

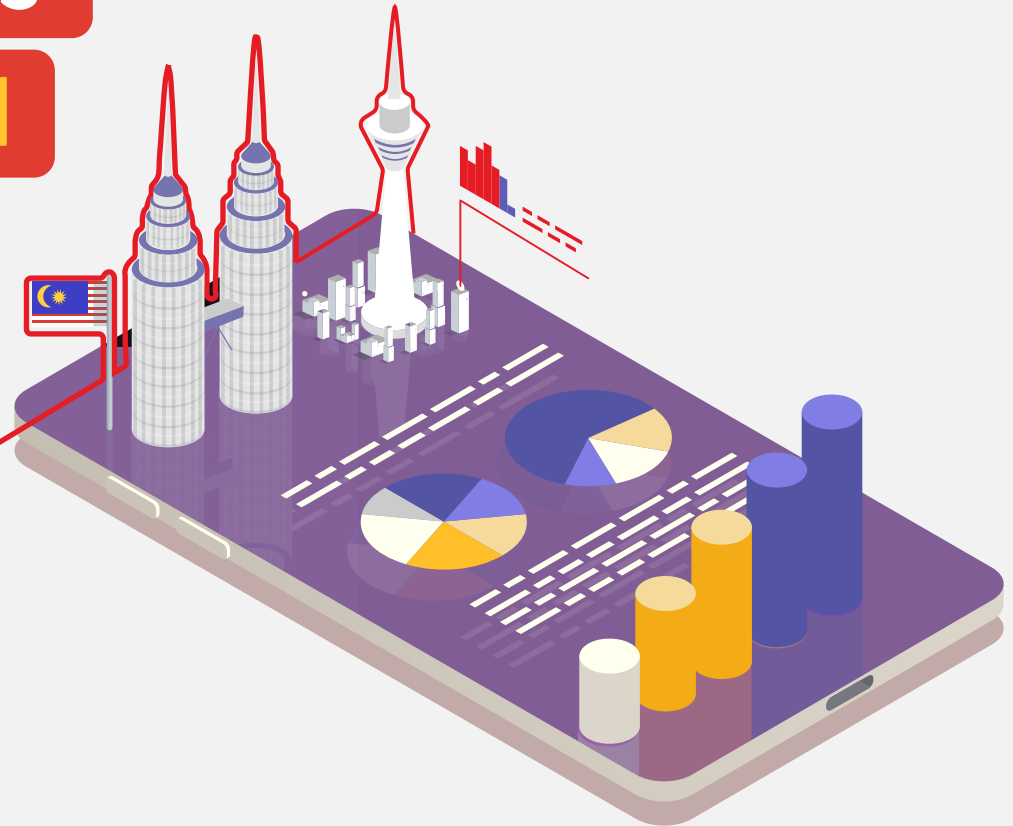


**PropertyGuru**  
DataSense

# Data4Decisions

## Handbook 2021

Turning Real Estate Data  
Into Actionable Insights



# Introduction



Across the globe and within various industries, big data is revolutionising business operations. The local real estate sector is no exception as ever more challenging market conditions for stakeholders draw increasing pressure for smarter and faster decisions. For optimum efficiency, the real estate sector requires accurate, comprehensive as well as easily accessible market information and performance benchmarks.

The incorporation of data analytics and artificial intelligence in real estate allows developers, financiers and investors to make informed decisions backed by

facts and figures. It enables better urban planning, sustainability and governance by authorities, that trickle-down as long-term benefits to local communities and the environment.

Data For Decisions, seen here in its first edition, is a concise handbook comprising key public and private real estate transaction data and their respective interpretations, derived internally from **PropertyGuru DataSense** platforms as well as external sources. The handbook aims to empower stakeholders and investors in the property industry with a platform for actionable insights.

# Navigating the endemic era

When the pandemic first appeared locally, it ushered in an unprecedented period across the globe and the local property market is no exception. While many stakeholders adapted to face the unique challenges therein, there remained a degree of uncertainty as to the repercussions of the pandemic on the economy and real estate sector.

Today, the effects of the prolonged pandemic and resulting movement control order (MCO) on property transactions and buyer preferences are measurable, seen outlined in this handbook.

However, it remains to be seen if work from home practices and demands for space, privacy and amenities will continue to shape buyer trends in the years to come.

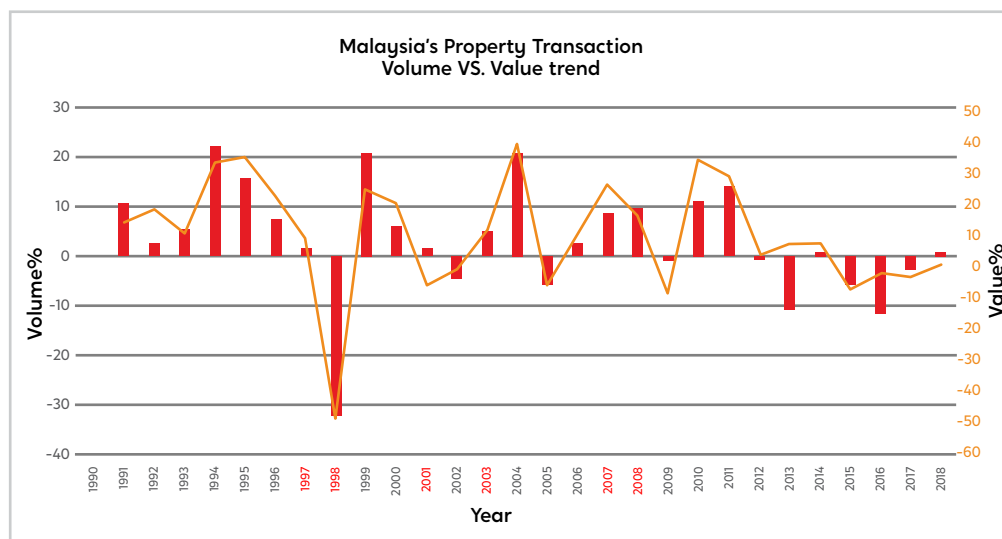


With high vaccination rates and the possible transition to an endemic phase, the road to recovery can finally begin in the year ahead. While the underlying factors and economic impact of previous recessions may differ, the fact remains that Malaysia's property market has shown resilience and relatively quick recoveries in the past.

During the outbreak of the Nipah virus, transaction volumes and values dropped drastically by 32.3% and 47.6% respectively but saw speedy recovery the following years. Moreover, there are indications of property asking prices on track to recovery - the PropertyGuru Malaysia Property Market Index (MPMI) saw positive growth overall and across the four key locations for the first time since the pandemic begun.

The past year has also seen the introduction of a renewed loan moratorium alongside low Overnight Policy Rates (OPR) and Real Property Gains Tax (RPGT) exemptions. At the time of publication, there has yet to be an extension of the widely celebrated Home Ownership Campaign (HOC) beyond its end of the year deadline nor any inclusion of it in the secondary market.

