

# SHAPING THE FUTURE OF URBAN LIVING

TSLAW Land's strategy for sustainability and value creation

By integrating strategic agility with a commitment to sustainability, TSLAW Land is transforming transit-oriented locations into connected, high-value ecosystems that redefine contemporary Malaysian life.

The real estate industry of today demands more than just building structures. It requires visionary placemaking, financial resilience and an unwavering commitment to sustainable growth. Over the last three fiscal years, TSLAW Land has not only navigated challenging market conditions but has fundamentally shifted its strategic focus to emerge as a leader in integrated urban development, guided by a singular mandate to elevate the quality of life for every homeowner, explained TSLAW Group executive director Law Wai Cheong.

"For the past 40 years, TSLAW Land focused its development on the outskirts of the Klang Valley, creating landed properties and smaller townships primarily in Seremban," he said.

However, approximately five years ago, TSLAW Land initiated a strategic pivot to concentrate exclusively on prime land banks within the Klang Valley. Recognising the competitive density of this market, the company chose to specialise, deliberately positioning itself as a boutique property developer. This shift is anchored by three core values that govern every project from inception to delivery: Quality of Life, Urban Integration and Sustainability.

"Due to the market having many players, we decided to focus as a boutique developer, emphasising integrated lifestyles for our customers," Law asserted.

The result of this agility is the successful alignment of product offerings precisely with evolving market needs. Through insightful market research and data-driven decision-making, the company ensures the right product mix and pricing strategy is achieved, creating long-term value for both homebuyers and investors. This resilience is best demonstrated by the success of its transit-oriented developments (TODs) in prime, well-connected locations such as Skyline Embassy, Skyline KL and Skyline Kuchai.

## Urban integration: The placemaking philosophy

TSLAW Land's focus on urban integration is the cornerstone of its success. This is realised through its commitment to TODs—projects that are directly connected to or seamlessly integrated with MRT and LRT stations. This strategy extends far beyond mere proximity as it involves actively upgrading



**"We believe true liveability begins with thoughtful design and curated spaces that enrich everyday experiences,"**

Law said.



Skyline Embassy which is designed for luxury living and located in the prestigious Embassy Row has been well-received and fully taken up within a year.

existing transport hubs and revitalising the surrounding areas to improve accessibility, walkability and contribute to broader urban revitalisation.

The company's philosophy asserts that true value extends beyond the physical form of a building, said Law, adding that it is about creating environments that offer convenience, connectivity and meaningful community engagement.

"We believe true liveability begins with thoughtful design and curated spaces that enrich everyday experiences," he explained. This commitment to an elevated quality of life is embodied in projects like



Skyline (Eastside) One Sentosa received an overwhelming take-up rate of over 70% within three months of its launch.

Skyline (Eastside) One Sentosa, which features hotel-inspired living, including sophisticated concierge services and curated facilities. This attention to detail transforms a residential space into an elevated lifestyle experience.

## The branding promise: A Series concept

TSLAW Land is resolving the urban housing challenge by introducing a sophisticated, tiered branding strategy directly inspired by the automotive industry's Series concept. This innovative approach assigns a specific lifestyle and market segment to each development, ensuring clear positioning and aspirational value for consumers. "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," Law elaborated.

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

## Shaping tomorrow's urban destinations

Looking ahead, TSLAW Land is focused on redefining its role as a forward-thinking, community-driven developer. The company currently holds approximately 1,000 acres of undeveloped land earmarked for mixed residential and commercial projects, with an estimated total gross development value exceeding RM20bil across the Klang Valley and Johor Bahru.

This vast pipeline aims to bridge market gaps by introducing affordable yet well-designed urban homes for young families and lifestyle-oriented residences that seamlessly blend wellness, work and leisure. Key upcoming developments that reinforce this vision include:

- **Han-Ya Wahyu:** A new TOD poised to redefine connected urban living near Jalan Kuching.
- **Skyline (Westside) One Sentosa Phase 2:** Building on the success of Skyline (Eastside) One Sentosa, this second phase reinforces the company's presence in Johor's



An impression of the Skyline Kuchai which is adjacent to the Kuchai MRT Station and next to the upcoming KLX mixed-use development.

dynamic property market.

- **KLX in Kuchai Lama:** A substantial 26-acre mixed-use development adjacent to the Kuchai MRT Station, featuring commercial spaces, offices, serviced apartments, a hotel and lifestyle retail components.
- **Taman Desa:** A freehold and low-density development designed for urbanites.
- **Bukit Bintang:** A freehold integrated development with exclusive residential and commercial components.

## Future-proofing: Technology and responsible growth

To ensure predictable project delivery timelines and maintain cost certainty for buyers amidst global supply chain volatility, TSLAW Land strategically leverages technology and robust risk mitigation strategies.

On the construction front, the company integrates Building Information Modelling (BIM) and the Industrialised Building System (IBS) technologies. These tools are crucial for optimising design coordination, minimising material waste and significantly shortening construction timelines, which ultimately helps to control costs and maintain consistent build quality.

Furthermore, operational resilience is bolstered by early procurement, long-term contracts with suppliers and diversifying the supplier base. This proactive approach helps safeguard against shortages and price fluctuations, ensuring that the company maintains its commitment to competitive pricing and timely delivery despite industry headwinds, explained Law.

TSLAW Land's ultimate visionary future, beyond traditional construction and sales metrics, is guided by its ultimate philosophy to create connected, liveable communities that elevate lifestyles today while leaving a lasting, sustainable legacy for generations to come.



An artist's depiction of Skyline KL with the interconnected and upgraded Pudu LRT station which is expected to be completed by December 2025.