

Balista: Where serenity and tranquillity meet

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Matrix Concepts Holdings Bhd introduces its contemporary Balista Link Homes located within the township of Bandar Sri Sendayan in Seremban.



Balista Link Homes will be surrounded by greenery (bottom pic) and are targeted at families wanting generous space and affordable pricing.

BY NURUL HANISAH

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MATRIX Concepts Holdings Bhd, a Seremban-based developer, continues to build upon its reputation of developing residential projects in various parts of Negri Sembilan (Seremban), Port Dickson, Bahau and Johor Bahru. Growing its Gross Development Value (GDV) per project from RM20mil in 1997 to more than RM100mil in 2004, Matrix Concepts is especially known for developing affordable houses.

In line with delivering quality affordable housing in Seremban, Matrix Concepts' latest launch of its Balista Link Homes with a total GDV of approximately RM200mil is located within the township of Bandar Sri Sendayan that has a total GDV of approximately RM5bil. These spacious 22'x80' homes each come with a built-up area spanning of 2,735 sq ft. Each unit is fitted with four bedrooms, four bathrooms, living and dining areas as well as dry and wet kitchens.

According to Matrix Concepts managing director and chief executive officer Datuk Lee Tian Hock, "About 50% of the target market for the Balista Link Homes consists of upgraders from Kuala Lumpur and the Klang Valley. Most of them are owner-occupiers and families seeking spacious homes with reasonable pricing."

Among other targeted buyers are young executives, upgraders and property investors. The majority of the house buyers are purchasing for their own stay. There are also upgraders from the nearby neighbourhood.

Since it was launched in January 2014, Balista Link Homes have recorded a take-up rate of 40%. The selling price for each unit ranges from RM498,000 to RM1.2mil.

Type A1 comprises 208 units while Type A2 comprises 159 units. These double-storey link homes are priced from an average of approximately RM180 per sq ft which is competitively priced when compared to other developments around the vicinity.

"All in, for Balista, we have about 367 units which we are selling parcel by parcel," he added.



Contemporary architecture

Each unit of the Balista Link Homes is complemented by 2'x2' porcelain tiling in the living and dining areas, which is also seen in all the four bedrooms as well as the dry and wet kitchen areas.

Besides that, all units have built-in thermal reflective insulation to ensure that the homes are kept cool at all times.

In addition to this, each unit is equipped with seven air-conditioning points, seven fan points, four water heating points and a three-phase electricity power supply.

Safety and security

Residents of Balista Link Homes are assured peace of mind as the development incorporates well-equipped security features. There is only a single entry and exit point for these homes.

Besides that, a guardhouse is built to ensure all activities on the premises are well-monitored 24/7. The development is also designed with a high-security perimeter fencing to ensure its residents are safe and secure living here.

Community living at its best

Residents here can enjoy the facilities offered at d'Tempat Country Club @ Sendayan, a premier business and family country club.

This three-storey club will be located on a 6.33-acre (2.56 hectares) piece of land with a built-up area spanning approximately 485,000 sq ft. Expected to be fully operational by the end of 2014, the club will cater to the recreational and business needs of the residents as well as others who are staying at Bandar Sri Sendayan.

The club will offer facilities including an Olympic-sized swimming pool, children's pool equipped with play area, aqua gymnasium, fully-equipped gymnasium, 10-lane bowling alley and four indoor badminton courts. As part of the continuous environmental awareness programme undertaken by the company, and in line with its "go green" policy, the club will be designed in compliance with the Green Building Index (GBI) standard. The company is targeting a GBI gold rating standard for the club.

Other facilities include a television room, children's playroom, reading room and a VIP holding room. Food and beverage outlets within the club include a seafood restaurant, banquet hall that can accommodate 800 people, Japanese restaurant, coffee house, bar lounge and a bowling alley snack bar.

A spa area, hair and beauty saloon, arcade room, convenience shop and bowling accessories shop are other offerings at the club.

Educational hub

Matrix Concepts will be introducing Matrix Global Schools, a fully integrated private national and international school modelled after the British residential school concept.

Built on 20 acres (8.09 ha) of land, this campus will provide a wholesome learning experience with facilities such as auditoriums, lecture theatres, music rooms, recording studios and a sports complex.

There will also be a performing arts centre and a huge multipurpose hall equipped with indoor badminton courts that can accommodate 1,000 students.

A separate sports complex will cater to outdoor activities such as rugby and football on the grass field. Other activities include wall climbing and kayaking.

The Matrix Global Schools will include the Matrix International Pre-School, Matrix International School (offering the International General Certificate of Secondary Education (IGCSE) – University of Cambridge O & A Levels) and Matrix Private School following the national Kurikulum Standard Sekolah Rendah (KSSR) and Kurikulum Standard Sekolah Menengah (KSSM) curriculum.

These schools are aimed at providing a comprehensive and global education to develop the students' intellectual, physical, emotional and spiritual development right at the heart of Bandar Sri Sendayan.

The aim is to incorporate 21st century learning methodologies that will provide a holistic education for students to make it in the real world.

Convenience and connectivity

There is a wide range of modern conveniences and amenities within nearby distance of the Balista Link Homes to cater to its residents' needs.

These include the Sendayan Green Park, schools and petrol stations.

The hospitals, shopping centres as well as a fire station are also located nearby.

Accessibility to Kuala Lumpur is made viable with the Kajang-Seremban Highway (Lekas), North-South Expressway Central Link (Elite) and North-South Expressway (PLUS).

Additionally, there will also be future plans for another highway that will connect Senawang with Kuala Lumpur International Airport (KLIA).

If one prefers public transportation, there is also a half-hourly commuter train operating between Seremban and Kuala Lumpur.

>> *For more information, please contact 017-2683855 William or 017-2682455 Yin Lin.*

>> *Website: www.1sendayan.com or Facebook: www.facebook.com/matrixconceptshomes*

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