



In Malaysia, the growing population and rapid urbanisation have underscored the urgent need for affordable housing, particularly among lower-income households. As more families aspire to own homes, addressing this pressing demand has rightfully become a national priority, sparking concerted efforts from both governmental bodies and private sector developers.

Affordable housing is more than just about price tags; it's about ensuring that homes are within the financial reach of low- to middle-income individuals and families. However, the definition of affordability can vary based on factors like location, income levels, and prevailing market conditions. In

Malaysia, the government has set clear benchmarks, capping prices at RM300,000 for urban properties and RM150,000 for rural areas.

### **Challenges and Solutions**

Yet, affordability isn't the only consideration; quality and accessibility are equally crucial. Homes must meet basic standards, providing a safe and comfortable living environment, and ideally situated near essential amenities like schools, healthcare facilities, and public transport.

Despite recognising the importance of affordable housing, there are significant challenges to overcome. The escalating costs of construction materials and land pose considerable hurdles, particularly in high-demand urban areas like the Klang Valley, where land prices soar, making affordable housing projects financially daunting.

Nonetheless, progress is underway. The government has rolled out various initiatives to spur affordable housing development. Over the years, programmes like PR1MA (1Malaysia People's Housing Programme), Residensi Wilayah (RUMAWIP), and Rumah Selangorku were rolled out with the aim of providing homes to Malaysians with diverse income groups. Additionally, the Malaysian government had promoted and initiated several schemes to support first-time home buyers, such as the Home Ownership Campaign (HOC), Home Ownership Programme (HOPE), and Keluarga Malaysia Home Ownership Initiative (i-MILIK). The government had announced the affordable 'Madani' housing scheme aimed at enabling those in the B40 and M40 groups to buy or rent affordable housing developments. In addition, the Prime Minister also announced a 25% cut in assessment fees for all affordable homes in the capital for the second half of 2023. For developers, the government's Madani Inclusive Housing Concept, announced in December 2023, is set to be the catalyst for the development of affordable housing projects for the target groups in the country, to meet the target of providing 500,000 affordable housing units under the 12th Malaysia Plan.

Private developers, too, are actively contributing by constructing quality yet affordable homes. For us at Radium Development, for instance, we embarked on several projects in the Klang Valley, leveraging innovative construction methods to mitigate costs, in line with our mission of delivering the dream of property ownership. With homeowners' and residents' comfort in mind, our

developments also incorporate sustainable features, which not only reduce expenses for residents but also align with broader environmental goals of creating a greener future for all.

### **Community Impact**

As a property developer whose vision is to empower Malaysians' property ownership aspirations, we aim to provide affordably and competitively priced homes for all segments of society. We believe that affordability in housing doesn't just benefit individuals; it also strengthens communities and the nation as a whole. Access to housing that is attainable helps combat poverty and reduce income inequality. When households spend less on housing, they have more resources for education, healthcare, and savings, fostering long-term prosperity.

Moreover, affordable housing fosters inclusive communities, aligning with the Malaysian Government's Madani vision of shared prosperity. By ensuring that every Malaysian has the opportunity to secure a decent home, we can build a more equitable society where everyone can thrive.

In conclusion, affordable housing isn't merely a matter of economics; it's about empowering individuals, enriching communities, and advancing the nation towards a brighter, more inclusive future. As we continue our collective efforts, we can assure our valued stakeholders that we remain committed to the goal of making homeownership a reality for all Malaysians.

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