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• Subeditor Terrie B. Fucanan

BY TERRIE B. FUCANAN

THE local real-estate market is undeniably in its strongest boom—a phenomenon that experts attribute to the growing middle-income group mostly composed of families of overseas Filipino workers (OFWs).

"OFWs come home looking for a good investment, or simply for a better place to relocate their families into," says Emil L. Perez Jr., senior vice president of the real-estate and property management firm, the Century Properties Group. "Their remittances have certainly contributed to the buildup of the middle-income group."

Most real-estate options in the market, however, require too much work for an already stressed-out *huli-hayan*. After making the purchase, there are still a lot of things to deal with—the paperwork, taxes and incidental fees, as well as the difficult task of furnishing the home. If only there was an alternative to all this, a solution that would take care of all these matters, and just let the buyer settle peacefully into fully furnished home.

Enter the Grand Soho Makati, the latest development project of the 21-year-old Century Properties Group, United Coconut Planters Bank and NOVA Centuri that guarantees its buyers a hassle-free investment. "It's one of the very few condominiums in Asia that is fully fitted, fully furnished and fully serviced," Perez proudly points out. "Our He has every reason to brag,

especially the ones facing the infinity pool," she said.

To those who are not yet too confident about buying a fully furnished condo, Perez assures them that the Grand Soho Makati is a product of a company's more than two decades of real-estate and property management experience.

The Century Properties Group has several prominent developments to its name, including the Soho Central, South of Market and the Essena East Forbes in Fort Bonifacio—the first condominium built in the area—that was voted the Best Residential Building in the Philippines in *Asiaweek*. The company itself was awarded the Global Excellence Awards for Most Outstanding Philippine Real-Estate Firm and the Most

For unlike its closest competitors in the market the Grand Soho Makati "is the only condominium where you don't need to bring in anything upon turnover," adds Perez. "You just bring your clothes and other personal items and you're settled in."

The 40-floor high-rise development, set for completion in 2009, is located at the corner of Gil Puyat Avenue (Buendia) and H.V. de la Costa Street, Makati, which is part of the prime real-estate land that is the Makati Golden Triangle (see illustration).

With the buyers signed in as the property's coveholders, they get a 26- to 43-percent savings compared to other similar developments, and with no VAT, documentary stamps and transfer fees to worry about. Flexible and interest-free payment options are also available for as low as P12,000 a month. But that's if there are units still available.

On September 1, three months since its first launch, sales of the Grand Soho Makati's studio, one-bedroom, two-bedroom and three-bedroom units have already reached 60 percent, said sales manager Jean R. Trinidad. "Our loft units are the bestsellers,

Outstanding Housing Developer of the Year in 2005. It also manages 80 properties in the metropolis, including the Pacific Star Building in Makati, the Asian Hospital in Alabang and the Astoria Plaza in Ortigas.

With the assurance of a solid real-estate company and an attractive worry-free package, the Grand Soho Makati appears to be a worthy investment for every hard-working OFW. Not to mention living at the heart of Makati's business, shopping and dining mecca.

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## Grand Soho Makati Features

**Living spaces:**  
(Starting at P2 million)  
Studio Unit  
1-bedroom loft  
2-bedroom unit  
2-bedroom loft  
3-bedroom unit  
3-bedroom loft

**Interior design options:**  
Modern  
Sleek  
Contemporary

**Free unit amenities:**  
Dining room set  
Bathroom fixtures  
Air-conditioned bedrooms  
Flat-screen TV with DVD  
Entertainment center  
Bedroom setup

**Kitchen showcase:**  
Custom-built kitchen cabinets  
Post-formed countertop  
Coffee table  
Refrigerator  
Microwave  
Cooktop  
Rangehood

**Building amenities/services:**  
24-Concierge Service  
24-hour Security  
Owner's Lounge  
Infinity pool  
Full-service spa  
Fully-equipped fitness center  
Children's playroom/day care center  
3 high-speed elevators  
Business center  
Function/Meeting room  
THX room for private screenings  
Media Center  
DVD Library  
Magazine area  
Books featuring favorites from Oprah's Book Club  
Extra storage spaces in parking slots

## Location map

Located at the corner of H.V. de la Costa and Gil Puyat (Buendia) Avenue, the Grand Soho Makati lies in the heart of Makati's Golden Triangle, a prime real estate in the city.



■ A perspective of the Grand Soho Makati from de la Costa Street, as rendered by the architects of Roger Villorosa and Associates.

## The Grand Soho Makati

# Your answer to hassle-free condo living



■ A studio unit



■ A two-bedroom loft



■ One-bedroom loft



■ A two-bedroom combined unit