Artist impression of indoor heated swimming pool

Lucrative Profit returns through 35% - 40% of Total Rooms Revenue Pool for 15 Years

Our marketing strategy for Royal Kinabalu is try to capture at least 60% foreign and 40% local buyers because this product is most fit for the Malaysia My Second Home Programme, according to him.

"We have also appointed our sales agents in overseas to promote the property in Taiwan, Singapore, Hong Kong and Brunei." he says, adding that based on feedback, they have a keen buyer from Indonesia who, more or less, confirmed to buy one block of the hotel suites (110 units)

This price range of the property is RM900 per square feet and to be fully furnished from kitchenette, built-in cabinet, bed and mattress, curtain & cutlery. "This development is unique in a sense that it is not a residential development but a commercial hotel product in a form of hotel suites and to be sold for private ownership" he added.

By investing in this property, the owners will have an opportunity to enter a communal tie with the developer and hotel operator, according to him.

The owners shall assign the units to the hotel operator for the purpose of renting it out to the visitors at daily rate. Through this arrangement, Goh says the hotel operator and the owners will enjoy a profit gain based on the 35%-65% sharing basis and the rental rates will fluctuate according to season. The owners also has the freedom to stay and enjoy the hotel facilities anytime they want for their 21 days free stay entitlement per annum. The sophistication of the features and comprehensive packages provided by the Royal Kinabalu is a result of a studies conducted by the market research of the company.