Will the final quarter of 2021 show a spike in pent-up demand and last minute purchases before the HOC ends?

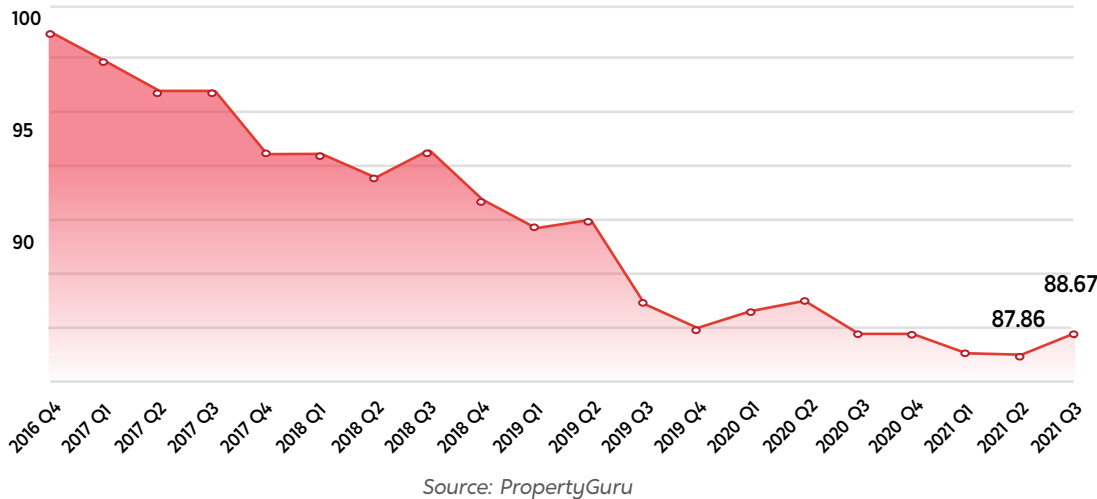


A black and white photograph of a woman in silhouette, standing and looking out a large window at a city skyline. The woman is on the left side of the frame, facing right. The window is a large glass pane with a grid of thin vertical and horizontal lines. Outside the window, a dense urban landscape is visible, featuring several tall buildings. The most prominent building in the center is a skyscraper with a distinctive grid-like facade. Other buildings of varying heights and architectural styles are visible in the background. The sky is overcast. A red rectangular box is overlaid on the right side of the image, containing the word 'Overview' in white text.

# Overview

# Pricing Index

PropertyGuru Malaysia Property Market Index Q4 2021



The PropertyGuru Malaysia Property Asking Price Index, which tracks the asking prices in primary and secondary property markets on a quarterly basis, stood at 88.67 points in Q3 2021. This represents a 0.92% quarter-on-quarter (QoQ) uptick from Q2 2021, and a slight year-on-year (YoY) gain of 0.08% from Q3 2020.

Notably, there was positive growth for asking prices in all four key regions of Kuala Lumpur, Selangor, Penang, and Johor. This indicates that nationwide recovery could be on the cards, given that this is the first time all four markets registered positive quarterly growth since the impact of the pandemic took hold in Q2 2020.

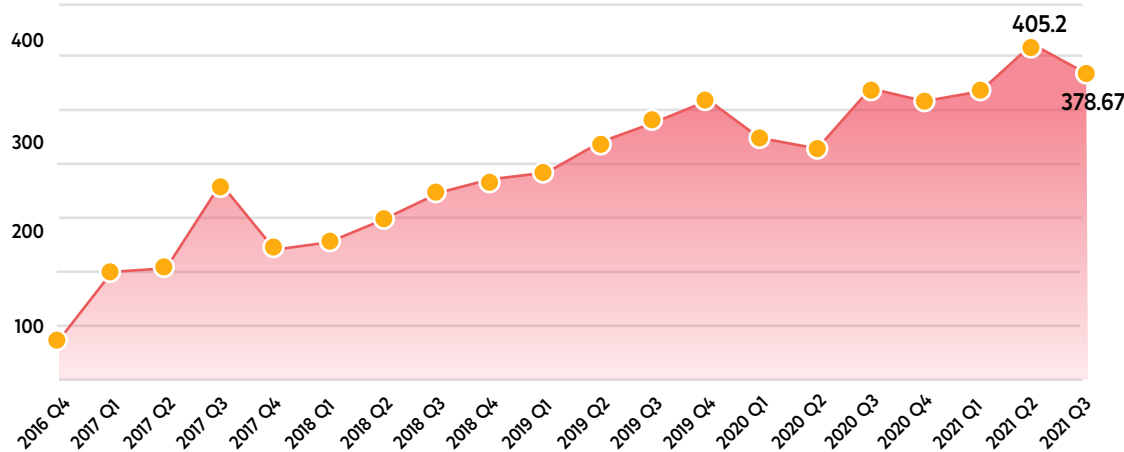
While some key markets have fluctuated between positive and negative price movements since that period, the overall YoY trend has been declining since the second quarter of 2020. This coincides with the onset of the Movement Control Order (MCO) restrictions and limitations on commercial activity.

The recent increase in asking prices can be attributed to the accelerated rate of vaccinations which stood at 75.2% (or 24.5 million individuals) as at Nov 1, 2021. The positive impact this has had on consumer confidence is expected to result in a gradual, but steady, return of demand for property.

Source: PropertyGuru Malaysia Property Market Index Q4 2021

# Supply Index

PropertyGuru Malaysia Property Market Index Q4 2021



Source: PropertyGuru

A reminder that we are not completely out of the woods though, is the sharp decline in supply volume registered in Q3 2021. The PropertyGuru Malaysia Property Supply Index, which tracks supply via property listings on PropertyGuru, showed that property supply dropped by 6.51% QoQ in the third quarter, despite a positive gain of 11.94% in Q2 2021.

This is also reflected in a marginal 4.99% YoY increase in Q3 2021, in contrast to the double-figure YoY increases in the two previous quarters.

Listing trends on our website suggest that that part of the reason for this could be a temporary decrease in supply volume from the secondary market. This is likely due to downward trending prices in H1 2021, with sellers temporarily putting their selling plans on hold for most of the third quarter.

Listing activity in the fourth quarter, however, has already picked up pace. Should prices continue to stabilise or move upwards in the coming months, a change in this trend can be expected to be registered by year-end.

Source: PropertyGuru Malaysia Property Market Index Q4 2021

Did you

know

Residential overhang for Q1 2021 is at the highest volume since 2016 (NAPIC)

# Regional asking prices and supply

## 📍 Kuala Lumpur



On a regional front, asking prices moved upwards in KL by 2.04% QoQ in Q3 2021, picking up pace from the 1.56% QoQ increase it registered in the previous quarter, marking the biggest price increase among the four key regions. Following the overall supply trend, property supply in KL fell by 7.30% QoQ in Q3 2021, due to the shrinkage of secondary properties being put up for sale.

