

Much like car brands that tailor their models for various customer types or the layers of an onion, today's property developers are getting in on the action with houses. As buyers grow more diverse in their lifestyles and interests, it comes as no surprise that, in a market where affordability and life stages play a crucial role, developers are crafting homes that resonate with every unique buyer profile. It is all about creating spaces that fit the vibrant dynamics of modern society.

The result of such diversification is balance. Entry-level shoeboxes can coexist with luxurious estates and the community as a whole benefits from the demographic diversity.

How has the Malaysian real estate market changed over the past decades? Some people say it has matured while others say not so much. Notably, there have been significant perspective changes when it comes to property types and their occupants. For example, buyers who purchase smaller properties are not necessarily lower or middle-income but they simply prefer lesser upkeep and actually have secret stashes and treasure troves hidden away. So, it can be said that today's buyers are increasingly being defined by their lifestyles and life stages instead.

Professionals, young families, the upgraders and retirees are among the most common property buyer demographics. Represented as personas in most plans, developers pinpoint their defining characteristics and plan everything, from design to facilities to nearby amenities, within the master plan. Just like how BMW uses the 3 Series to appeal to young, dynamic professionals, the 5 Series for executives who value comfort and the 7 Series focusing on luxury and exclusivity, developers too are scrutinising the best ways to align their offerings.

For example, TSLAW Land uses this differentiation. TSLAW Group executive director Law Wai Cheong explained: "Our Skyline Series, for example, is positioned as the BMW 5 Series equivalent—offering attainable luxury, sophistication and superior comfort for the refined urban professional at a refined yet attainable price point. Future expansion will rigorously follow this model: the Han-Ya Wahyu project will serve as our 3 Series equivalent, catering to young professionals and first urban homeowners in the mid-affordable range."

At the apex, the Taman Desa and Bukit Bintang projects will embody the high-end 7 Series standard, focusing on exclusivity and elevated luxury living. Crucially, the KLX Series acts as the comprehensive integration of all series within a single masterplan, creating a balanced, cohesive ecosystem that unites multiple living concepts. This overarching strategy focuses TSLAW Land on addressing unmet demand in the mid-to-upper urban segment,

Developers more receptive towards target markets

Buyers looking for balanced market and long-term value



offering developments that seamlessly blend residential, retail and lifestyle components designed specifically to enrich everyday life through truly integrated urban ecosystems.

Another group that also created an affordable series is Mah Sing Group Bhd (Mah Sing) with its M series. Its founder and group managing director Tan Sri Leong Hoy Kum said that creating the reinvent affordability campaign encourages customers and homeowners to be prudent in their property purchases and not overstretch their finances. "This is about creating not just homes but a legacy that serves generations to come," he said in an earlier article by StarProperty.

The best way to picture it would be to go level by level. Malaysia's housing affordability is still an issue, with B40 buyers' affordability threshold standing at about RM230,000 while average new home prices exceed the RM380,000 threshold. Thus, segmented developments are extremely timely.

At the more accessible end of the spectrum, developers are focusing on first-time buyers, young families and M40/B40

households. These are homes built to be reachable, functional and connected. Developers aim to deliver value, accessibility to amenities and a sense of belonging without over-stretching budgets.

A prime example of this is Mah Sing's M Oscar, which won the Skyline Award in 2020. It also achieved a commendable 85% score in the Quality Assessment System in Construction (Qlassic) by the Construction Industry Development Board (CIDB), which shows affordable homes do not necessarily mean lower quality. Moreover, in conjunction with this year's StarProperty Awards, Mah Sing also received a special recognition for M Oscar under the 10th anniversary revisit, which recognised past winners that have kept their commitment to building quality, safety and security and homebuyers' satisfaction.

Another example is SkyWorld Development Bhd. It has embarked on what is labelled Malaysia's largest affordable-housing project in Penang, the Rumah Bakat Baru Madani joint-venture with state agencies offering roughly 35,000 units targeting the B40 and M40 groups. The project spans some

200 acres in Seberang Jaya and Batu Kawan with a gross development value of about RM13bil. The developer emphasises build-quality metrics such as cross-ventilation and daylight planning even in the affordable segment.

The 3 Series-equivalent homes should be accessible in price, well-connected, with functional layouts and designed for mass-market uptake rather than exclusivity. They plug the largest gap in the market and serve as the engine of volume.

Properties meeting higher-end demand

When it comes to high-end housing, developers really step it up. These homes are all about lifestyle, brand, exclusivity and long-term value. Think of the 5 Series equivalent as design-focused communities with great amenities and connectivity, while the 7 Series equivalent represents ultra-luxury homes, iconic towers or branded residences.

Take SP Setia Bhd, for instance. The developer is teaming up with Japan's Mitsui Fudosan to roll out a massive RM1.3bil premium landed housing project in their Setia EcoHill

township in Semenyih. This project will feature 683 bungalows, semi-detached homes and cluster homes, with plans kicking off in 2026. On the other hand, their Setia Sky Residences in Kuala Lumpur marks their first luxury high-rise condo in a central spot, equipped with smart-home features and it is reportedly already 90% sold out.

In the realm of executive and luxury homes, it is not unusual to be looking at fewer units with a higher price per square foot. These places come with premium finishes and are often freehold status with built-in lifestyle perks like resort-style amenities and fancy smart home technology. These are the cream of the housing market's crop.

The healthy communities that follow

When a development is carefully segmented and a community is genuinely nurtured, the results can be transformative. The affordability ladder is a great place to start. By providing accessible entry-level homes, developers allow younger households to step onto the property ladder, creating