

## **Cebu Landmasters set to roll out P17B for 2017 projects, sets up property management firm**

LISTED Cebu Landmasters Inc. (CLI) is set to roll out at least P10.61 billion worth of projects in the remaining months in the Visayas and Mindanao (VisMin) where demand for housing continues to expand. This amount is in addition to the P7.09-billion programmed projects, which have already been unveiled in the first half of the year, bringing the total amount of developments launched to reach P17.7 billion for this year alone.

The company strengthens its foothold in the Visayas and Mindanao by rolling out 14 projects in 2017 in Sibulan (Negros Oriental), Bacolod (Negros Occidental), Iloilo, Cebu, Davao, and Cagayan de Oro.

CLI chief operating officer Franco B. Soberano said: “The real estate market in the Visayas and Mindanao continues to thrive. Our vertical and horizontal project launches are proudly spread out across the most progressive markets in the region. Our expansion to these key VisMin cities of Cagayan de Oro, Davao, Bacolod, Iloilo, and Dumaguete is a strong indication of our positive outlook. We are also banking on our expertise and knowhow as a homegrown player from VisMin.”

CLI will introduce two more hotels in its mixed-use projects in Cebu City, in addition to their first hotel Citadines by Ascott. Next are a hip and modern hotel catering to the millennial market with 150 rooms, and CLI’s third hotel in a mixed-use development called Astra Centre.

CLI will also expand its economic housing brand Casa Mira, which will now have in total more than 7,000 economic housing units as it expands to four more locations. Casa Mira Coast in Sibulan, Negros Oriental will have 543 units; Casa Mira in Iloilo City, 526 units; Casa Mira Granada in Bacolod, 637 units; and Casa Mira Towers Guadalupe in Cebu City, 727 more units.

In the mid-end segment, a project called MesaVirre Garden Residences will be introduced in Bacolod City. Like CLI’s award-winning mid-end residential condominiums in Cebu, MesaVirre will highlight landscaped open areas and other generous garden-inspired amenities. Velmiro Heights will also be launched in Cagayan de Oro offering well-designed homes and amenities to satisfy the preferences of the city’s upwardly mobile clientele.

CLI has also created a fully owned subsidiary, Cebu Landmasters Property Management Inc. (CLIPM), which will handle all property management functions for the properties to ensure the quality of operations.

Soberano said: “We formed CLIPM to strengthen our commitment and fulfill our promise to nurture our CLI communities even after the turnover of the units. Since 2003, CLI has served as property managers to all its horizontal projects. Now, all our vertical projects will be managed by CLI as well. This is a value-added service that we will work very hard to deliver, and this is the very embodiment of ‘building with you in mind.’ CLIPM plans to have around 50 personnel by the end of 2017.

“Our key value add-on is in the expertise and hands-on culture of CLI. With a dedicated property management arm, CLI will set high standards for the security, maintenance/upkeep, financial

health, and strive to foster a harmonious community among unit owners. This all leads to the protection and growth of property values,” Soberano pointed out.

Previously handled by third-party providers, CLI has been directly managing its condominiums since July this year. This is part of CLI’s commitment to build with its customers every step of the way, said Soberano.



ASTRA CENTRE, CEBU - A mixed-use development with a hotel, condominium, offices and retail mall to be launched in 2017



MESEVIRRE GARDEN RESIDENCES, BACOLOD - 5th of CLI's best-selling mid-end garden series with generous garden-inspired features and amenities



CASA MIRA COAST, SIBULAN, NEGROS ORIENTAL - 4th of CLI's successful Casa Mira developments, an economic housing community that gives more for the Filipino family which includes a basketball court, swimming pools, children's playground and more.