

PHirst Park Homes, Inc. (PPHI), the fastest growing affordable housing firm in the Philippines, is ramping up its land bank in the Calabarzon area with the acquisition of a 30-hectare property located in Batulao, Nasugbu, Batangas.

PPHI President Ricky Celis said the company's future Batangas project will have a mix of modern and rustic ambiance with tree-lined streets and wide-open spaces. The community will have a pleasing green landscape and the beauty of Mount Batulao.

"Before we end the year 2019, we achieved another milestone as we acquired one of the prime properties in Nasugbu, Batangas. We are very much excited for the opportunities to develop this into a showcase community," Celis said.

PPHI will allot an estimated Php550 million of capital expenditures for the entire Nasugbu project, which will be developed in phases. The Nasugbu project will be launched in the first quarter of 2020, but Celis said initial selling for the first 13 hectares with 1,021 units will start this month.

Celis said the master plan design will be more distinctive compared to other PHirst Park Homes brand by introducing new components in the project, such as a commercial center and new house models that are eco-friendly. It will also have wider road networks and more amenities or open spaces.

The project is conveniently located in the scenic Nasugbu Highway, which is a 1.5-hour drive from Manila via the Sta. Rosa-Tagaytay Road. It is also a 20-minute drive from the famous Tagaytay City and a 42-minute drive to the beaches of Nasugbu. Furthermore, the project will soon have a direct access to the Cavite-Tagaytay-Batangas Expressway (CTBEx), which connects Silang, Cavite to Nasugbu, Batangas Road.

"Future residents will get to experience a world-class development at an affordable price point. People can jog in the streets freely, kids can play in the park, or throw a party at the clubhouse —and be rest assured of utmost security and peace of mind when you are inside the PHirst Park Homes project," Celis said.

PPHI, through a joint venture company of Century Properties Group with Japan's global business enterprise Mitsubishi Corporation, has launched five projects that covers a total of 91 hectares and 8,799 units valued at Php14.4 billion. They are the 26-hectare PHirst Park Homes Tanza (Cavite), the 20-hectare PHirst Park Homes Lipa (Batangas), the 18-hectare PHirst Park Homes San Pablo (Laguna); 11-hectare PHirst Park Homes Pandi (Bulacan); and 9-hectare PHirst Park Homes Calamba (Laguna).

The company is expected to roll out 10 more out of 15 masterplanned communities in north and south Luzon with 33,000 homes by 2023 to help address the country's 6.6 million housing backlog.

All PHirst Park Homes projects bear the brand's signature 4Cs: Complete and well-provisioned homes with a perimeter fence and gate, Conceptive amenities including an outdoor cinema, Connected living through WiFi zones and a shuttle service, and a Convenient and simplified selling and buying experience.