

## **CAMPAIGN A**

Singles

### **HEADLINE OPTIONS A**

- A new beginning; a new home. | The HOC is here for you. | Sign up now!  
[28, 24, 12]
- Celebrate your new home. | Join the HOC today! | Sign up here.  
[24, 19, 13]
- Celebrate your dream home! | No Stamp Duty Fees. | Only RM1000 in Booking Fees.  
[26, 19, 28]
- Be independent with a new home! | 0% Down Payment. | No Stamp Duty Fees.  
[31,16, 19]

### **DESCRIPTION OPTIONS A**

- If you're single and ready to be independent, it's time to own a home! | With 0% Down Payment, only RM1000 in Booking Fees, and No Stamp Duty Fees, own a home now.  
[70, 90]
- With the Home Ownership Campaign, owning a home is simple. | Join now and our property agents will assist you in owning the home of your dreams.  
[58, 83]
- Celebrate your independence; own a home of your own! | Join now and our property agents will assist you in owning the home of your dreams.  
[52, 83]
- Now you can be truly independent with the Home Ownership Campaign. | With a 10% Rebate, Attractive Cash Incentives, and 5% to 7% Bumi Discount, own a home now!  
[66, 90]

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## **CAMPAIGN B**

Family

## HEADLINE OPTIONS B

- A new beginning; a new home. | Join the HOC today! | Sign up here.  
[28, 19, 13]
- Get a more spacious home! | Join the HOC today! | Sign up here.  
[25, 24, 12]
- Starting a family? Own a home. | No Stamp Duty Fees. | Only RM1000 in Booking Fees.  
[30, 19, 28]
- Own a new family home with HOC! | 0% Down Payment. | No Stamp Duty Fees.  
[31, 16, 19]

## DESCRIPTION OPTIONS B

- Give your family the home they deserve today! | Join now and our property agents will assist you in owning the home of your dreams.  
[45, 83]
- Own a spacious new home with the Home Ownership Campaign. | With 0% Down Payment, only RM1000 in Booking Fees, and No Stamp Duty Fees, own a home now.  
[57, 90]
- Home is where the heart is; where your family belongs. | Join now and our property agents will assist you in owning the home of your dreams.  
[54, 83]
- Starting a family soon? The perfect time to own a home is now! | With a 10% Rebate, Attractive Cash Incentives, and 5% to 7% Bumi Discount, own a home now!  
[62, 90]

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## CAMPAIGN C

Holiday

## HEADLINE OPTIONS C

- Want a holiday & own a house? | Join the HOC today! | Sign up here.  
[29, 19, 13]
- Save for a new home & holiday! | Join the HOC today! | Sign up here.  
[30 , 24, 12]
- Want a holiday & own a house? | No Stamp Duty Fees. | Only RM1000 in Booking Fees.  
[29, 19, 28]
- Here's a new home & a holiday! | 0% Down Payment. | No Stamp Duty Fees.  
[30, 16, 19]

## DESCRIPTION OPTIONS C

- Don't think you have enough money for a holiday AND a home? | Join now and our property agents will assist you in owning the home of your dreams.  
[59, 83]
- Want to go on a holiday but also want to save up to own a new house? | With 0% Down Payment, only RM1000 in Booking Fees, and No Stamp Duty Fees, own a home now.  
[68, 90]
- Owning a home with enough to spare for a holiday isn't a dream! | Join now and our property agents will assist you in owning the home of your dreams.  
[63, 83]
- With the Home Ownership Campaign, you can do both! | With a 10% Rebate, Attractive Cash Incentives, and 5% to 7% Bumi Discount, own a home now!  
[50, 90]