## 📍 Selangor



Selangor saw its asking prices grow by 1.50% QoQ, improving on the 1.18% registered in the previous quarter, while on the supply side, supply drop by 2.63% QoQ in Q3 2021. However, from a yearly perspective, supply grew by 17.36%, which is also the highest among the four key regions.

## 📍 Penang



Asking prices in Penang registered a growth of 1.38% QoQ in Q3 2021, following a slight increase of 0.95% in the preceding quarter. However, in Q3 2021, its supply drop by 13.79% QoQ, which is the largest drop since Q4 2017.

## 📍 Johor



In Johor, the asking prices rose by 0.15% QoQ, which is significant because it is the first time it has recorded a positive growth on the index. Meanwhile, Johor's supply index registered a drop of 12.69% QoQ. Its 13.36% YoY decline is also the largest margin of decline ever recorded by the index.



# Transaction Patterns

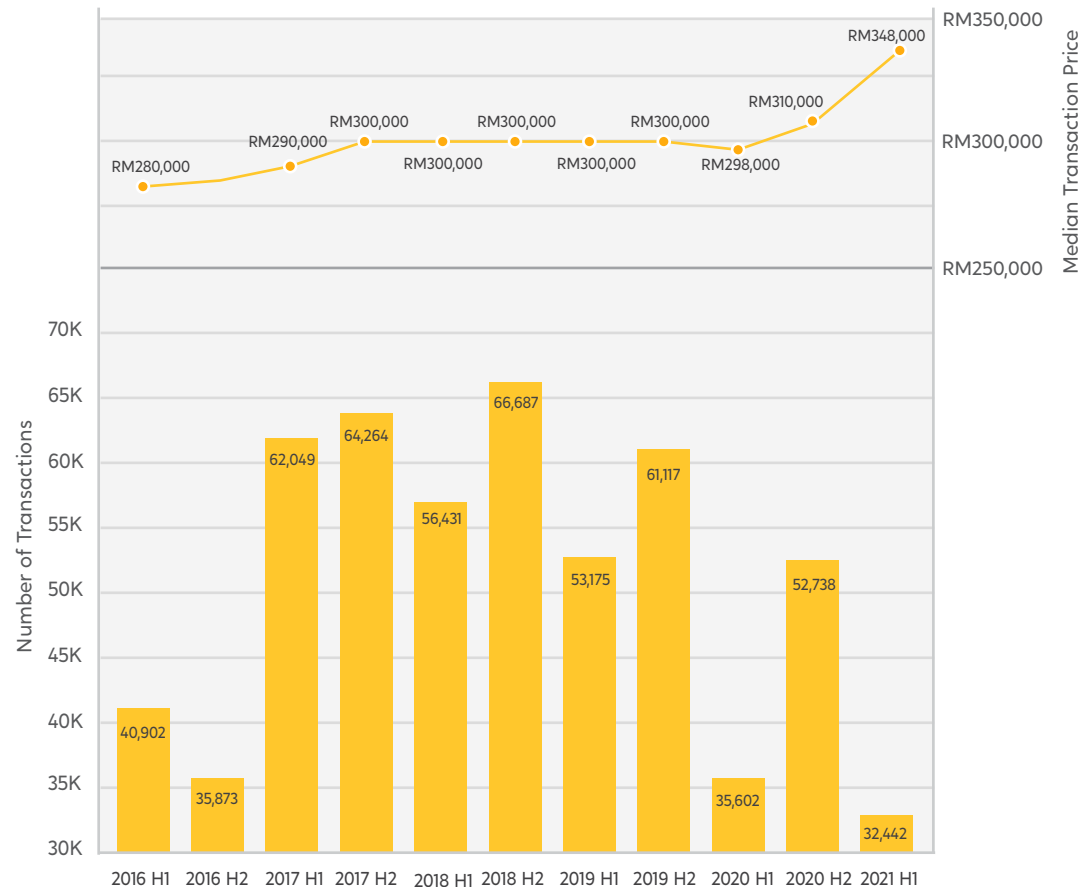
The number of transactions in the residential sector experienced dramatic fluctuations since the start of the pandemic owing to restrictions in economic activity. The chart includes service apartments that fall under the commercial sector despite its residential use.

The impact of the MCO periods can be seen in the volume of property transactions at H1 2020 and H1 2021. Interestingly, median prices are the highest ever recorded despite the large dip in transaction amount. It means while fewer people purchased properties compared to previous years, the average value of the properties purchased were higher.

Internal data has also shown the price per square feet (psf) to be relatively stable despite a marginal downward trend since first recorded in 2016. Thus, it can be deduced that buyers with the financial means took the opportunity to purchase larger and more expensive properties amid the pandemic.

While transaction numbers are relatively far off from pre-pandemic levels, the HOC coupled with low interest rates, other government incentives and developer discounts may be positively attributed to keeping purchase activity alive.

Breakdown of residential transactions



Did you

know

Median transaction prices have been increasing overall for the past decade

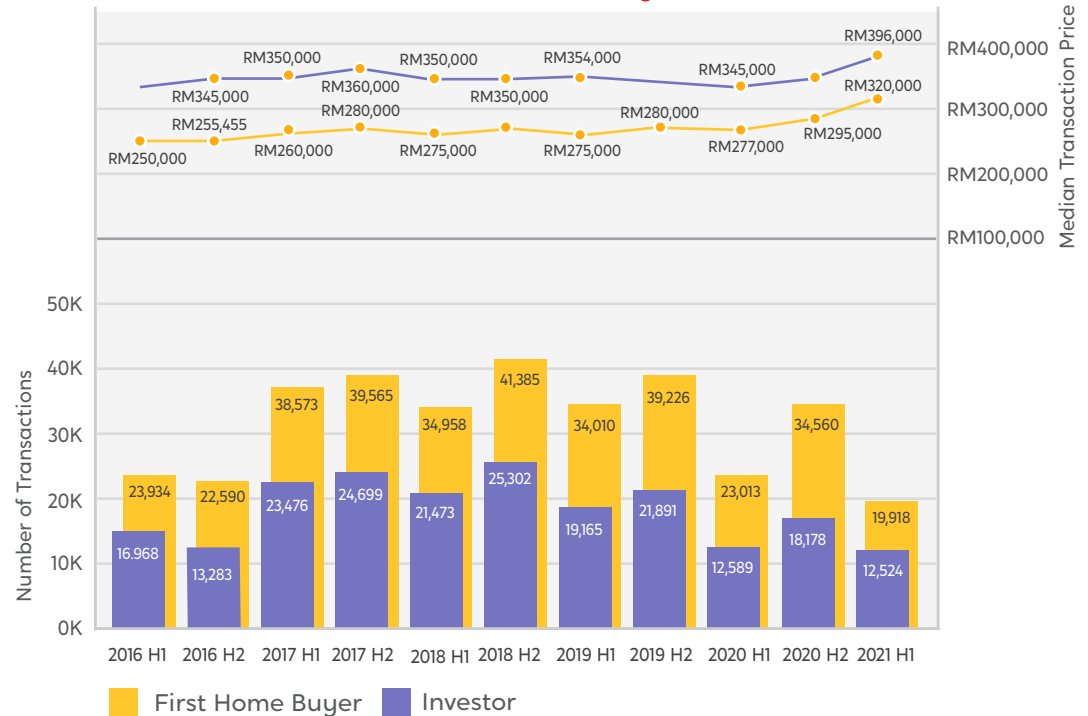
# Buyer Profile

The chart shows median price and transaction numbers for investors versus First Home Buyers (FHBs). Investors are categorised as those who already own one property. However, the data is unable to tell us what investors use the purchased property for. Could it be an investment vehicle or as an own-stay upgrade to an existing property?

