

Headline	Developer enters record book for innovative system		
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SUNWAY Grid, the first-of-its-kind integrated development, has received recognition from the Malaysia Book of Records (MBR) as the "First Property Customisation and Online Purchase System" in Malaysia.

Built by Sunway Property and located in Sunway Iskandar in Johor, Sunway Grid Residence buyers can customise, book and purchase their preferred home anywhere and anytime with just a few simple clicks on the Grid website.

"We have always believed that everyone is qualified and can set or break a record.

"The main criteria that we look for are originality and creativity as well as innovation, safety and has the potential to attract others eager to surpass your feat.

"We believe Sunway Grid has achieved this with its first e-commerce website to purchase property online in Malaysia," said MBR chief executive officer Christopher Wong.

Sunway Iskandar chief executive officer Gerard Soosay said they were honoured to receive the certification for being the first developer in Malaysia to launch the digitally-customisable homes and keeping up with the latest trends in the property industry.

"We had the customer's best interest in mind when we developed the customisation. We also envisioned to provide flexibility in the buying process and in their choice of layouts for the units.

"This combined with the most affordable price in the vicinity of Medini is expected to attract youths in Johor," said Gerard.

"We believe that in the long run, a concept such as this will deliver cost efficiency, service quality and ultimately improvement in competitiveness since the future of any business now depends on technology," added Gerard.

Sunway Grid Residence is a development that encourages commune and exchange of ideas, and

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Integrated project's e-commerce website enables buyers to customise homes and purchase them with a few simple clicks

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Gerard Soosay

this is the first time that the developer has designed a fully youth-centric and innovative development.

The property's e-commerce website allows users to select their favorite type, floor, view, unit, number of rooms and even furnishing.

All these can be done with a few simple clicks and confirmation of reservation is done by paying RMS500 via a payment gateway.

Sunway Grid Residence buyers will be able to enjoy other amenities and facilities such as the newly opened Sunway Big Box Retail Park, X Park and Sunway International School, which are a short walking distance away.



Wong (right) presenting the MBR certificate to Gerard.

The developer will also be launching its first Sunway Big Box Hotel and SJK Cheah Fah school by the end of the year. The project is 5km away from Singapore through the Coastal Highway Southern Link (CHSL).

For easy accessibility, Sunway

Iskandar has also partnered with the Causeway Link to provide public buses for residents working and travelling to Singapore once they move into the township.

For details, visit www.sunway-grid.com or www.sunwayiskandar.com or follow Sunway Iskandar on

Facebook and Instagram.

Sunway Iskandar is one of the largest township projects with a gross development value (GDV) of more than RM30bil over 728ha (1,800 acres) of land, offering a world-class city balanced with the beauty of nature.