

10 steps to market your PROPERTIES for sale within 10 days

An easy guide to market your properties in conjunction with the opening of the Kuala Lumpur Retail Property Centre

KUALA LUMPUR, 02 February 2008 – The Kuala Lumpur Retail Property Centre (KLRPC) has opened its doors to property buyers and sellers of Malaysian property strategically located in Jalan Pinang, the heart of the tourist and shopping district, directly opposite the Kuala Lumpur Convention Centre.

Open daily, the KLRPC provides a retail environment for consumers in their search to both buy and sell properties. The KLRPC is designed to showcase in excess of 3,800 properties at any one time. Consumers are able to browse properties displayed on a specially designed point of display system (POD) by area and by price which fit their budget and requirements.

The KLRPC welcomes all Malaysian and International visitors to experience the one-stop “property shop” in their search for Malaysian properties as well as seeking information on the Malaysian My Second Home (MM2H) programme.

In conjunction with the opening of the KLRPC, Asia Move Machine Sdn Bhd would like to share 10 steps to market your PROPERTIES for sale within 10 days (*terms and conditions apply*)

1. **Pop** by the Kuala Lumpur Retail Property Centre (KLRPC) in Jalan Pinang
2. **Reserve** your property marketing space by selecting the **propertrack.com** Black, Gold or Classic product. Your chosen product will personalise your marketing efforts to suit your budget and outreach
3. **Opt** without any doubts for a SOLE licensed Real Estate Agency Firm who will be able to provide you with their professional quotation and full market potential valuation
4. **Prep** and pull necessary paperwork, prepare yourself and appoint your trusted conveyancing solicitor, all well in advance before your intended ‘for sale’ launch begins
5. **Encourage** your household to tidy, de-clutter, paint, repair, and clean the property to capture lifestyle photographs. Create a WOW factor by hiring some furniture, paintings and plants if your property is empty or even bare, you will be surprised
6. **Research** your key property “**t.r.a.c.k**” indicators, “**t**” for transport (*eg. Putra LRT*), “**r**” for retail (*eg. One Utama Shopping Centre*), “**a**” for accessibility (*eg. LDP Highway*), “**c**” for convenience (*eg. Garden International School*), and “**k**” for key landmarks (*eg. Eye of Malaysia*)
7. **Tailor** you property information with property photographs and floor plans to show off the property’s true uniqueness and let your appointed SOLE Real Estate Agency Firm submit it to the KLRPC
8. **Ignite** your property ‘For Sale’ launch by proudly displaying your appointed SOLE Real Estate Agency firm’s propertrack.com “For Sale” board in a highly visible space (*eg. a first floor bedroom window*)

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9. Entertain your property viewers with a smile and make your home welcoming, clean and tidy with the air conditioning, fans and lights on. Prospective home buyers love to imagine living in “your” and soon to be “their” new property thus fresh flowers and plants do help to bring a lively and homely atmosphere

10. See you again soon at the KLRPC during your next property search whilst your property is on the market for sale. We believe a journey to our place will bring another smile to your face

About Asia Move Machine Sdn Bhd

Asia Move Machine Sdn Bhd, a marketing research and development company with in-house graphic design and IT development is spearheading their first property marketing products and services branded **propertrack.com**

propertrack.com provides Malaysian licensed real estate agency firms with a consolidated one-stop property marketing platform. The services are extended from the retail property centre located directly opposite the Kuala Lumpur Convention Centre, Jalan Pinang.

The centre will be open seven (7) days a week FREE to the general public with a dedicated and wide range of expanding services and support system. The services and support system are designed to reappraise real estate agency firm's marketing expenditure, procedures and maximise their business potential.

propertrack.com offers standard to premium products tailored to address individual consumer's budgets and outreach. The premium product, branded as **Black** is offered at **RM6000**, the intermediary product; **Gold** is offered at **RM4500** and the standard product known as **Classic** is offered exclusively at **RM3500**.

Consumers who purchase a product must appoint a SOLE licensed Real Estate Agency Firm as defined by the Malaysian Valuers, Appraisers and Estate Agents Act 1981. Real Estate Agency Firms wishing to become a participating licensed Real Estate Agency Firm and provide consumers with **propertrack.com** services should contact our Sales Department +**603.2163.7223** or by email to **sales@asiamovemachine.com**

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