



"The majority of Paramount Property launches will be concentrated within our existing developments across the central and northern regions. In Kedah and Penang, indicatively we plan to launch a total of over 700 units

within ongoing projects in Bukit Banyan and Paramount Embun Hills while the central region will contribute over 1,000 units across The Atera, Kemuning Utama and Greenwoods projects. In addition, two new projects are slated for



launch in the second half of 2026 - one in Kuala Lumpur and one in Kedah," said the company.

Building on the success of 2025, Paramount Property is extending several high-response initiatives into 2026. This includes the Traverse with Paramount partnership with Cathay Pacific, which offers Asia Miles to eligible buyers and the Move-in Ready campaign, featuring fully furnished smart homes at The Atera in Petaling Jaya and Uptown Residences 2 in Klang. Additionally, the Maybank MyDeco Financing scheme remains available until March 2026, providing homeowners with essential financial assistance for interior fit-outs.

In the case of Bon Estates, the developer marked a significant 2026 milestone with the vacant possession of Bon Kiara in Q3 and the launch of Yanu Hills, a luxury enclave of 10 bungalows in Ampang.

"2026 is a meaningful year for Bon Estates as we celebrate our 10th anniversary in the Klang Valley. In conjunction with this milestone, we will be rolling out a series of commemorative brand and community-focused campaigns that reflect our journey, values and future aspirations. These campaigns will centre around celebrating our legacy, engaging our homeowner community and showcasing the

design philosophy behind our projects while also introducing what lies ahead for Bon Estates in the next decade," the company stated.

In Puchong, Ayer Holdings Bhd will execute two strategic launches, namely a residential phase featuring 218 homes and a commercial phase of 66 shop units as part of its Ayer Bukit Puchong masterplan. These market-responsive offerings are designed to reinforce Ayer's commitment to quality while driving long-term value and sustainable growth across its development portfolio.

"Ayer's 2026 campaign strategy will focus on building momentum and preparing the market for our major 120th Anniversary milestone in 2027. In the interim, we will maintain consistent engagement through four key festive-led touchpoints—Chinese New Year, Hari Raya, Merdeka and Christmas—anchored under Ayer's 119th Anniversary theme.

"These initiatives will not only support the two upcoming property launches but also allow us to test creative concepts, refine brand storytelling and strengthen buyer engagement frameworks in preparation for 2027. Throughout 2026, our efforts will be strategically aligned to ensure a seamless transition from campaign

planning to a landmark celebration, reinforcing Ayer's long-term positioning as a credible, innovative and community-focused township developer," the property developer said.

The business case for incentives

For a developer, a campaign is more than a sale as it is a vital component of the corporate balance sheet. As the industry looks toward the horizon, it is clear that campaigns are the indispensable engine of the 2026 property sector. In a market where supply is ample and buyers are selective, the developers who can craft the most compelling, value-led narratives will be the ones who dominate the sales charts.

The success of these promotional strategies will have a ripple effect into 2027. Effective clearing of current inventory through 2026 campaigns will stabilise property prices and give developers the confidence to proceed with the next generation of launches. For the Malaysian property market, 2026 will be remembered as the year where marketing agility became just as important as architectural excellence. In the high-stakes game of real estate, the strategy has truly heated up. 

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