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PHIRST PARK HOMES, INC. EXPANDS TO LIPA AND SAN PABLO

CPG-Mitsubishi joint venture firm to launch more developments this year

[February 2018] PHirst Park Homes, Inc. (PPHI), the joint venture company of Century Properties Group Inc. (PSE: CPG) and the global business enterprise Mitsubishi Corporation for affordable housing, is making significant headway in its plans to roll out 15 projects in the next four years with its maiden communities in Lipa, Batangas and San Pablo, Laguna, plus two additional planned sites for 2019.

The 20-hectare PHirst Park Homes Lipa Batangas in Barangay San Lucas, launched in the second quarter of 2018, was well-received by the market and has sold out more than half of its total inventory as early as September last year. Net sales for 900 out of a total of 1,846 homes posted a total value of Php 1.16 billion. The second phase of the project inventory with more than 300 units will be launched soon.

PPHI is also officially launching its newest community, PHirst Park Homes San Pablo Laguna, in March 2019. Located in Maharlika Highway, Barangay San Ignacio, the 18.5-hectare community will offer a total of 1,640 homes.

“These two projects mark an auspicious start of the year for PPHI and cement our commitment to provide first time homebuyers with superior housing in the best locations. We look forward to rolling out more communities under the PHirst Park Homes brand very soon,” said Ricky M. Celis, President of PPHI.

All PHirst Park Homes developments carry the 4Cs – Complete and finished homes with a perimeter fence and gate, Conceptive amenities that encourage a sense of community, a Connected community with WiFi zones and easy access to modern conveniences, and a Convenient purchase process for home buyers.

Each site is distinguished by its amenity themes – PHirst Park Homes Lipa has activity nodes that feature traditional Filipino games while PHirst Park Homes San Pablo has health and wellness facilities.

Future PHirst Park Homes sites are being eyed in north and south Luzon, which has been identified by PPHI as growth areas with a high concentration of OFW families and unmet demand for housing, high purchasing power, and infrastructure projects are in place. #