Median transaction prices show investors respond most to properties priced from RM 250,000 to RM 325,000. FHBs, on the other hand, resonate most with properties priced from RM 250,000 to RM 300,000.

The volume of transactions by FHBs consistently outnumber investors. FHBs continue to drive transactions, lending weight to the effectiveness of housing and financing policies as well as incentives for homebuyers. The dominance of FHBs is also a healthy indicator of aspirations for homeownership among the youth despite the challenging economic climate.

Breakdown of First Home Buyer - Investor



Did you

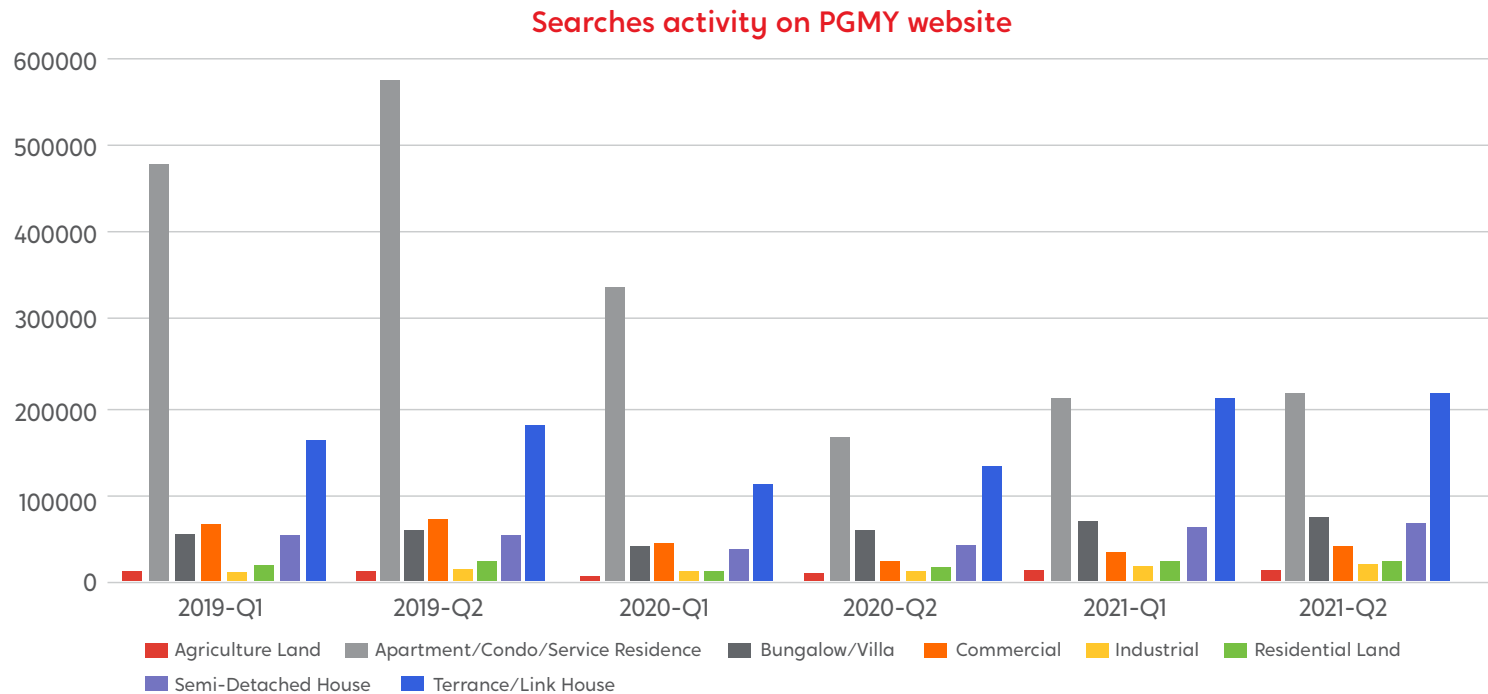
know

FHBs made up 61.2% of transactions in Q1 2021

# Property Type

The first bar chart shows a clear reduction in the searches for apartments/condos/service residences as the pandemic began. Searches for terrace/link houses however have increased. In terms of transaction data, terrace houses have

remained by far the most preferred choice for investors and homebuyers alike. Terrace houses made up 47.1% of transactions in Klang Valley, 69.8% in Johor and 34.4% in Penang.



