirable living environment with wide open spaces, fresh air and a commanding view of the greenery surrounding the low-density development with 296 residential units and 42 lifestyle retail units within a peaceful,

quiet and exclusive neighbourhood," he added with regard to this development which comes with a gross development value (GDV) of RM240mil.

Nadayu63's comprehensive lifestyle facilities will also include a swimming pool with cabana, children's playground, gym room, multi-purpose function room and a lofty triple-volume sky lounge.

Rising star

Farid says the development will be characterised by quality homes that are comprehensively equipped and immediately liveable – transforming the units into instant "performing investments".

"The serviced apartments will appeal to first-time homebuyers, the middle-income group, upgraders within the vicinity of Melawati and its neighbouring towns, small- and medium-sized families, parents buying (property) for their children and of course, property investors," he said of the ready acceptance of the market.

"A significant number of pensioners are also seeking to move into smaller homes in this secure and clean neighbourhood which exudes some form of exclusivity.

He anticipates that the development's studio units with built-up areas ranging from 548sq ft to 879sq ft and priced from RM420,000 can easily fetch rental income from university students, young professionals and families looking to stay here.

Besides owner-occupiers, he also foresees rental demand for Nadayu63's three-bedroom units ranging between 1,086sq ft and 1,126sq ft which are priced from RM780,000.

Rising investment hotspot

Melawati, with its appealing geographical location bordering on distinct districts such as Ampang and Wangsa Maju, is seen as a rising star in a property market that has been steadily enjoying a revival of sorts.

Prominent property developers are also making Melawati their property playground as evidenced in the new wave of residential and commercial developments sprouting up here.

An exciting line-up of new commercial projects such as KL East, Melawati Corporate Centre and Melawati Mall are expected to attract a large population of working professionals into the neighbourhood.

This will, in turn, inevitably drive up the demand for small- to medium-sized residences within the vicinity which will then influence an increase in rental yield and capital appreciation.

1 Cozy suburban living will take centre stage at the Nadayu63 studio units that spill over to private gardens in the coveted, up-and-coming Melawati neighbourhood.

2 An artist's impression of the Nadayu63 development.

Cosmopolitan connections

THIS rising gem also lives up favourably to its promise of having ready access to the city centre via major highways such as the Ampang-Kuala Lumpur Elevated Highway (AKLEH), the Duta-Ulu Kelang Expressway (DUKE) and the Kuala Lumpur Middle Ring Road 2 (MRR2). New highways such as the Sungai Besi-Ulu Kelang Expressway (SUIKE) and the Kuala Lumpur Outer Ring Road (KLORR) will also be built to further facilitate connectivity to the township.

Located just 15 minutes away from the Kuala Lumpur city centre and within close proximity to international and public schools, a university college, shopping malls, supermarkets and hospitals, the centrality of the location is compounded by the fact

that Nadayu63 is only 2km from Melawati's established commercial hub.

"Nadayu63 is in prime position to tap into and benefit from this rapid growth. We are already seeing significant increase in asset values in this area as evident over the past number of years," he observed.

"In three to four years, we foresee this township gaining capital appreciation and rental yields that will be on par with places like Ampang today. Looking at its promising potential, Melawati is the place to invest in now," he observed.

Based on the current average property price of locations in proximity to Nadayu63, he anticipates that the capital appreciation for the development is poised to rise by 27% in three years, which is around the project's completion time. This confident projection is based on the growth of property values in the area pointing to increases of a similar magnitude.

The Gaya Melawati development, for instance, which was launched in 2009 at RM316 per sq ft, today

commands an average of RM650 per sq ft—recording a 106% increase in terms of property value.

Likewise, the 3 Residen development which was launched in 2007 at RM278 per sq ft, has seen a 123% leap in value—with the development now recording a value of RM620 per sq ft. Meanwhile, 20Trees which was also launched in the same year at RM290 per sq ft is now valued at RM555 per sq ft, which marks a 91% increase in capital appreciation. Saville, which was launched in 2011 at RM443 per sq ft, is now valued at RM533 per sq ft, recording a 20% increase in capital appreciation.

Nadayu63, which will be more extensively furnished than other developments in its class here, will be priced at a competitive RM750 per sq ft compared to various developers pricing their properties at an average of RM740 per sq ft to RM820 per sq ft.

Furthermore, he pointed out that the underlying economic factors such as inflation and the upcoming implementation of the goods and services tax (GST) will influence Nadayu63's value for the better. He believes

that the pent up demand within Melawati will increase its value, largely driven by the fact that developed land in Kuala Lumpur is diminishing and new residences close to the heart of the city have become quite unaffordable—making people look further out of the city radius to live.

Essentially, he said that the ideal balance of proximity to the city and affordability can be found in Melawati, one of the few remaining exclusive neighbourhoods in Kuala Lumpur backed by the potential for capital appreciation. ☐

→ The Nadayu63 units are now open for booking. The official launch will take place in Q1 2015, once the show unit is completed.

→ **Nadayu Melawati Galleria**
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