

DEVELOPER LBS Bina Group Bhd moved into the digital sphere to attract potential housebuyers even before the movement control order was implemented following the Covid-19 pandemic.

LBS had foreseen the potential in digitalisation and while continuing to strengthen its mainstream platforms, the company transitioned to digital platforms to better reach its target audiences, particularly young housebuyers.

The online platforms include virtual showrooms and websites.

Before the reopening of physical showrooms, LBS worked to bring the most realistic virtual showroom viewing experience to potential property buyers.

This was proven in early January this year when it launched its latest virtual property page where housebuyers could explore from the comfort of their homes, LBS' existing properties in high definition.

LBS achieved RM274mil worth of bookings from June 1 to 28.

As of June 28, LBS garnered RM601mil in sales, with bookings in the pipeline to the tune of RM665.9mil.

Additionally, LBS introduced its

# Digital platforms attract potential housebuyers

## Developer's virtual showroom provides realistic viewing of properties

latest marketing campaign #DudukRumah Deals 3.0 last month, where housebuyers could secure their dream home with a booking fee of just RM200.

Housebuyers also stood a chance to win more than RM445,000 worth of *duit raya* from its Raikan Rezeki Bersama LBS campaign as well as prizes worth more than RM1mil.

The campaign ended on June 30. With the recent extension of the Home Ownership Campaign to Dec 31, there is no better time to secure one's dream home, thanks to exemptions that will alleviate financial burdens for housebuyers.

"With the help of government policies, creative campaigns,

efficient use of both mainstream and digital platforms and ultimately, building houses that tick all the right boxes in fulfilling today's market demand, I am delighted that LBS has been seeing promising booking figures," said LBS Bina Group Bhd executive chairman Tan Sri Lim Hock San.

"This not only indicates that my team at LBS is building quality yet attainable homes, it's also comforting to know that people's dreams of owning homes are being fulfilled despite these challenging times.

"And that's what matters most," he said.



Lim is happy that LBS' online platforms have received good response from property buyers.