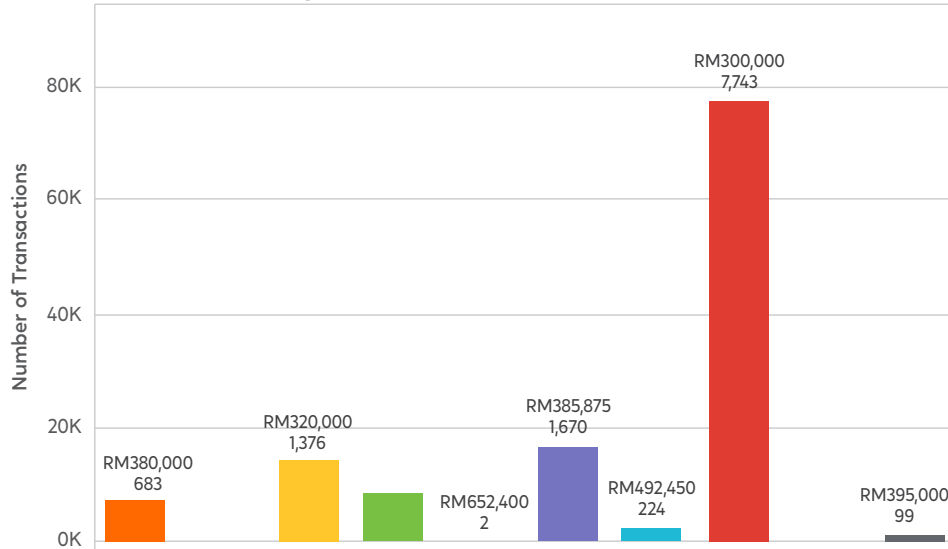
**Did you**

**know**

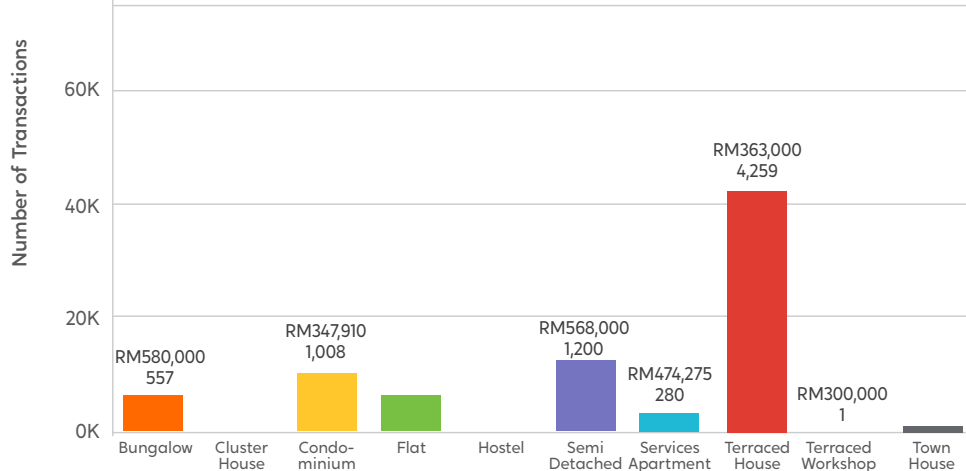
Despite the higher search volume for high rises, terrace houses have remained the top transacted for the past 5 years

## Preference of Property Type

### First Home Buyer



### Investor



**84%**  
Malaysian

deem extra space for a home office necessary






The H2 2021 Consumer Sentiment Survey showed 84% of Malaysians with the flexibility to work from home deem extra space for a home office necessary

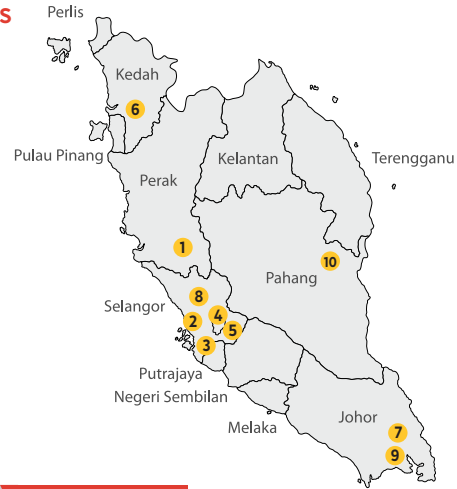
The pandemic further propelled buyer preferences towards landed properties over high rises as concerns over space, density and privacy took priority over connectivity and travel time.

Will these concerns remain a priority in the endemic era? Will work from home policies or hybrid models remain regardless of the virus? If job requirements continue to influence buyer preferences then only time will tell. However, should WFH practices continue, the demand for landed properties will likely further drive up capital growth for terrace houses over the coming years.

# Top Areas in H12021 Nationwide

By Volume of Transactions

 Median Price  
 Number of Transactions  
 Capital Growth



1 Ipoh



2 Klang



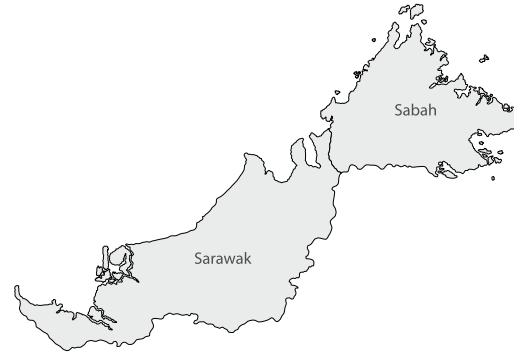
3 Puchong



4 Cheras



5 Kajang



6 Sungai Petani



7 Skudai



8 Shah Alam



9 Terbau

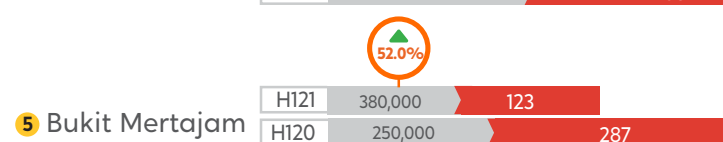
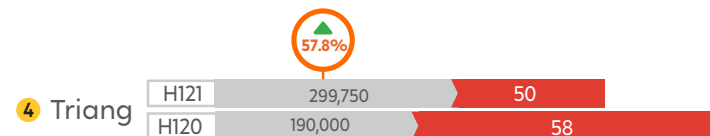
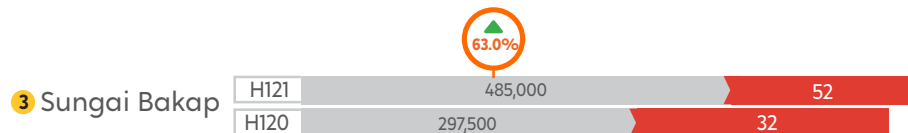
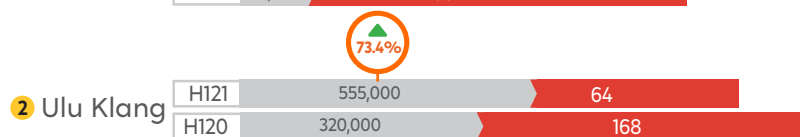
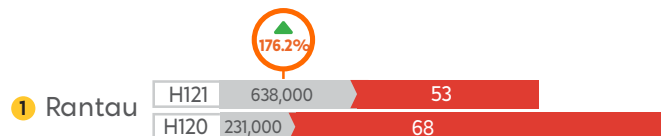


