

PROPERTY BUYER

Issue 12 ■ 27th Jan 2009 ■ Residential ■ Commercial ■ Home Improvements ■ Every 3 Weeks ■ Only RM2.90

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Last but not least

Roll out the red carpet because another winner has surfaced!

Residency @ Park 51



Succeeding in taking over a prime piece of land (formerly known as Kampung Baiduri) before the final curtain call was the least of their worries. Such a brave and hard-nosed approach was only the tip of the iceberg – what lay ahead was a borough of challenges which included Taipan Group's task of reinventing the general public's current perceptions of their newly acquired land.

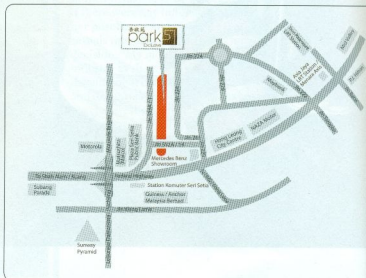
How did they do it?

By simply focusing on encapsulating all the elements and diversity of modern city living in one locality, an idea for a self-contained township within the already mature Petaling Jaya town was born.

Residency @ Park 51, the magnificent mixed development, features qualities that fit the profile of every award-winner, from leisure to business, to entertainment and sport. That said, perhaps the most outstanding and best supporting quality would be its 130,000 sq ft. clubhouse which boasts:

- A gymnasium with panoramic views of Kuala Lumpur, Petaling Jaya & Bandar Sunway
- Modern sauna & steam bath systems
- Tai-chi & yoga centres
- Swimming & wading pools
- An indoor games room
- A business/secretarial centre
- A health care centre
- Laundrette
- Beauty saloon
- A childcare centre
- 24 hours convenience store or mini market
- F&B outlets
- Lifestyle retail outlets

Like all emerging superstars, it was Taipan Group's unflinching perseverance, good planning and expertise that kept them strong throughout the entire ordeal. One thing we do know, Residency @ Park 51 is set to walk the red carpet and take Petaling Jaya by storm when it is completed this year!







吾欲苑
park 51
Exclusive

Petaling Jaya City Centre

**Phase 1
& Phase 2
SOLD OUT**

Now Launching
Phase 3

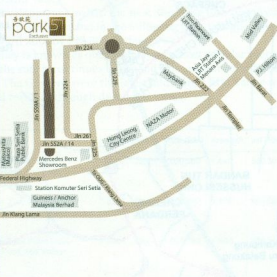
**We found our Paradise in Park 51,
a jewel in the Petaling Jaya City Centre**



Exclusive Features*:

- **RM 2,000** Booking Fee
- **10 / 90 Scheme** - up to 10% loan for qualified purchasers
- **"0"** Legal Fees On Loan & Stamp Duty
- **"0"** Bank Interest During Construction
- **Upgraded Finishings**

* Terms and conditions apply



The True Essence of Home

... where your home is not just about convenience, location and affordability but a real investment and legacy as well. The Residency Park 51 offers you all these and more.

Centrally located in bustling Petaling Jaya yet tucked away in a quaint landmark, Park 51 is among the last explored frontiers of prime real-estate in the City Centre offering endless possibilities in appreciation of asset values. Not just for investment yield but one that translates into a perfect home for the perfect family. Yours. Park 51 is your Paradise.



To all our over 400 purchasers in Phase 1 & 2 - "THANK YOU FOR YOUR CONFIDENCE IN US"

Developed by:

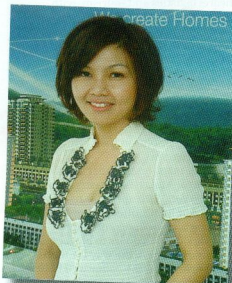
TAIPAN FOCUS Sdn Bhd (368001-P)
No.130, Persiaran Raja Muda Musa 41100 Klang, Selangor Darul Ehsan
Tel: 03-3371 6010 Fax: 03-3371 5998 Website: www.taipangroup.com.my

Showroom Open Everyday from 11am to 6pm

Residency @ Park 51 Sales gallery
Jalan SS9A/14, SS9 47300 Petaling Jaya, Selangor Darul Ehsan
Tel : 03-7877 3920 / 03-7877 3920

The three 'P's: Passion Perseverance, Patience

Maxine maximizes her potential with pride



Tucked behind the busy Federal Highway was a cozy and cooling area nestled between Sungei Way and Kampung Baiduri. The buildings that surround the area render it almost unnoticeable for the curious eyes whizzing up and down the highway. Little do they know, this area is the grounds to a mixed development that's just about ready to take the last surviving piece of Petaling Jaya by storm.

Property Buyer, with regained interest, talks to the one woman who is behind the marketing of Taipan Group's Residency @ Park 51 project – a soon-to-be thriving mixed development that will not only heighten the existing value of the quaint neighbourhood and its immediate surroundings, but also one of the coming highlights that will surpass all of Petaling Jaya's residential properties.

What keeps this young 34-year-old going? Who keeps her motivated? How does she get away from her position at work?

We find out.

"Day in, day out, I do a lot of product planning, product featuring and product pricing. I start up distribution channels, source for the channels and monitor them closely. The most extensive scope would be what I do for product pricing – the final decision involves a lot of research, data crunching, and relative perimeter. On top of that, I also handle organizing events such as roadshows and launches", she explained. Listening in awe and soaking in the passion that exudes from her as she speaks, I went on to ask if this industry was what she had wanted to do all along. She laughed as she said, "Believe it or not, I've only been in this industry since 2000. Previously, I was with a company that did

electrical and electronic appliances. Quite the opposite from the industry I'm in now!"

Still, it was a bold move for Maxine, who was then only in her early 20s. Young and somewhat inexperienced, what made her take the bold leap from her previous industry to the current one?

"I'm quite blessed to have met a mentor who introduced me to this very rewarding industry. I was looking for a better financial future and as if it was perfect timing, my mentor convinced me into joining property development as it is a good source of income!", she said.

When asked who the mentor in mention is, she smiled before replying, "None other than my current boss. He is my source of inspiration, advisor and friend. He was the one who encouraged me to join the industry as well as gave complete support when I said I wanted to take up a real estate course (there were no courses for property development). So every day, I'm still learning from work and from my part-time studies. It's good because I want to become more professional. I feel that it will help in the future if I were to venture into real estate. It's a steep process but at least my mentor helps me oversee my progress"

Wow!

For most people in the rat race, the challenge lies in juggling day-to-day work and personal life, depending on age and individual interest – but not Maxine. She juggles day-to-day-work, personal life, and extracurricular studies! In 2006, Maxine did her MBA part-time alongside working with Taipan Group. Talk about hard work. This ambitious lady certainly can dish out the best as and when she needs to!

However, one may wonder, what does she do for fun then? When she has the time to, of course.

"Believe it or not, I'm a certified and licensed scuba diver! I make about three or four trips per year depending on how many days I can get off work. It's great! I love the getaway occasional especially in the company of my friends who dive as well!", she said.

Well Maxine, you truly are an extremist in many ways. Headstrong and ambitious, the epitome of today's working woman! But what would you advise the young ones who aspire to someday become just as successful as you?

She paused to think before replying, "Everything can be achieved by sheer interest and passion. It comes with a price – time-starvation. However, hard work and dedication pays off, plus consistency and persistence. Most important thing is of course, passion. Without which, you wouldn't have the drive. Keep yourself motivated daily. Stay true to those and rewards will come."

