



Suite Talk

The purchase of the land that Pavilion Suites sits on generated a buzz in the property market. **Tracey Lai** of 1 Pavilion Property Consultancy clues **Lily Ong** in on how this exclusive development has won the trust of its buyers

HOT SPOT Its location next to the Pavilion KL shopping mall motivated Tan Sri Desmond Lim to invest in the land

IN 2010, PROPERTY DEVELOPER Tan Sri Desmond Lim bought a strip of land from Singapore billionaire Kwek Leng Beng for a record price of RM7,209 per square foot. The purchase of the land, situated next to his Pavilion KL shopping mall in Jalan Bukit Bintang, created a buzz in the market. Certainly, there were many quarters that questioned why this incredibly low-profile tycoon would choose to park such a hefty sum on a small strip of land.

Everyone still talks about what Tan Sri Desmond did until today because they cannot believe that he would pay such a price for this land. But seeing how he has built his empire from the ground up, one cannot deny that Tan Sri Desmond is a man of vision and foresight. He knew what he wanted to do with the land he purchased and how he can add value to the Pavilion brand with this step.

Is there anyone in Malaysia—perhaps even overseas—that has not heard of the Pavilion Kuala Lumpur shopping mall? It has become an iconic landmark of its own—both locally and internationally. The mall's solid positioning is a result of Tan Sri Desmond and his team's hard work. The continued growth the development has achieved over the years has resulted in many people having confidence in the Pavilion brand.

This trust was clear for all to see when 1 Pavilion Consultancy—a subsidiary company under Tan Sri Desmond Lim—unveiled Pavilion Suites, the company's most luxurious development to date on the aforesaid piece of land. Soaring up to 51-storeys, Pavilion Suites will also be integrated with a 10-storey shopping mall that will be seamlessly connected to the existing mall next door. This freehold development comprises 383 residential units of mainly one-bedroom and two-bedroom residences that will be fully furnished and impeccably designed.

One would think that with the slowing economy around the globe, coupled with the premium prices of Pavilion Suites, closing sales would be tough for Tracey Lai and her team. And to make it even more challenging, the company chose to sell the Pavilion Suites properties on a by-invitation and word-of-mouth basis with little promotional hype.



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“Even though our brochures and showroom were not ready, the integrity and positioning of our brand, earned from our past developments and projects, have gained us our clients’ trust and confidence,” explains Tracey Lai, the sales and marketing director of 1 Pavilion Property Consultancy.

Lai then adds, “Any investor knows that land in the Golden Triangle is limited. The area cannot grow any bigger. You can never have another property like Pavilion Suites again in KL. Those who have the capital to invest in a luxury property like ours are smart, globalised, well-informed and savvy buyers who do not part with their money without prior research. If they are compelled to buy from us, it is because they can see the returns of doing so.”

When high net worth buyers learned that not anyone or everyone could buy a property in Pavilion Suites, they clamoured to own one, like how they would shell out money for a limited edition timepiece or a one-of-a-kind art masterpiece. “To date, 80 per cent of Pavilion Suites has been taken up!”

From an international investor’s perspective, the recent devaluation of the ringgit is motivation for them to buy in to Pavilion Suites due to their transaction in

US dollars. Lai points out that the local buyers are also astute enough to see what investing in Pavilion Suites can do for them. “With inflation and the rising cost of living, where can we put our money now? Overseas, there is hardly any substance to cash into thanks to the ringgit’s devaluation. This is the best time to buy local. There is too much volatility in investing overseas, and what we have here is a safer bet. Despite the state of things, the economy will never be standstill and a good location like the Golden Triangle will never go down, as forecasts and trends have shown.”

All talks of numbers and sales aside, the Pavilion Suites also offers premium furnishings and facilities in its residences and the access to unique services like a concierge service that will cater to your bespoke needs, be it arrangements for limousines, a yacht, private jets or whatever your heart desires.

“We have to provide nothing less than the best. That’s why they trust the Pavilion brand, because they know what they will get from us is a continuity of what we have already delivered—a five-star experience, all the way,” concludes Lai. 🗨️



PREMIUM PERFECTION
Pavilion Suites have sold off about 80 per cent of its residences; Tracey Lai