

Affordable city living

Following its success with The Zest and The Z Residence, Trinity Group has set its sights south of the city for its newest project

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Evoking the soothing cascade and rhythmic cadence of running water, Trinity Aquata is boutique property developer Trinity Group's latest venture on the Klang Valley market, located in the already-bustling township of KL South. With a clarion call for "affordable luxury", the project is squarely targetted at the growing generation of young professionals in the city searching for a home to call their own.

"Our key selling point for Trinity Aquata is its strategic location, poised to become the next 'golden triangle' located adjacent to the city centre. This offers our buyers the opportunity to own a freehold property with a prestigious KL address, without the burden of KL property prices," says Trinity Group Sdn Bhd founder and managing director Datuk Neoh Soo Keat.

A luxuriously liquid landscape

A strata development encompassing 3.58 acres, Trinity Aquata lives up to its name with no less than 16 themed water features beautifying its premises, from classics like a pool deck and raised infinity pool to intriguing novelties such as an aqua-reflexology area — essentially a pebble walk/wading pool combination — as well as a hammock lounge, rain pavilion and more.

"The entire project was designed around the theme of water, and many elements, from the facades right down to the structure, are inspired by it. Trinity Aquata fronts the Besraya highway, and is 26 stories high, so you'll get a panoramic view of the Kuala Lumpur skyline and the Mines Resort City nearby," says Trinity Group general manager Gary Lum.

The project's common areas are split into three levels, with gardens on the ground floor accompanied by a jogging area, barbecue pits and more, a podium level housing the infinity pool and an elevated sky deck. This layered approach to its facilities adds diversity and flow to the condominium's physical spaces, while encouraging community interactions.

With a total of 492 units spread over two towers, the development's built-ups range from 1,151 sq ft to 1,420 sq ft, while offering home seekers a choice of seven different floor

plans. Layouts incorporate three bedrooms and at least two bathrooms, including see-through shower partitions with draw curtains for privacy.

"We've included four layers of security in Trinity Aquata. The guardhouse as you enter is the first tier, and you go through tiers two and three when you enter the building and use the lift, both of which require card access. Finally, a panic button is incorporated into the master bedroom of each unit as a last line of defence, so if anything happens, you can quickly call security," says Lum.

The project's security features also include 24-hour CCTV surveillance at the carpark and common areas. Other facilities available to residents include a multipurpose hall, gymnasium, vivarium and interactive water play nook, as well as a sky bridge linking two sky gardens.

Setting the scene

The development benefits from its serendipitous location right at the threshold of the growth corridors extending southwards from Kuala Lumpur. As such, it has much to offer that demo-

graphic of young Malaysians who work in the city but desire a home address free of its increasingly inflated property prices, particularly those who commute from Seremban.

The developer's eye for location has also placed Trinity Aquata squarely in the midst of a major confluence of routes, including the Besraya Highway, Middle Ring Road 2, the Maju Expressway and the KL-Seremban Highway. While no plans are currently underway to expand its immediate access point from the Besraya Highway, pointing towards possible traffic bottlenecks in the future, there's no denying the site's intrinsic accessibility.

"It's also five minutes away from Terminal Bersepadu Selatan (TBS), which offers no less than four different types of transport, including the LRT, KTM and KLIA Express. TBS is also a bus terminal to southbound destinations. Other surrounding amenities include a Giant hypermarket, with an MBO cinema, and the Mines and Mid Valley shopping centres, which are about 7km and 11km away respectively," says Lum.

Trinity Aquata will also profit from its proximity to a number of high-profile national projects, such as Bandar Malaysia, MRT Line 2 and the upcoming High Speed Rail project. Substantial interest is also expected to spill over from the redevelopment of Bukit Jalil Stadium nearby in preparation for the SEA Games in 2017.

Bringing innovation to the industry

Trinity Group's evolution since its establishment in 2004 is reflected in its projects, which often integrate innovations or improvements on existing methods. Given the developer's focus in the midrange category, these refinements tend to underscore the developer's emphasis on value, frequently utilising elements more commonly found at the higher end of the market.

"Every product we launch is fully committed to building the community, and we always include something new to enhance the lives of residents. For example, in the Zest, we introduced glass balconies, and for The Latitude in USJ19, we pioneered corporate aesthetics for factories," says Neoh.

"For Aquata, we will be innovating in a few areas as well. For instance, in typical apartments and condominiums, not



FROM LEFT:
Trinity Group founder and managing director Datuk Neoh Soo Keat

Trinity Group CEO Datuk Khoo Poh Chye

rience includes stints as executive director at Tropicana Corp Bhd, Sunway Mas Sdn Bhd and at Guocoland Malaysia Bhd. His pedigree is likely to add a certain amount of polish to a group that has frequently likened itself to a "schoolboy" on the property scene.

"We launched The Z Residence in 2011 and completed it in June 2014. Its price at launch was about RM452,000, and

every unit would be able to incorporate downlights, due to limitations in ceiling structures. Trinity has developed a method utilising construction, design and light-fitting techniques to get around this, without resorting to plaster ceilings."

The group has also worked out a system to recycle formwork up to 300 times, helping it bring construction expenses down even further during the project's development. These savings are transferred to the consumer, in the interest of making launch prices as attractive as possible. Neoh shares the firm's intention to absorb GST costs down the line as well, to remove the burden from the purchaser.

A sound investment

As a whole, the launch represents an opportunity for investors as well as homeseekers, given Trinity Group's track record in the Klang Valley. Internally, it has made a strong push forward through the appointment of key players such as Datuk Khoo Poh Chye, now serving as its CEO.

Joining the team in 2014, Khoo's extensive industry expe-

now its value in the most recent transaction was closer to RM760,000. Trinity Aquata will be no different. In fact, due to its location and the surrounding infrastructure, we foresee a substantial price appreciation even before its completion in 2018," says Neoh.

As one of the newer players in the market, Trinity Group will be taking its first steps overseas in collaboration with the Sunway Group, as well as a Singaporean developer, to invest in a project in Shenzhen, China. Shenzhen is considered a third-tier city, and the land size being considered is approximately 500 acres. If all goes well, the project will be a mixed development comprising commercial, hotel, residential and educational facilities.

Trinity Group will also be venturing into the UK market with a smaller development situated close to London Heathrow Airport. Considering its relative inexperience overseas, its strategy in foreign markets will focus on testing the waters before committing to more substantial projects, similar to its approach in Shenzhen. ■



Trinity Aquata is located just south of Kuala Lumpur

The project boasts no less than 16 unique water features



CLOCKWISE FROM ABOVE:
The development includes seven different unit layouts, each incorporating three bedrooms and at least two bathrooms

Hammock lounges and nooks add an element of relaxation

Bathroom units include see-through shower partitions with draw curtains for privacy

