

# Bandar Sungai Long

Of the many areas poised to benefit from the government's transformation plan, Bandar Sungai Long is ahead of the pack.

Bandar Sungai Long is located to the very east of the Klang Valley, lined between Cheras and Kajang, and is under the jurisdiction of the Majlis Perbandaran Kajang (MPKJ). It may not be the biggest township but it is well-equipped with many facilities and amenities that a self-contained city needs, such as schools, commercial centres, hospitals and more. In the middle of the township is an 18-hole golf course - the Sungai Long Golf & Country Club - as well as the Tunku Abdul Rahman University, which has contributed to the increasing population and rental opportunities in the area. Developments are

mostly residential, followed by commercial. This includes terraced houses, semi-detached houses, bungalows, low and high-rise apartments and condominiums, and shops. Despite being small in size the township has ample space for expansion eastwards, while keeping in mind the costs of developing land that is hilly.

The major roads and highways that lead to the township are the Cheras-Kajang Highway and the SILK highway. Access is also possible from Bandar Mahkota Cheras via Persiaran Mahkota Cheras 2, or internal roads linking the two townships. The main internal road within Bandar Sungai Long is called Jalan Sungai Long. It forms a trapezoidal-shaped border around the golf club, serving as the main internal road connecting many of the houses within the area. Currently, there is no integrated public transport service available within the township. It merely uses buses and taxis to commute. The nearest train services that possibly benefit the residents are the KTM and the upcoming MRT, located at Bandar Mahkota Cheras and Kajang, respectively.

The recorded transaction prices of selected schemes within Bandar Sungai Long as at March 2014 are as below:

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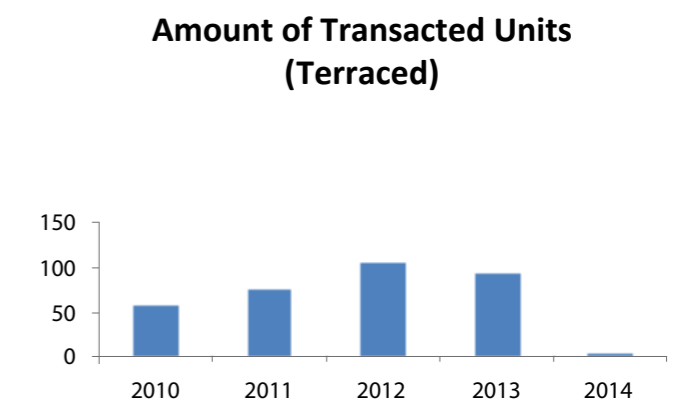
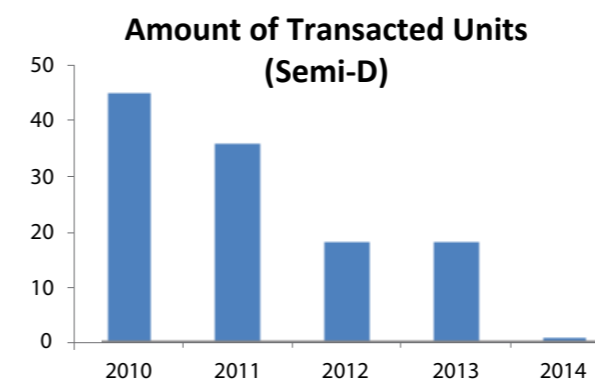
TYPE	STOREY	SCHEME	LAND AREA	YEAR	MIN	MAX	COUNT
Semi-Detached Houses	2	Admiral Park	3,200 sf	2010	638,000	838,800	5
				2011	1,268,000	1,330,000	2
				2012	900,000	1,188,000	3
				2013	1,100,000	1,260,000	3
		Taman Makmur	2,626 - 3,832 sf	2010	405,000	735,000	3
				2011	600,000	800,000	4
				2012	630,000	635,000	2
				2013	1,000,000	1,000,000	1
		Taman Taming Indah	3,886 sf	2010	595,000	998,000	8
				2011	680,000	1,200,000	3
				2012	856,000	856,000	1
				2013	950,000	1,450,000	4
	Twin Palm	3,200 sf	2010	910,000	1,122,000	11	
			2011	1,050,000	1,300,000	4	
			2012	1,050,000	1,050,000	1	
			2013	1,360,000	1,360,000	1	
	Wira Heights	3,444 sf	2010	800,000	1,500,000	3	
			2011	1,180,000	1,180,000	1	
			2012	810,000	1,700,000	6	
			2013	1,430,000	1,480,000	4	
	3	Taman Taming Mutiara	3,208 - 3,735 sf	2010	820,000	1,000,000	6
				2011	800,000	1,315,000	19
				2012	1,150,000	1,450,000	3
				2013	1,000,000	1,200,000	4
Twin Palm		3,200 sf	2010	926,000	1,045,000	9	
			2011	1,200,000	1,320,000	3	
			2012	1,365,000	1,480,000	2	
			2013	1,400,000	1,400,000	1	

