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PHirst Park Homes to launch two more projects in Laguna and Batangas

PHirst Park Homes, Inc. (PPHI), the fastest growing affordable housing firm in the Philippines, has announced its plans to launch two more projects with an initial of 1,912 units in the Calabarzon region this year, specifically in Laguna and Batangas.

“We are launching two more projects before the end of the year in line with our goal of rolling out 33,000 homes by 2023. With the consistently strong market demand PHirst Park Homes continues to be bullish in expanding its footprint in key growth centers in Luzon. We hope families can also take advantage of the opportunity this season to own a brand-new house and lot at a very good price,” said Ricky Celis, President of PPHI.

Celis added that these two new projects, which is the 9-hectare property in Calamba, Laguna with 891 units is slated to launch on November 23 and the initial 13 hectares in Nasugbu, Batangas with 1,021 units will secure necessary permits and licenses before launching it by December 2019. The two upcoming projects can generate an estimated Php3.5 billion in total sales value from 1,912 units and additional 22 hectares of land bank for the company.

PHirst Park Homes has currently four existing projects. The first Central Luzon project in Pandi, Bulacan was recently launched on October 19, its fourth horizontal community after the 26-hectare PHirst Park Homes Tanza (Cavite), the 20-hectare PHirst Park Homes Lipa (Batangas), and the 18-hectare PHirst Park Homes San Pablo (Laguna).

With the addition of the two projects, PPHI collectively launched 117 hectares of property with a total of 10,839 units valued at Php19 billion. The company has already completed 517 units and sold 4,630 homes valued at Php7.7 billion as of October 2019.

PPHI redefined the affordable housing segment in the Philippines by integrating the 4Cs in all its developments: Complete, Conceptive, Connected, and Convenient. Homes are delivered complete and finished with a flooring, ceiling, bathroom fixtures, a gate and a fence. Each PHirst community has conceptive amenities; are connected through WiFi zones and shuttles; and most importantly, offers convenient payment terms.

“PPHI goes beyond the basics as we bring various innovative design concepts and amenities that would allow residents to fully enjoy their hard-earned investment. By the end of this year the company will also launch a new system that would further simplify the buying experience to make it easier for buyers to own their very first home,” Celis said.

As the first-of-its-kind gated residential community, PPHI projects offer an expandable two-storey house and lot (either single-attached or townhouse) that starts at Php1.3 million. It has thematic activity nodes with Filipino traditional games, outdoor fitness zones, and life-size board games, as well as a central amenity area with a clubhouse, lap pool, basketball court, and parking slots.



PHirst Park Homes is a joint venture company of Century Properties Group with Japan's global business enterprise Mitsubishi Corporation. The company targets to roll out 11 more out of 15 master-planned communities in the next four years to address the country's reported backlog of 6.6 million housing needs.

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