

LBS EXTENDS #DUDUKRUMAH DEALS CAMPAIGN DUE TO OVERWHELMING RESPONSE

(Petaling Jaya, 2 June) – Leading township developer, LBS Bina Group Berhad (LBS) has extended the #DudukRumah Deals marketing campaign until 31st December 2020 due to overwhelming response. Initially launched in April 2020, the deal allows purchaser to book a unit of LBS property with just RM200. The #DudukRumah Deals campaign was rolled out via various digital platforms which includes virtual showrooms, website, email, WhatsApp, Facebook, Instagram and SMS to reach out to the potential buyers during MCO.

“As at 1 June, we have secured bookings of RM273.7 million. With the extension of this campaign, we hope to assist more potential buyers to purchase their dream homes in these challenging times,” said LBS Group Managing Director, Tan Sri Lim Hock San.

The main sales contribution comes from the two key townships, KITA @ Cybersouth and LBS Alam Perdana township. In addition, other ongoing developments such as Bandar Putera Indah township, Johor and Taman Kinding Flora in Chemor, Perak, Cameron Highlands in Pahang have also contributed to the Group’s solid performance.

Apart from the RM200 booking fee, other highlights of this #DudukRumah Deals campaign include moving in cash incentive for selected property only, free legal fees and disbursement fees on the SPA, free legal fees and disbursement fees and Stamp Duty on loan agreements. Prospective buyers can purchase selected LBS properties from Klang Valley, Perak, Pahang and Johor.

“Our strategy to focus on more affordable units within self-sustaining townships such as KITA @ Cybersouth and LBS Alam Perdana, with good designs, amenities and easy accessibility, continues to be well received by the market and has helped us ride through the challenging market conditions,” said Tan Sri Lim.

We believe that due to the market condition, we will continue to develop projects that meet our three main pillars of Affordability, Connectivity and Community. We will be launching a few new projects during third and fourth quarter of 2020 to meet buyer's needs, concluded Tan Sri Lim.

For more information, please call 1700 81 8998 or visit <https://landing.lbs.com.my/duduk-rumah-deals>.

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