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**LANDED**

TYPE	STOREY	SCHEME	LAND AREA	YEAR	MIN	MAX	COUNT
Terraced Houses	2	Bandar Sg Long	3,200 sf	2010	249,000	330,000	4
				2011	230,000	340,000	3
				2012	350,000	470,000	5
				2013	225,000	780,000	4
		Bandar Sg Long Section 4	1,800 sf	2010	410,000	508,000	2
				2011	500,000	539,000	7
				2012	225,000	700,000	10
				2013	598,000	880,000	11
				2014	600,000	600,000	1
		Bandar Sg Long Section 6	1,140 - 1,340 sf	2010	250,000	250,000	1
				2011	210,000	393,000	9
				2012	340,000	490,000	10
				2013	200,000	560,000	12
		Bandar Sg Long Section 7	825 - 1,650 sf	2010	210,000	380,000	2
				2011	230,000	580,000	16
				2012	275,000	850,000	32
				2013	313,800	880,000	24
		Bandar Sg Long Section 9	1,170 - 1,500 sf	2010	200,000	200,000	1
				2011	370,000	515,000	9
				2012	280,000	530,000	8
				2013	420,000	770,000	8
		Desa Budiman	1,800 sf	2010	465,800	465,800	1
				2011	630,000	690,000	2
				2012	670,000	740,000	13
2013	760,000			950,000	2		
Palm Walk	1,170 - 3,640 sf	2010	240,000	680,000	34		
		2011	325,000	658,000	19		
		2012	450,000	695,000	20		
		2013	460,000	780,000	26		
		2014	642,000	730,000	3		
Twin Palm	2,080 sf	2010	635,000	740,000	10		
		2011	730,000	965,000	8		
		2012	800,000	950,000	4		
		2013	700,000	1,030,000	4		

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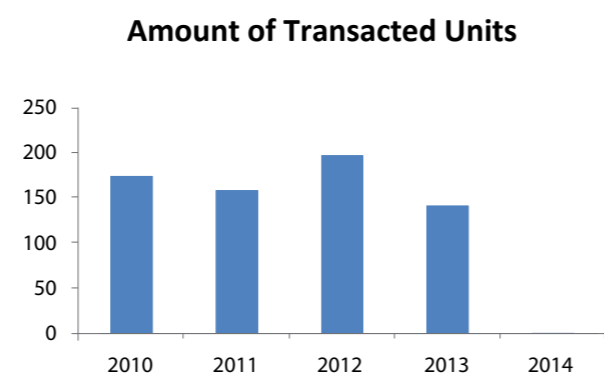
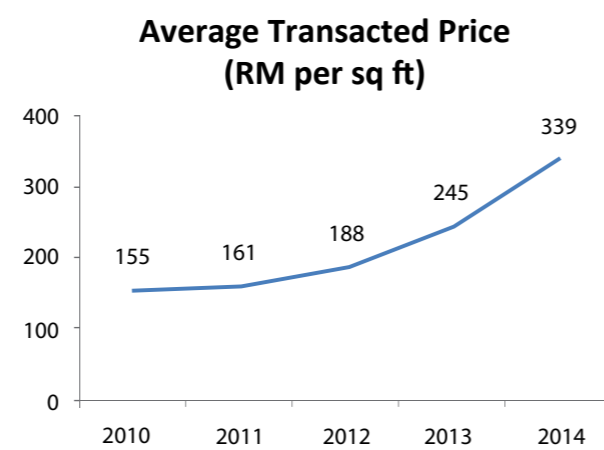