10 Kuantan



# Top Areas in H12021 Nationwide

## By Capital Growth

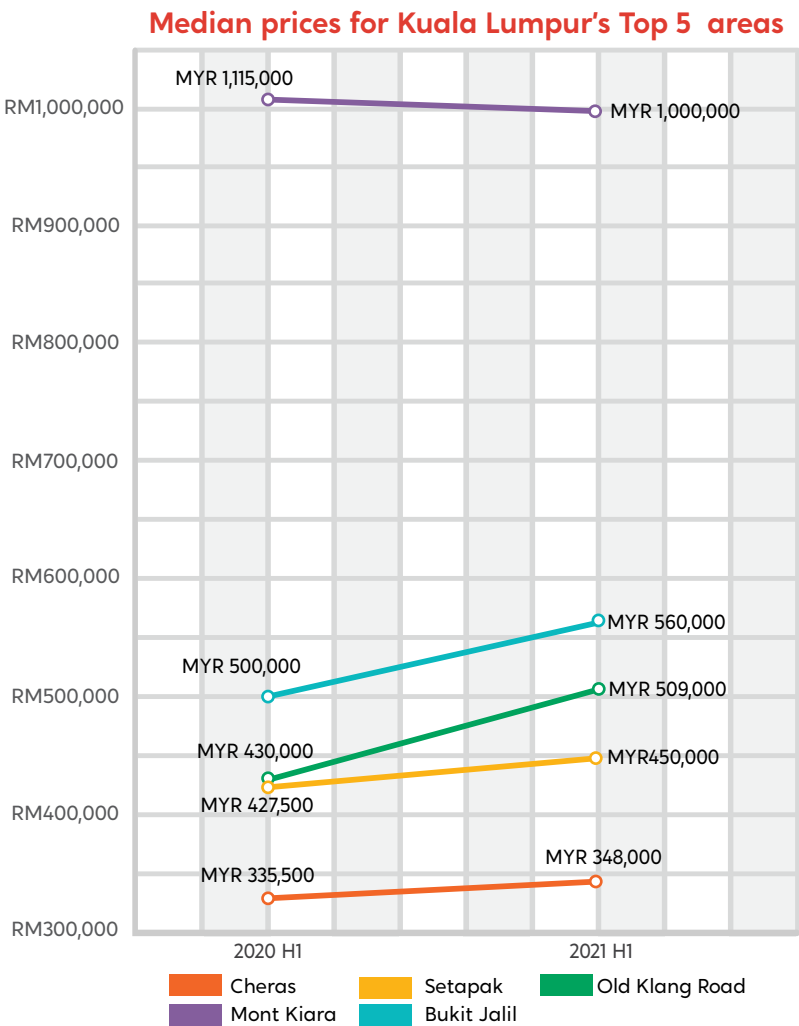






Regional

# Kuala Lumpur



Year	Median Price	% Change in Median Price	No. of Transactions	% Change in No. of transactions
2016	MYR 520,000		5,680	
2017	MYR 530,000	▲ 1.92%	9,392	▲ 65.35%
2018	MYR 520,000	▼ -1.89%	8,959	▼ -4.61%
2019	MYR 465,800	▼ -10.42%	9,458	▲ 5.57%
2020	MYR 500,000	▲ 7.34%	7,265	▼ -23.19%
2021	MYR 529,000	▲ 5.80%	2,152	▼ -70.38%

The most transacted areas in Kuala Lumpur are mature, high-density suburbs which feature a concentration of new projects.

The median transacted price of properties in Kuala Lumpur has been on an upward trend since 2019 and recorded a 5.80% YoY growth.

Given the sheer volume of the secondary market, 96.05% of the transactions in H1 2021 were subsale and 3.95% were from developers.

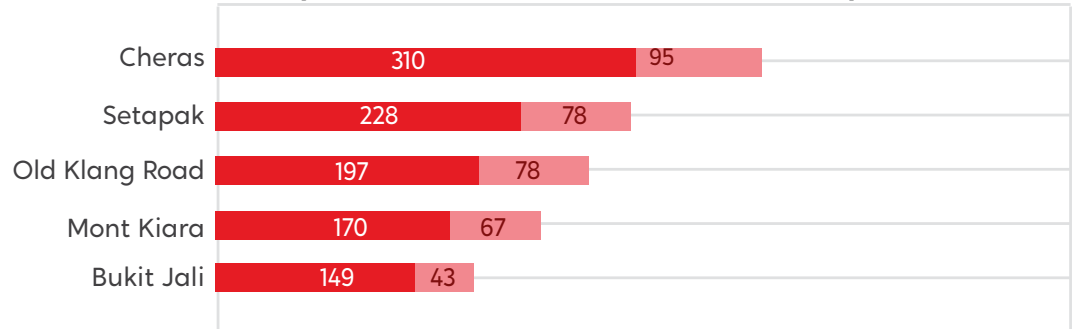


## Kuala Lumpur (cont.)

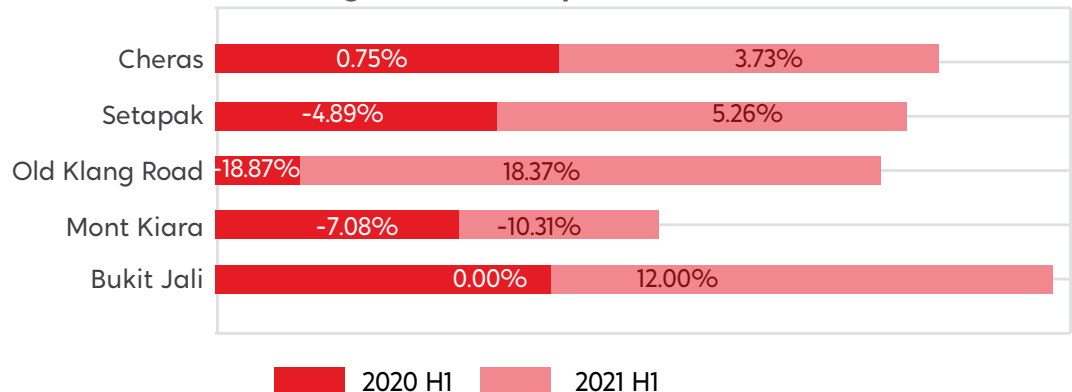
Of the top five areas in Kuala Lumpur, Cheras recorded the lowest median transacted prices and Old Klang Road recorded the biggest change in median pricing. Areas such as Mont Kiara and KL City Centre have shown to lose out in terms of transactions likely due to high pricing, competitiveness and reduced expats amid international travel restrictions.

The trend of urban migration out of Kuala Lumpur continues as shown by Department of Statistics Malaysia (DOSM), possibly due to higher cost of living, congestion and more attractive real estate options in neighbouring Selangor.

Top 5 transacted areas in Kuala Lumpur



Change in median price



Did you

know

Kuala Lumpur remains the highest migrant sending state as of 2020 (DOSM)

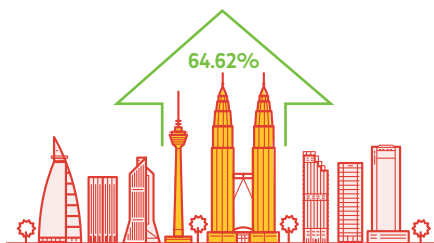
# Kuala Lumpur (cont.)



52% of transactions were by FHBs and 48% were by investors



The majority of transactions (75%) were for high rises instead of landed properties



KL City Center recorded the most drastic increase in median price (64.62%) and only appeared popular among investors.

