

The bold move by propertrack.com to support local real estate negotiators nationwide

with their FREE.2.LIST property service

KUALA LUMPUR, 24 February 2009 – propertrack.com envisage that with the launch of their recent FREE.2.LIST service this innovative strategy will bring greater as well as international outreach to the property portfolios of local real estate negotiators nationwide.

This new service model by propertrack.com will join hands with other Malaysian-based property portals to attract even more attention from International Real Estate buyers and investors for Malaysian properties.

According to Mohd Hisham Saleh, Associate Director (Service Innovation) at Asia Move Machine Sdn Bhd, the governing body and brand owner of propertrack.com; “ In recent months propertrack.com has been receiving many requests from property negotiators especially from small-medium sized real estate agency firms, who logged on to propertrack.com and who walked into propertrack’s property centre in Jalan Pinang asking for new solutions to bring greater outreach of their property portfolio’s internationally in a comprehensive, supportive and professional manner”.

With the new services offered specifically for property negotiators registered with the Board of Valuers, Appraisers and Estate Agents, it will be in line with the concerns raised by the Board over the increasing number of illegal estate agents and the negative impact on the professionalism of their industry.

Together with the launch of the FREE.2.LIST service, propertrack also extends its property listing coverage to all states in Malaysia. With this wider coverage, property negotiators in any major city in Malaysia such as Penang, Johor Bahru, Kota Kinabalu and Kuching would now also benefit from the existing international linkages propertrack.com currently has.

“Many of our Malaysia My Second Home (MM2H) Visa programme enquirees are very interested in properties outside Kuala Lumpur which coupled with the bridge we have built between ourselves and propertrack.com through the establishment of the MM2H Information Desk, the gap will be even closer – and with this, a great deal of red tape will be eliminated”, added YBhg Dato’ Kamarudin bin Abu, Chairman of MALVISA (MM2H) Sdn Bhd., one of propertrack.com’s participating MM2H Visa licenced agency firms.

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FREE.2.LIST is simple to use, each property negotiator is able to claim their account online and upload up to 30 properties every month. Individual properties must have a market value of RM250,000 and above, being one of the MM2H Visa programme requirements whereas in Sabah and Sarawak the market value is required to be RM350,000 and above.

“We highly value the hard work of these people who have been supporting their industry for many years and with this strategy and the added exposure from our property centre’s approach, propertrack, a locally made brand, shall join hands to promote and spur the growth of Malaysian property further to the international property stage”, commented Stephen Hodgson, propertrack.com’s Team Principal.

End.

About propertrack.com

propertrack.com acts as a Malaysia-based property marketing platform and solution for Malaysian and International property developer 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 on the Malaysia My Second Home (MM2H) Visa programme to international visitors through its MM2H Malaysia information desk provided by a licenced MM2H agent.

All client property advertising, marketing 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 gallery located directly opposite the Kuala Lumpur Convention Centre (KLCC).

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