

## **New UK Properties Launched on propertrack.com**

*CALA Homes to be showcased to a wider Asian and international audience.*

**KUALA LUMPUR, 4 November 2008** - One of the UK's leading quality house builders has joined forces with international property marketing consultants propertrack.com to make its homes available to wider Asian and international audiences.

CALA Homes will showcase a broad range of quality properties throughout the UK - from £3 million detached family homes to studio apartments priced at under £60,000 - as part of a permanent exhibition in the Kuala Lumpur Retail Property Centre.

The move is in response to a growing number of enquiries about UK properties from international investors and expatriates following the readjustment of house prices in the UK and the greater value on offer, especially for newly built homes. CALA now believes there is a significant demand amongst expats living in regions such as South East Asia to purchase a second home or investment property.

Claire Erskine, CALA Group Marketing Manager says: "We are receiving an increased level of enquiries about our properties from international investors and UK expatriates - either as a pure investment, a second home, a home for a son or daughter working or studying in the UK, or simply looking for a new home to return to in the UK.

"We now live in a global property buying and investing community. With low cost international travel, property investment has no barriers, we feel there is a real need to be more pro-active and be much better known to a wider international audience, particularly across Asia.

"We were impressed with propertrack.com's property centre's strategic location, directly opposite the Kuala Lumpur Convention Centre and the number of visitors which it attracts in person and through its web portal.

"With the recent increase in stamp duty levels, and a huge range of special offers, now is a good time for international purchasers to consider purchasing UK property."

CALA Homes is well known in the UK for its commitment to design, quality, care and attention to detail. No matter how much it costs, or where it is built, every CALA home is meticulously designed, with an additional level of care and thought going into each home, which sets us apart from our competitors.

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CALA has new developments in many of the UK's major cities such as Edinburgh, Glasgow, Aberdeen, Leeds and Birmingham, as well as a prime development in the countryside close to London. The company also builds in many university towns and cities such as York, Dundee, Stirling and Coventry.

## **Ends.**

### **About CALA Homes**

**CALA Homes** operates in the North, East and West of Scotland, in Yorkshire, the Midlands and in the South East of England, and is part of the Edinburgh-based CALA Group, the privately-owned UK housing and property developer. It is presently building a range of apartments and houses, at prices from less than £100,000 to £1+ million, at more than 30 new developments across the UK.

In the last financial year for which it has produced audited accounts to end June 2007, CALA Homes completed 1048 new homes in the UK.

In April, for the third year in succession, CALA Homes received one of the top customer satisfaction scores for UK housebuilders. In a national survey of new home buyers it was awarded four stars for customer satisfaction for the quality of its homes and won four stars for customers prepared to recommend the company's homes to a friend.

### **About propertrack.com**

**propertrack.com** acts as a Malaysia-based property marketing platform and solution for Malaysian and International property developer's off plan property developments, real estate agency firm's secondary market properties, FOR SALE, LEASE or RENT as well as property related business service providers.

The property centre and portal provides the most recent information available on the Malaysia My Second Home (MM2H) programme to international visitors through its MM2H Malaysia information desk.

All client property advertising and related services are supported by the property centre (*known locally as the Kuala Lumpur Retail Property Centre or KLRPC*), a 3,500 sq.ft. prime location retail space located directly opposite the Kuala Lumpur Convention Centre (KLCC).

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