## First home buyers Top 5 areas H1 2021

Area	Median Price		Median Price Growth		Transaction Growth	
	2020H1	2021H1	2020H1	2021H1	2020H1	2021H1
Cheras	MYR 333,000	MYR330,750	▲▼ 0.00%	▼ -0.68%	▼ -70.56%	▼ -63.41%
Setapak	MYR 400,000	MYR450,000	▼ -3.03%	▲ 12.50%	▼ -25.60%	▼ -60.80%
Old Klang Road	MYR 370,000	MYR460,000	▼ -26.00%	▲ 24.32%	▼ -21.90%	▼ -68.22%
Mont Kiara	MYR 1,280,000	MYR745,000	▲ 2.40%	▼ -41.80%	▼ -19.44%	▼ -67.82%
Bukit Jalil	MYR 455,000	MYR484,000	▼ -5.70%	▲ 6.37%	▼ -25.00%	▼ -69.44%

## Investors Top 5 areas H1 2021

Area	Median Price		Median Price Growth		Transaction Growth	
	2020H1	2021H1	2020H1	2021H1	2020H1	2021H1
Cheras	MYR 340,000	MYR 450,000	▼ -1.88%	▲ 32.35%	▼ -46.91%	▼ -76.03%
Old Klang Road	MYR 594,000	MYR 562,500	▲ 8.99%	▼ -5.30%	▼ -29.69%	▼ -51.11%
Setapak	MYR 480,000	MYR 450,000	▲ 1.69%	▼ -6.25%	▼ -22.56%	▼ -71.84%
Mont Kiara	MYR 935,000	MYR 1,100,000	▼ -18.55%	▲ 17.65%	▼ -31.40%	▼ -53.01%
KL City Centre	MYR 650,000	MYR 1,070,000	▼ -34.34%	▲ 64.62%	▼ -33.57%	▼ -68.82%

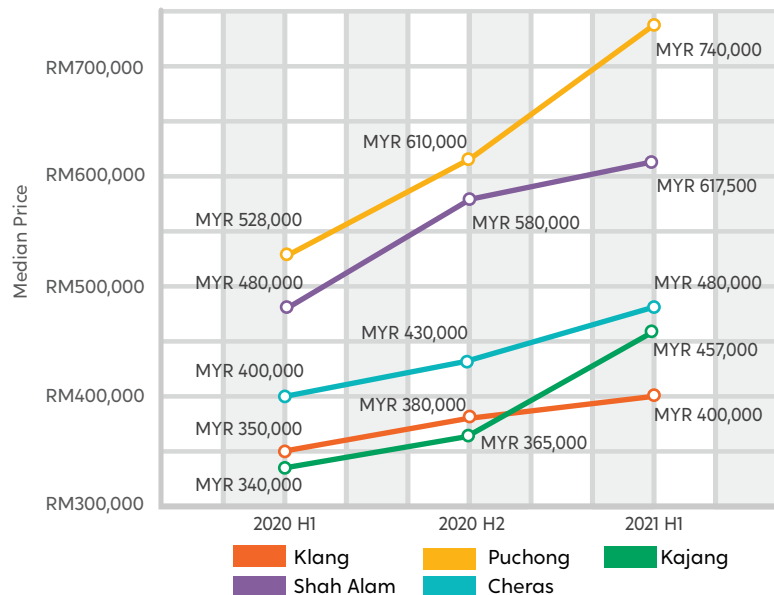
With its close proximity to the city center, excellent connectivity via highway and rail as well as lower prices, Cheras has consistently appealed to both investors and FHBs alike despite its concentration of leasehold properties.

# Selangor

Median transacted prices of properties in Selangor have steadily increased since 2016. New developments performed better when compared to KL at 5.4% of overall transactions for H1 2021 versus 94.6% in the secondary market.

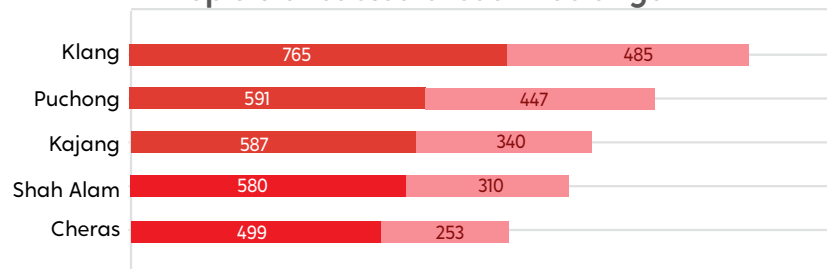
Klang's density as the third most populated city in the country is reflected in its property transactions. Kajang's relative affordability makes it more popular among FHBs than investors while neighbouring Cheras also makes an appearance in Selangor's top transacted areas, being a suburb of both Kuala Lumpur and the Hulu Langat district.

### Median prices for Selangor's Top 5 areas

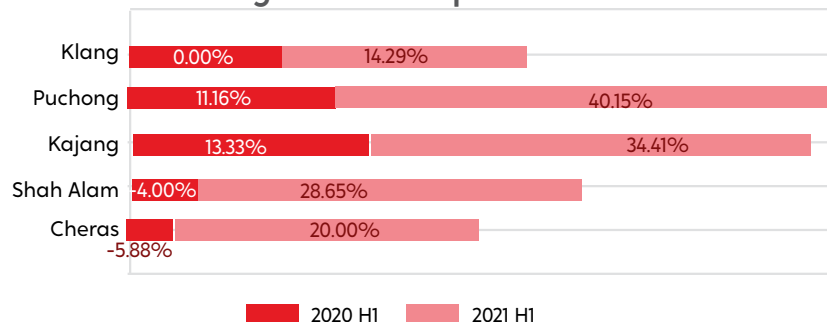


Year	Median Price	% Change in Median Price	% Change in No. of transactions
2016	MYR 350,000		
2017	MYR 360,000	▲ 2.86%	▲ 57.25%
2018	MYR 365,000	▲ 1.39%	▼ -3.27%
2019	MYR 380,000	▲ 4.11%	▲ 0.13%
2020	MYR 380,000	▲▼ 0.00%	▼ -29.84%
2021	MYR 465,000	▲ 22.37%	▼ -66.13%

### Top 5 transacted areas in Selangor



### Change in median price



# Selangor (cont.)



For H1 2021, 57% of transactions were by FHBs and 43% were by investors



Landed properties (69%) far exceeded high rise transactions as the state features budding new townships within Shah Alam, Puchong and Klang



Interestingly Kapar, Klang features among the top transacted areas for FHBs. Is the demand driven by more affordable subsale landed properties in the area?

