

DIGITAL PLATFORMS HELPED REACHED OUT TO POTENTIAL BUYERS

Secured close to RM 274 million bookings during FMCO

(Petaling Jaya, 29 June 2021) – Leading township developer, LBS Bina Group Berhad (LBS) has been in high gear when it comes to pre-empting the uncertainties caused by the COVID-19 pandemic.

Even prior to Movement Control Order (MCO), LBS has foreseen the potential of digitalization. While continuing to strengthen its mainstream platforms, LBS was quick to transition into digital platforms to better reach out to its target audience, particularly to young house buyers. The online platforms include but are not limited to virtual showrooms, [websites](#), email marketing (EDM), as well as social media platforms namely WhatsApp, [Facebook](#), [Instagram](#), and [YouTube](#).

Before the reopening of physical showrooms, LBS strives to bring the most realistic virtual showroom viewing experience to potential buyers. This was proven in early January 2021 when LBS launched their latest [Virtual Property Page](#) where homebuyers get to explore all LBS's existing properties in high definition from the comfort of their homes.

Despite the Full Movement Control Order (FMCO), LBS was able to achieve a total of RM 274 million worth of bookings from 1 June 2021 to 28 June 2021. As of 28 June 2021, LBS garnered RM601 million in sales with bookings in the pipeline of RM665.9 million.

In addition, LBS also introduced its latest marketing campaign #DudukRumah Deals 3.0 in June where homebuyers get to secure their dream home with a booking fee of just RM200. To top it off, homebuyers stand a chance to win more than RM445,000 worth of *Duit Raya* from the ongoing *Raikan Rezeki Bersama LBS* campaign, and lucky draw prizes worth more than RM1 million. The campaign is set to end on 30th June 2021, so head over to <https://raya.lbs.com.my/> to find out more.

With the recent extension of Home Ownership Campaign (HOC) until 31st December 2021, there is no better time to secure one's dream home thanks to the exemptions that will alleviate financial burdens for homebuyers.

"With the helping hand of government policies, creative campaigns, and efficient use of both mainstream and digital platforms, and ultimately, building homes that tick all the right boxes by fulfilling today's market demand, I am delighted to mention that LBS has been seeing promising booking figures," Executive Chairman of LBS Bina Group Berhad, Tan Sri Lim Hock San said.

"This not only indicates that my team at LBS is building quality yet attainable homes but it's also comforting to know that people's dreams of owning their very own homes are being fulfilled despite these challenging times, and that's what matters most," Executive Chairman of LBS Bina Group Berhad, Tan Sri Lim concluded.

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