**APARTMENTS / CONDOMINIUMS**

SCHEME	BUILT-UP AREA	YEAR	AVERAGE (RM PSF)	COUNT
Cypress Condominium	1,348 - 1,488 sf	2010	175	1
		2011	147	21
		2012	203	15
		2013	257	10
Evergreen Park Condominium	1,043 - 1,184 sf	2010	117	4
		2011	156	25
		2012	183	44
		2013	235	30
Forest Green Condominium	866 - 1,959 sf	2010	141	6
		2011	167	32
		2012	200	31
		2013	254	30
Garden Park Condominium	883 sf	2010	122	8
		2011	142	39
		2012	163	68
		2013	201	34
Greenview Residence	1,356 - 1,367 sf	2010	158	156
		2011	203	25
		2012	238	20
		2013	291	26
Scott Pine Condominium	1,642 - 1,744 sf	2010	129	2
		2011	160	19
		2012	199	22
		2013	260	14

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The actual recorded transactions revealed that the transacted prices for semi-detached houses are inconsistent, while the ones for terraced houses and condominiums are increasing at a steady pace. Terraced houses in Twin Palms have stepped over the threshold of RM1 million in 2014; while condominiums recorded the highest transactions (684 units) compared to semi-detached houses (118 units) and terraced houses (325



units). This is possibly due to the lower entry prices. One common factor tying these property types is that between January and end-March 2014, these properties recorded extremely low transacted units compared to previous years. This is possibly due to the high entry prices and competition from new products that have further enhanced on the living quality and safety.

Amongst the noted on-going and newly-completed projects in Bandar Sungai Long are as follows:-

PROJECT	DEVELOPER	TYPE
Twin Palms	Fabulous Range Sdn Bhd	Semi-detached houses and bungalows
Desa Budiman	Pujangga Budiman	75 units of double storey superlink houses (24' x 75')
Wira Mutiara	Wira Cheras Development Sdn Bhd	22 units of 3-storey bungalows
Taming Indah 2	Tanming Properties Sdn Bhd, Powerville Sdn Bhd	150 units of 3-storey terraced / superlink houses
Goodview@Sg. Long	Sejati Avenue Sdn Bhd	66 units of low-cost terraced houses, 66 units of low-medium cost town houses and 34 units of medium cost town houses
Hao Residence	Sin Heap Lee Development	35 units of two and three storey semi-detached houses & bungalows
Palm Walk	Sin Heap Lee Development	670 units of double storey terraced houses and 44 units of double storey town-houses

From the list above it is noted that most of the new developments in Bandar Sungai Long are residential, from low-cost houses to luxurious bungalows, most of which are landed properties. The new developments are mostly scattered around the east of the township as there are more undeveloped areas to explore. The land's limit, or lack thereof, does not urge developers to develop more high-rise strata properties just yet. Prices have not

been cheap in the township with double-storey terraced houses in Desa Budiman launched at a minimum price of RM458,800; three-storey superlink houses in Taming Indah 2 asking for at least RM1,430,000 and terraced houses in Palm Walk at a minimum of RM600,000.

Located within several established schemes no doubt brings a certain split effect and facilities to Bandar Sungai Long. However, like with everything this, too has its pros and cons. The great location of being sandwiched between Cheras and Kajang causes traffic and increases travel time depending on the destination. Hopefully the MRT project will effectively ease the congestion in Cheras and Kajang, thereby eliminating the obstacle for development in Bandar Sungai Long.



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