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PHirst Park Homes® commences construction in Tanza, Cavite

Signs memorandum of agreement with Megawide for the use of precast panel system in 2,830 housing units



[October 2017] PHirst Park Homes®, the first-home division and brand name of listed real estate developer Century Properties Group, Inc. (CPG:PM) with Mitsubishi Corporation, has announced that it has signed a memorandum of agreement with triple-A contractor Megawide Construction Corporation.

Present at the signing were: (From left) Mitsubishi Corporation Manila Branch Department Manager Dennis Macalisang and Mitsubishi Corporation Manila Branch Deputy General Manager Masahiro Nagaoka; PHirst Park Homes Technical Head Kerwin Amar, PHirst Park Homes President Ricky Celis; Century Properties Group, Inc. Chief Operating Officer and PHirst Park Homes Chairman Carlo R. Antonio; Megawide President Edgar Saavedra, Megawide Assistant Vice President for Precast Einstein Chiu and Megawide Precast Sales Manager Jeralbine Nuguid.

Under the agreement, PHirst Park Homes through its company Tanza Properties Inc., has awarded a contract to Megawide for the application of its precast concrete panel building systems for 2,830 housing units in PHirst Park Homes Tanza, Cavite.

“PHirst Park Homes works only with the best in the industry to deliver quality housing to first-time homebuyers. We are confident of Megawide’s experience and leadership in modern precast technology and their expertise will only ensure that our PHirst homes in Tanza are delivered complete and on-schedule,” said Ricky Celis, President of PHirst Park Homes®.



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The precast construction system is one of the hallmarks of Megawide. According to the company it enables faster construction, easy standardization, cost-effectiveness, high-quality finish and enhanced facade design. “We are extremely proud of our precast technology. This memorandum of agreement with PHirst Park Homes is our seal of assurance to buyers in terms of quality and timely delivery,” said Megawide President Edgar Saavedra.

PHirst Park Homes Tanza is a 26-hectare horizontal community accessible via Governor’s Drive, Cavite with a total of 2,877 units. Launched in the second quarter of 2017, the property has commenced with land development for its first phase, which will have 950 units.

Target completion for the land development of the first phase is Q3 2018.

Construction of the first 878 homes will begin in the first quarter of 2018, to be turned over in the third quarter of the same year. Construction of the remaining 72 units is set to start by the second quarter of 2018, to be turned over before the year-end.

As of August 2017, reservation sales for the first phase has reached 91% valued at approximately Php1.2 billion.

PHirst Park Homes® attributes the fast sales take up to the demand of Filipino end users for quality housing in the price range of Php1 to 3 million. Buyers from the CALABARZON area (Cavite, Laguna, Batangas, and Quezon) dominate the sales by close to 60%, followed by Filipinos working overseas.

With an attainable monthly amortization starting at Php9,000 a month for a 40-square-meter home, PHirst Park Homes® Tanza offers a “Complete” package of homes with a perimeter fence and gate, finished ceiling, flooring and bathrooms. “Conceptive” amenities provide a home-in-a-park experience, where residents will find opportunities for health, fitness and community bonding activities. Residents will stay “Connected” to life’s essentials through Wi-Fi zones and a shuttle system. A simplified buying process also ensures a “Convenient” experience.

Century Properties has identified the first homebuyer market as one of the two allied real estate segments for its business expansion, with the other being leisure and tourism. The company’s foray into quality first homes seeks to address the strong housing demand in the segment of the expanding middle class in the Philippines, which largely benefit from the surge of overseas Filipino remittances, the growth of the BPO industry and shift towards smaller households due to rising incomes. #