

Anantara Desaru Coast Residences positive of a strong 2023



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KUALA LUMPUR: Anantara Desaru Coast Residences, a boutique branded residential community in Johor, reported positive interest from domestic and international investors at the start of the year as Malaysia's residential real estate market shows signs of continued recovery in 2023.

2022 sees all but two beachfront pool villas sold or reserved and construction completed in its remaining three-bedroom terrace and four-bedroom duplex pool villas.

"Going into 2023, we foresee growth in Malaysia's residential real estate being primarily driven by niche high-end projects in premium locations - those that bring in both lifestyle as well as short- and long-term investment benefits," Minor International chief operating officer, lifestyle and real estate, Micah Tamthai said.

"We also anticipate the current inflationary environment further boosting interest in luxury real estate among high-net-worth investors as a way of hedging against inflation," he said in a statement.

The Malaysian property market is on its recovery journey following the pandemic-induced slowdown in 2020, with the volume and value of property transactions recording an improvement in 2021 and 2022.

While interest rate hikes and the rising cost of living may remain headwinds for other property market segments, the luxury segment remains resilient, bolstered by pent-up demand, positive macroeconomic sentiment following the election and the continued reopening of international borders.

With a prime location on a beachfront, resort facilities, and a rental programme managed by the adjacent five-star Anantara Desaru Coast Resort & Villas, Anantara Desaru Coast Residences is well-placed to capitalise on these trends.

Three- and four-bedroom beachfront villas offer direct access to Desaru Coast's perfect white sands, while terrace villas boast expansive elevated views of the South China Sea.

The most exclusive properties in the portfolio – four-bedroom duplex villas – feature two master suites, separate entrances for ground and upper living spaces, and a private wellness room, which is fully convertible into an office, home cinema or additional bedroom. In addition, all 20 residences feature a private infinity pool.

Home to hotels and resorts, golf courses, a family-friendly waterpark and a convention centre, Desaru Coast has additional leisure and wellness amenities in its future master plan.

It is linked to Singapore on the expressway and by daily ferry service and connected to other international destinations through Johor's Senai International Airport.

"Desaru Coast's rising international profile has fostered its reputation as an up-and-coming tourism and second home destination," Tamthai said.

"With only a handful of beachfront residences remaining for private ownership, Anantara Desaru Coast Residences presents a fantastic opportunity for domestic and overseas buyers looking for a luxury hideaway or investment in a sought-after real estate market," he said.