



EXCLUSIVE PREVIEW
EVENT
15TH & 16TH JULY 2023



DAHLIA
AYER BUKIT PUCHONG

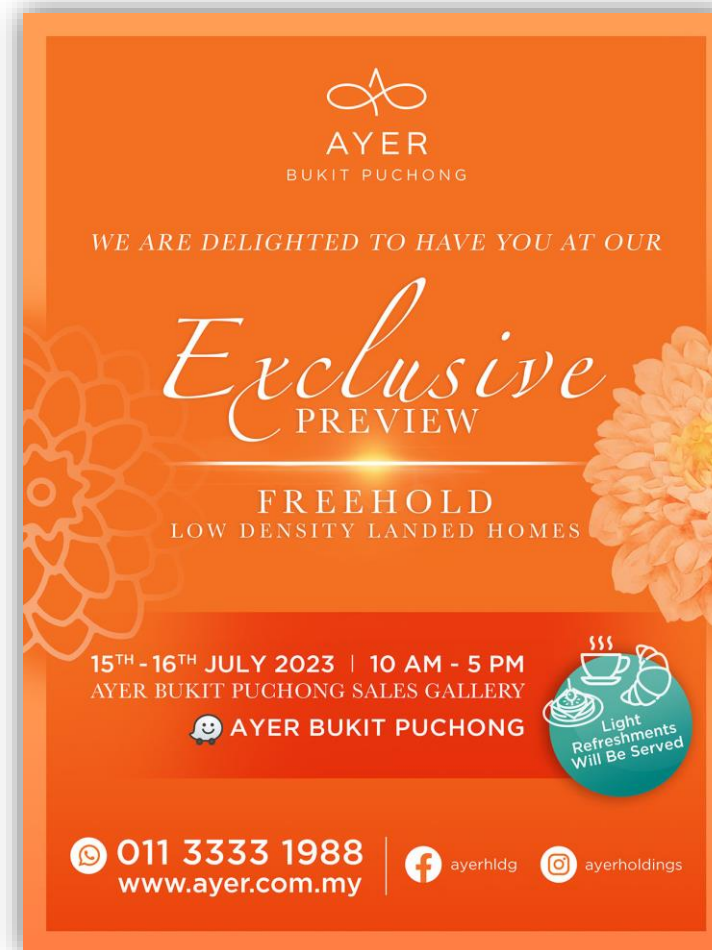


DAHLIA EXCLUSIVE PREVIEW EVENT 15th & 16th JULY 2023

We are pleased to share the Exclusive Preview Event organized exclusively for our Pre-registered Potential Buyers of our upcoming Project Dahlia. Held on the 15th and 16th of July 2023 at AYER Bukit Puchong Sales Gallery, this event has garnered an impressive total of 186 attendees, including both registered and walk-in customers.

Our proactive approach ensured that customers who had expressed keen interest in Dahlia were extended personalized RSVP invitations well in advance of the event, creating a sense of exclusivity and anticipation among potential buyers. The event aimed to show more details of our Project Dahlia to the potential buyers, but more importantly, the main objective is to avail bankers to process interested prospects' mortgage loan, in order to filter eligible prospects and to strategize on faster SPA signing . Only registrants with approved loan will be invited for the Launch Event for unit selection and booking. To expedite signing the SPA, an incentive of additional 1% rebate will be offered to the purchaser.

EVENT INVITATION



Our esteemed customers who have signed an expressed interest form were delighted to receive an exclusive preview invitation, accompanied by a personalized link allowing them to RSVP their preferred date and time for the event.

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EVENT FLOW



Upon registration, customers were provided with a comprehensive event flow sheet designed to ensure a seamless experience throughout the event.

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EVENT SET-UP - OUTDOOR



Flag Pole Set Up at Entrances



RELA team on standby to assist with traffic control



Entrance Archway with welcome board and closed for event standee

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EVENT SET-UP - FOOD & BEVERAGE

In our pursuit of providing an exclusive and premium experience to our esteemed customers, we curated a Refreshment Set Up in a captivating Grazing Table Style. The menu featured an array of offerings, including mini bites, refreshing infused water, delectable tarts, puddings and pasta served in cups. This carefully selected selection elevated the overall ambiance of the sales gallery



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EVENT SET-UP - FOOD & BEVERAGE



To further elevate the overall experience, we curated a dedicated café space within our meeting room, where the skilled barista served a selection of barista-style coffee that proved to be a resounding hit with our valued customers. These thoughtful touches aimed to create a sophisticated and memorable atmosphere.



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EVENT SET-UP - PRESENTATION

Upon registration, customers were welcomed and guided to a product presentation that was thoughtfully designed to showcase the features and unique attributes of Dahlia. This session served as an essential introduction, allowing attendees to gain valuable insights into the project's vision, scale model, perspectives, and layout.



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EVENT SET-UP - SCALE MODEL DISPLAY AREA

Customers are then invited to view the scale models, gallery posters, layout plan, floor plan on display.



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EVENT SET-UP - DEVELOPER COUNTER

Customers then proceed to the Developer's Counter, where they will fill in the Preferred Unit Type Form. This was where customers indicated their preference on unit types.



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EVENT SET-UP - BANKERS SPACE

Customers then can check their loan eligibility at the banker's space. There were a total of 7 banks present to assist customers.

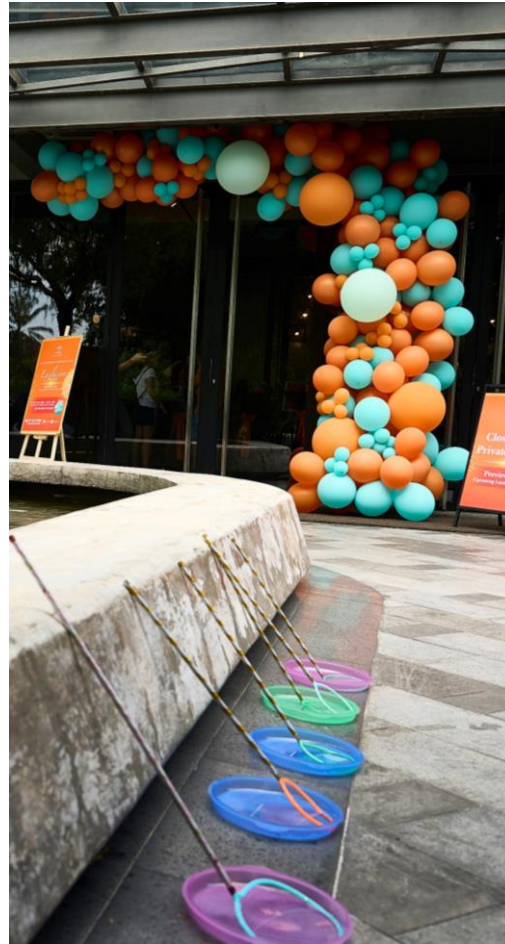


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EVENT SET-UP - OTHERS



Kids Corner



Giant Bubble



Registration



Engagement Space



Coffee Corner



Bankers Space

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EVENT VIDEO



[CLICK HERE FOR VIDEO](#)