

However, the clearance sales were extended to December this year after a lot of bookings did not meet the transaction period due to pending loan approvals.

Zuraida said the affordable homes campaign would be held from Oct 4 to Oct 6 and would focus on the low- and medium- income earners (B40 and M40) group.

All of the showcase houses will be priced below the RM300,000 mark.

To date, the organiser has managed to secure 42 exhibitors, comprising 32 private developers, six government agencies including PR1MA and KPKT, and financial institutions including Cagamas Bhd.

Zuraida said HOC: Affordable Homes is expected to feature more than 10,500 completed and under construction residential properties, 7,177 of which are by private firms, while another 3,400 units are offered by government agencies.

“These properties are worth about RM2 billion, our target is 80% of sales, which is equivalent to RM1.6 billion. The houses are targeted at the M40 and B40 group, this is also the first time we focus on homes priced under RM300,000,” she said.

According to the National Property Information Centre, as of the first quarter of 2019, there were 48,585 homes priced under RM300,000 unsold, of which 36,512 units were under construction and 12,073 units had been completed.