

# property report PH

RESIDENTIAL \ COMMERCIAL \ TOURISM \ LEISURE

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## SOUTH FORBES BY CATHAY LAND IS THE IDEAL RESIDENTIAL INVESTMENT



South Forbes Golf City's lot buyers get free membership to the award-winning 18-hole South Forbes Golf Club.

By MAAN D'ASIS PAMARAN

One of the best draws of Cathay Land's South Forbes development is that the air is much fresher there. You could feel it at the South Forbes Golf Club as you practice at the driving range or tee off through the challenging course that offers a breathtaking vista framed by a lush natural forest.

The hilly heights at the course that is located in Silang, Cavite, gives golfers great views of the Makati skyline and Laguna de Bay, and because of the rich foliage, one plays among birds and other forms of wildlife. "It is the ideal location for a golf course because of the high elevation, people can enjoy the cool mountain weather coming from Tagaytay. In fact, golfers complain that from December to January, they are actually freezing. They did not expect to feel that cold so close to Manila," chuckles Jeffrey Ng, president of Cathay Land.

The golf course is a main attraction for Cathay Land's major property development in the Silang-Tagaytay corridor, where lot and house and lot buyers in their different themed subdivisions can avail of free golf membership. "This is part of our value proposition. At other exclusive golf courses in the area, you have to spend several million pesos just to have playing privileges as a member of the exclusive club. With us, our buyers only have to pay yearly or monthly dues of P2,500 a month and they can already play all year round, even twice a day for 365 days in an all-weather terrain that allows them to play immediately after a heavy downpour," Ng explains. He proudly adds that their course is unlike the others that are flat and wide, as they follow the natural curves of the hillside in the design to give it a more challenging feel, one that is very much appreciated by their expat players, many of which plan to retire at South Forbes just so they can play more frequently.

### GLOBAL VILLAGES

There are 500 hectares of real estate, and these have been divided into several enclaves, each reflecting a different architectural style. "We wanted our project different from the others where you have large land areas and everyone was free to build their house in whatever way they want. We also did not stick to one architectural style because we wanted to offer choices depending on our customers' preferences," Ng explains. What they have achieved are unique boutique-themed communities for each subdivision. "People found it quite refreshing, and it is like going home to a different country within South Forbes."

Their first Horizon project was the Mediterranean Villas, with its tiled roofs and warm feel that is parlayed even in its clubhouse and village entrance. The Chateaux de Paris channels charming French details with its shingled rooftops and manicured gardens at the clubhouse. The Miami village goes ultra-modern with art deco designs in predominantly white structures and a clubhouse pool that is shaded by palm trees.

The Asian aesthetic is personified in the Mansions locations, with Bali, Tokyo, and Phuket each offering a distinct feel that evokes the essence of each of these exotic locations in the homes, landscaped gardens, and in their clubhouses. The Asian concept has proven so popular that they have launched two other phases with similar themes: the Thai-inspired The Racha Mansions and Nirwana Bali.

They are also meeting the needs of another market segment with their condominium developments. These are perfect for the students from the nearby campuses of Don Bosco School, St. Scholastica's Westgrove, Learning Links, and the soon to be opened Chang Kai Shek College which will be built on 10 hectares of land donated by Cathay Land to build the biggest Chinese school in the country. Other residents enjoying the convenience of condo living at South Forbes are expats working at the nearby industrial parks and empty nesters who don't wish to maintain a house.

### VALUE PROPOSITION, CAPITAL APPRECIATION

With the themed residences, Ng says they have created a bigger demand for the properties. "When we launched our Mediterranean Villas about 10 or 12 years ago, it was at P6,250

Turn to Page C2



The South Forbes Golf Club's Main Clubhouse

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## South Forbes... From Page C1

per square meter. Now it is almost at P30,000 per square meter. The value has gone up tremendously," he says. "We are very happy for our buyers because their investment has quadrupled or quintupled already. Not only do they have a good home to come home to, they have made a good investment on their purchase price."

The Cathay Land vision for South Forbes is to make sure that their homeowners receive a good quality real estate product that offers capital appreciation. "For many of our homeowners, their house and lot is the biggest investment that they will make. Our buyers are those who have already established themselves by working hard and who look forward to a place they can call their own. What we offer is a nice place for them to come home to every day, one that can make a



The Sukhothai model unit at The Racha Mansions



The Modern Thai-inspired living room of the Sukhothai model unit at The Racha Mansions.

Everything is conveniently close too, where they have a small shopping center with a grocery, fitness gym, and coffee shop at the center, plus smaller boutiques such as salons and laundry shops and convenience stores located at the ground floor of the condo developments. More workplaces are also coming up soon, as Ng shares they are developing sites for BPOs and call centers, along with business offices, and a light industrial park for light manufacturing and warehousing.

