

# SERVICED APARTMENTS

Kuala Lumpur  
First Half of 2008



## SUPPLY as at 1H 08:

- The existing stock which consists of hotel type serviced apartments as well as serviced residences stood at 7,022 units as at 1H 2008.
- Existing hotel type serviced apartments maintained at 2,284 units as at 1H 2008 while serviced residences stood at 4,738 units as at 1H 2008 with the completion of 3 new developments, namely The Meritz, K Residences, I-Zen @ Kiara I, contributing a total of 592 units.
- Swiss Garden Residences, a hotel-operated serviced apartment developed by PJ Development Sdn Bhd was soft launched during the period, contributing a total of 478 units.
- Two (2) serviced residence projects offering a total of 508 units were launched during the period, i.e.:-
  - Panorama in Kuala Lumpur City Centre by Promatik Emas Sdn Bhd
  - Gaya Bangsar in Bangsar by UDA Holdings Berhad
- The recent launches of serviced residences offer a wide range of built-up areas at a range of 592 sq ft – 1,819 sq for standard units.

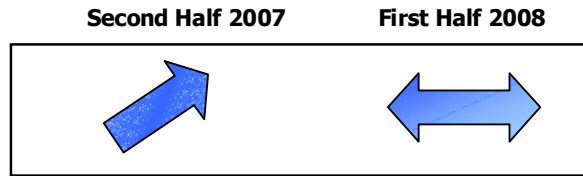
## DEMAND/OCCUPANCY as at 1H 08:

- Average occupancy rates of hotel-operated serviced apartments registered at 74% in 1H 2008.
- The average occupancy rates of serviced residences registered at 64% in 1H 2008, with the exception of the newly completed The Meritz, K Residences and I-Zen @ Kiara I.
- Average room rates of hotel-operated serviced apartments recorded at RM297 in 1H 2008.
- Developers' sale prices of newly launched serviced residences ranged between RM800 – RM1,300 per sq ft of built-up area mainly in Kuala Lumpur city centre whilst in Bangsar, the newly launched serviced residence (Gaya Bangsar) is initially priced at RM500 per sq ft of built-up area .
- Sub-sales of serviced residences were noted to be transacted at between RM524 – RM1,251 per sq ft of built-up area in Kuala Lumpur city centre.
- Asking prices of serviced residences in Kuala Lumpur city centre, Bangsar, Damansara Heights and Mont' Kiara / Sri Hartamas ranged between RM444 – RM1,900 per sq ft, RM525 – RM737 per sq ft, RM433 – RM 645 per sq ft and RM388 – RM570 per sq ft of built-up area respectively.

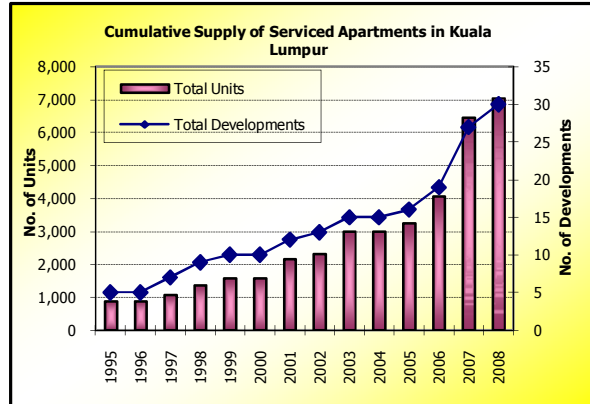
## SUMMARY / OUTLOOK

- New supply of serviced residences with possible completion in end 2008 are expected to contribute a total of about 1,993 units.
- The country is facing some uncertainties which include the petrol price hike, a 7.7% increase in consumer price index in June and subprime mortgages in US. A slowdown situation in luxury serviced apartments is anticipated as many buyers are now adopting a 'wait and see' attitude.
- The increased supply is expected to create further pressure on occupancies and rentals upon completion.

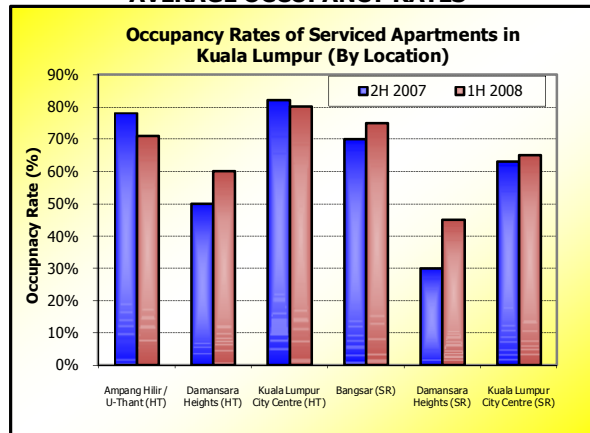
## PERFORMANCE



## CUMULATIVE SUPPLY



## AVERAGE OCCUPANCY RATES



Note: HT = Hotel-Type Serviced Apartment, SR = Serviced Residence

Note: The WTW serviced residence price benchmark is set at a minimum price of RM500 per sq ft.

For more information and advice, please contact:

**C H Williams Talhar & Wong Sdn Bhd**

32<sup>nd</sup> Floor, Menara Tun Razak

Jalan Raja Laut

Kuala Lumpur

T: 03 2693 8888

E: marketupdate@wtw.com.my

F: 03 2693 6565

W: wtw.com.my

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*Unless otherwise stated, all currencies are expressed in Ringgit Malaysia (RM)*

*All dimensions are expressed in square feet. (1 square metre = 10.7639 square feet)*