



HSL embarks on property roadshow

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KUCHING (Friday) - Hock Seng Lee Construction Sdn Bhd (HSL)'s friendly sales team will be bringing their innovative property products to the people in their annual Borneo Roadshow.

HSL's Property Roadshow will cover Sibü (11-13 December 2009), Bintulu (15-17 December 2009) and Miri (18-20 December 2009).

A wholly-owned subsidiary of infrastructure specialist, Hock Seng Lee Berhad, the property division of HSL has gone from strength to strength since it became active in year 2000.

In just a few years, it has successfully developed some 1000 homes in Kuching and has one development in Sibü.

Its new homes have become some of the fastest selling on the local market due to their modern, practical designs, quality workmanship and finishes and reasonable prices.

More recently, HSL has ventured into the high-end market with Vista Parade development at Bukit Lima, Sibü and the Leaf, an exclusive guarded and gated development near Kuching International Airport.

The show houses at both developments attracted unprecedented interest with their fresh modern interiors and new tropical designs.

"A limited number of excellent units are still available for keen buyers, so interested parties are urged to drop by one of our roadshow stops to discuss their property needs with HSL's sales staff," said Mr Yii Chee Sing, HSL's Executive Director.

The Property Roadshow kicks off at Delta Mall in Sibü (11-13 December 2009), then moves to Park City Bintulu (15-17 December 2009) with a final leg in Bintang Mall, Miri (18-20 December 2009). Sales staff will be on duty 10am-9pm at each venue.



“Our objective is to raise the profile of HSL as a leading local property developer and to inform those outside Kuching of the homes we can offer,” added Mr Yii.

“We already have a significant number of outstation buyers for our properties, particularly at the newly launched gated project called the Leaf. The proximity to the airport for outstation buyers is an added bonus,” said Mr Yii.

For Sibu customers, with HSL’s sales team in town from today through the weekend, they can request an appointment to visit the Vista Parade show house.

HSL’s Property Roadshow will also showcase HSL’s renowned project, the Leaf with a model of this innovative estate available for viewing.

the Leaf offers a new concept in upscale residential properties with an emphasis on pleasantly landscaped surroundings and comprehensive security services.

The estate will be protected by Sarawak’s first electric perimeter fencing as well as round-the-clock patrols by trained guards; while each home owner will have vehicle access card entry, panic alarms and intercoms direct to the guardhouse.

Conveniently situated close to Kuching International Airport and numerous shopping and restaurant options, the Leaf also has a resident’s recreation park, orchard walkway, jogging track, exercise stations and adventure playground.

“We have created a new way of living; a new level of comfort and peace-of-mind for discerning house buyers,” said Mr Yii.

Upon arrival at the stunning stone façade entrance statement and guardhouse, residents will be immersed in a leafy environment that is not spoiled by ugly wiring or open drains.

“To enhance the aesthetics of the estate, all utility services are buried underground so you will notice a much cleaner, more open look where trees are the highlight rather than electricity poles and hanging wires,” said Mr Yii.

the Leaf comprises 54 luxurious contemporary double-storey duplex villas, semi-Ds and link homes and is easily accessible enroute to Kuching International Airport at Lorong Lapangan Terbang No. 5H, next to Polarwood estate.



The homes are modern in design with high ceilings and spacious, flexible layouts. Walled-up areas range from just over 1,800 square feet for an intermediate link house to 2,800 square feet for the duplex villas. The popular semi-Ds have built-ups of between 2,100 and over 2,200 square feet.

All the homes at the Leaf feature quality inclusions such as marble vanity tops, designer basins and rain showers as well as imported mosaics and tempered glass partitions in the bathrooms.

There is a centralized hot water system and a water pressure pump provided while solid surface bench tops and an induction cooker are standard in the dry kitchens.

Surrounds are fully tiled and Murobond external paint from Australia has been used to ensure long lasting beauty of the modern architecture. Even the fencing is custom designed with the leaf motif and each home comes with a remote-controlled automated gate.

With HSL's properties selling fast, those who miss out can register now for upcoming projects including the much-anticipated 'la Promenade' near Sungai Kuap in Kuching.

la Promenade is billed as the next prestigious gated residential estate in Kuching. This ambitious undertaking will involve some 1000 high-end homes with a Club House and commercial and office space adjacent.

"It will function as a fully-integrated community with a vast range of facilities for those who appreciate the privileges and peace-of-mind that a guarded and gated estate offers," said Mr Yii.

"You can live, work, play and shop at la Promenade," he added.

"Don't miss this opportunity to talk to HSL staff about your property needs. We look forward to meeting customers across Sarawak," he said.

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Captions:

*Leading developer Hock Seng Lee Construction Sdn Bhd (HSL)'s is embarking on its property roadshow around Sarawak. Among the developments promoted are its guarded and gated residential development **the Leaf (pictured)** near Kuching International Airport and its popular **Vista Parade** estate at Bukit Lima Sib. Meet the sales team all this weekend at Delta Mall, Sib (10am-9pm). Call 019-8887979 for all enquiries.*