Ng envisions a bustling small city with the residences of South Forbes at its heart. "Our homeowners will enjoy the cool breezes coming from the Tagaytay area, with no traffic, and living in a master-planned community that includes a spectacular golf course. With our developments that range from condominiums to our house and lots, we will cater to everyone. It feels like coming home to a vacation at your permanent residence. Whatever their lifestyle is, there is something for them at South Forbes."

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Cathay Land president Jeffrey Ng

good profit when they decide to sell their property and upgrade to a larger house and lot also located within South Forbes."

The current value is projected to become much higher with the opening of the CALAX or Cavite-Laguna Expressway, which will have South Forbes bounded by three or four exits that will make it possible to arrive at the airport in 30 to 40 minutes and will make Makati and the Mall of Asia area accessible with no fear of traffic from the Sta. Rosa, Laguna side.

"As a real estate developer this is the place I want to be," Ng says. "This is where I think the biggest land appreciation will be in the next five to twenty years, with the biggest potential for growth of investment. I can't think of anywhere else in the Philippines where the location

is better because of all the infrastructure projects that are being undertaken."

### COMMUNITY SPIRIT

Each clubhouse is designed to be at the center of attraction for the subdivisions, so they are easily walkable from the homes by about a few hundred meters. Aside from the glittering swimming pools, they also have function rooms where residents can congregate to play social games like mah jong and gardens where they can walk about or practice tai chi. "What we want to build is a strong sense of community, where the neighbors know each other unlike in the big cities. Even our fences between houses are deliberately lower so you can see the façade of the house and neighbors can chat while they are tending to their gardens."



Residents enjoy basking under the Sun at the aquatrium of Stanford Suites 2.



Marketplace by Rustan's anchors the Westborough Town Center in South Forbes Golf City.  
Photos by ERNIE PEÑAREDONDO



The fabulous living room of the Louvre model unit of Chateaux de Paris



The facade of Stanford Suites 2 near St. Scholastica's College Westgrove.

# North Point, CM Pancho ink three property leasing contracts

The North Point Industrial Park (NPIP) and CM Pancho Construction (CMPCI) recently sealed long-term property leasing agreement for an industrial warehouse with three of the country's fastest growing companies — TDG Logistics and Shipping Corp. (TLS), Lazada E-Services Philippines, Inc. and Kubota Philippines, Inc.

The TLS, the operating and holding company for the logistics and maritime sector of Transnational Diversified Group, has leased a 13,000-sqm dry warehouse in Brgy. Bulihan, Plaridel, Bulacan for a 15-year term. TLS's logistics division also provides services in international and domestic logistics, ship and crew management, maritime education and training and land-based manpower deployment.

Its affiliated firm, NCT Transnational Corp. (NCT), which provides various container yard services the maintenance of containers, handling equipment and port facilities, also leased a 30,000 sqm. open space for container yard operations for a 15-year term last June.

The Lazada E-Services, Philippines, Inc., on the other hand, inked a three-year guaranteed lease for 1,000 sqm. dry warehouse in Baliuag, Bulacan. Lazada is currently the number one



Present during the contract signing for the TDG Logistics and Shipping Corp. lease are (seated, from left) Arch. Mathilda Brobio, Finance and Admin director, CMPCI; Engr. Gerardo Pancho, president and chief executive officer, CMPCI; Dan Florentino, chief operating officer of Transnational Diversified Group (TDG); Daniel Ventanilla, president of the Logistics Division of TDG; Jose Amando Malvar II, Deputy Division president/TLS VP-Business Development.

on-line shopping and selling destination in Southeast Asia and is now covering almost the entire cities of the Philippines as one of the captive market.

Kubota Philippines, Inc., meanwhile, also signed a two-year lease contract for its 5,000 sqm. dry warehouse, also in Plaridel, Bulacan.

The other warehouses currently occupied are Warehouses 1 & 2 and 7 & 8, for 15,000 sqm. Kubota is the number one and biggest agri-industrial distributor in the country for land preparation, irrigation, transplanting and harvesting.

NPIP is the now considered the emerging

hub of the north that offers market proximity with its connected and easily accessible location. With over 60 hectares of land, located along Plaridel Bypass Road, it is open for design to fit dry warehouses, open space lease, with floor area ranging from 5,000 to 15,000 square meters, good quality structures and amenities that allow huge storage spaces, racking system, heavy equipment mobility, efficient loading docks for receiving and shipping, tight round the clock security equipped with surveillance cameras with safety and emergency protocol, with sufficient parking and open spaces, and other features that will allow product advertisement and good customer service. NPIP is now in the process of application for registration under domestic industrial zone with the Board of Investments.

Another NPIP product, cold storage will be open for market in the next three to six months.

CMPCI, owner and developer of North Point Industrial Park, is a quadruple A PCAB Licensed company, an ISO certified company for quality, occupational health and safety and environmental management and is considered among the top chosen brands for both private and government large infrastructure projects.