

Headline	RM1.24b PR1MA homes sold within 3 weeks		
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## RM1.24b PR1MA homes sold within 3 weeks

**PETALING JAYA:** Perbadanan PR1MA Malaysia (PR1MA) sold a total of 4,795 homes with a sales value of RM1.24 billion within three weeks, through the Home Ownership Campaign (HOC) 2019.

The sale, achieved during the first three weeks in March, was driven by strong demand which was boosted by the incentives and special discounts offered during the campaign.

Acting CEO Mohd Nazri Md Shariff said in a statement that PR1MA will continue to provide discounts and incentives, in order to help more Malaysians afford PR1MA homes.

"Based on the overwhelming response we received, we are committed to continue with the special packages offered during HOC 2019. We hope aspiring home buyers will grab this chance to secure their ideal home as both the government and PR1MA are



giving such good incentives to encourage home ownership among the rakyat," he said.

PR1MA plans to continue extending its support at the HOC expos nationwide, by offering up to 30% discount and rebate during the campaign which ends in June 2019.

The HOC 2019 expo kick-started in March at the Kuala Lumpur Convention Centre and will be making its rounds nationwide in other states. More than 4,822 residential units were opened for sale during the expo in Malacca in March. The expo also made its way to several states over

the last two months.

The HOC 2019 expo, which also acts as a one-stop centre to assist potential buyers in their home ownership journey, was initiated by the Finance Ministry as part of the government's commitment under the National Housing Agenda.

It is organised by the Housing

and Local Government Ministry in partnership with the Real Estate and Housing Developer's Association Malaysia.

During the campaign period, PR1MA will showcase all its existing and future projects located nationwide, including apartment units and terraced homes priced between RM100,000 and RM400,000 per unit before discount.

### LIVING IDEA

- The HOMElove'19, Home & Living Exhibition will be held from May 24 till 26 at Halls 1, 2 and 3 at the Mid Valley Exhibition Centre, from 10am till 10pm.
- Upcoming property exhibitions under the nationwide Home Ownership Campaign 2019 and Malaysia Property Expo 2019 organised by the Real Estate and Housing Developers' Association Malaysia will be held in Sarawak this month at the following locations:  
**May 10-12:** The Spring, Bintulu in Sarawak  
**May 17-19:** Delta Mall, Sibul in Sarawak