## First home buyers Top 5 areas H1 2021

Area	Median Price			Median Price Growth		Transaction Growth	
	2020H1	2020H2	2021H1	2020H1	2021H1	2020H1	2021H1
Klang	MYR 360,000	MYR 365,000	MYR 380,000	▲ 7.86%	▲ 8.47%	▼ -44.55%	▼ -40.63%
Kajang	MYR 320,000	MYR 336,500	MYR 430,000	▲ 14.29%	▲ 16.03%	▼ -31.16%	▼ -42.12%
Shah Alam	MYR 440,000	MYR 515,900	MYR 540,000	▼ -5.98%	▲ 28.98%	▼ -45.61%	▼ -50.15%
Puchong	MYR 452,500	MYR 526,500	MYR 680,000	▲ 16.77%	▲ 14.46%	▼ -44.81%	▼ -30.87%
Kapar	MYR 353,000	MYR 380,000	MYR 380,000	▼ -31.57%	▲ 0.53%	▼ -60.14%	▼ -53.10%

## Investors Top 5 areas H1 2021

Area	Median Price			Median Price Growth		Transaction Growth	
	2020H1	2020H2	2021H1	2020H1	2021H1	2020H1	2021H1
Klang	MYR 333,760	MYR 415,000	MYR 453,800	▼ -16.04%	▲ 35.97%	▼ -24.88%	▼ -30.91%
Puchong	MYR 620,000	MYR 667,500	MYR 786,000	▲ 12.73%	▲ 26.77%	▼ -37.26%	▼ -17.75%
Shah Alam	MYR 635,000	MYR 700,000	MYR 712,500	▼ -2.66%	▲ 12.20%	▼ -41.42%	▼ -41.42%
Kajang	MYR 392,500	MYR 426,000	MYR 500,000	▼ -0.63%	▲ 27.39%	▼ -21.19%	▼ -42.02%
Cheras	MYR 478,000	MYR 502,500	MYR 640,000	▼ -9.81%	▲ 33.89%	▼ -12.13%	▼ -40.95%

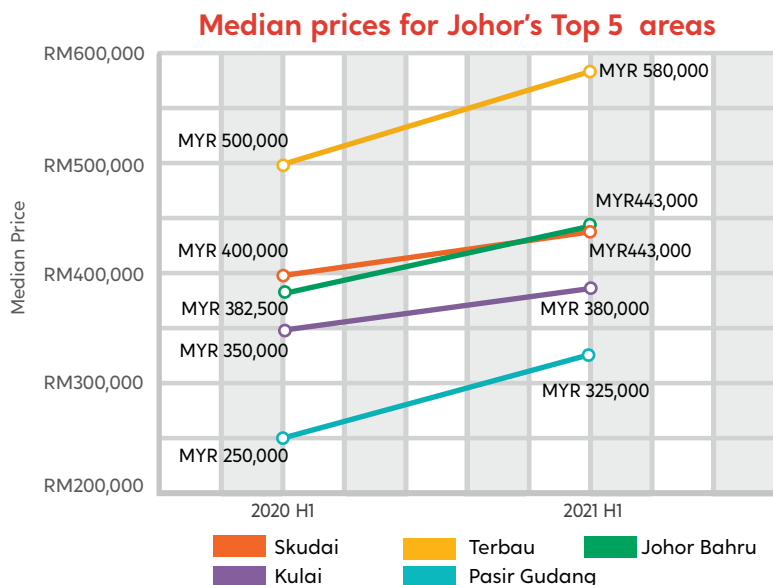
Selangor is the only state among the four regions to record a positive growth in median prices since 2016, mirroring national trends

# Johor

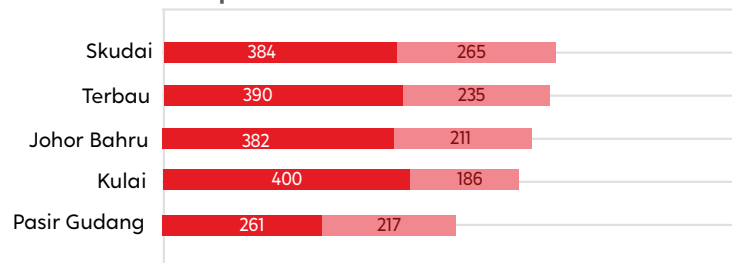
Median transacted prices in Johor have fluctuated since 2016. Johor remains the state with the highest residential overhang based on NAPIC data, yet is also the state receiving the highest level of interstate migrants (DOSM) and recorded the highest search demand on PropertyGuru's website. As much as 10.6% of transactions in H1 2021 were new developments - the highest among the 4 key states - while 89.3% were from the secondary market.

Is Johor's property market heavily reliant on foreign purchasers? While the data is unable to differentiate between foreign and local purchasers, demand has been focused around cities with low to mid range price points. The drop in state transactions has not been as drastic as Kuala Lumpur and Selangor, although the absence of Iskandar Puteri (Nusajaya) region among the top transacted areas is notable.

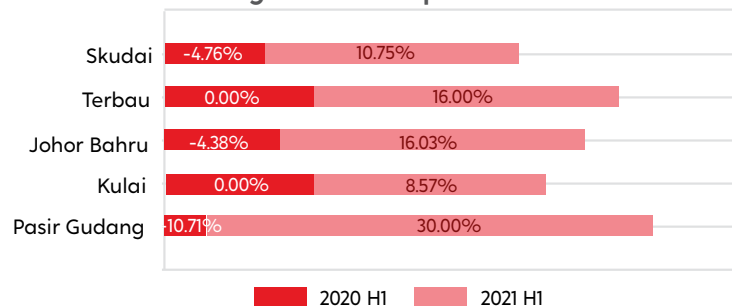
Year	Median Price	% Change in Median Price	No. of Transactions	% Change in No. of transactions
2016	MYR 300,000		11,414	
2017	MYR 326,888	▲ 8.96%	18,635	▲ 63.26%
2018	MYR 350,000	▲ 7.07%	17,958	▼ -3.63%
2019	MYR 350,000	▲▼ 0.00%	14,555	▼ -18.95%
2020	MYR 335,000	▼ -4.29%	10,673	▼ -26.67%
2021	MYR 365,000	▲ 8.96%	4,638	▼ -56.54%



## Top 5 transacted areas in Johor



## Change in median price



# Johor (cont.)



Investor purchases are relatively lower than other states as 62% of transactions in Johor (H1 2021) were by FHBs. Are investors wary due to the overhang or is interest impacted by international travel restrictions?



Regardless, Skudai remains the most popular among FHBs and investors for its proximity to the city centre and the second causeway.



Only 16% of transactions in Johor at H1 2021 were for high rises.

## First home buyers Top 5 areas H1 2021

Area	Median Price		Median Price Growth		Transaction Growth	
	2020H1	2021H1	2020H1	2021H1	2020H1	2021H1
Skudai	MYR 380,000	MYR 420,000	▼ -2.56%	▲ 10.53%	▼ -36.66%	▼ -56.71%
Pasir Gudang	MYR 250,000	MYR 325,000	▼ -7.41%	▲ 30.00%	▼ -16.12%	▼ -53.75%
Kulai	MYR 330,000	MYR 380,000	▲ 3.13%	▲ 15.15%	▼ -29.84%	▼ -43.66%
Johor Bahru	MYR 370,000	MYR 428,888	▼ -0.67%	▲ 15.92%	▼ -33.62%	▼ -39.83%
Terbau	MYR 453,000	MYR 542,400	▼ -5.63%	▲ 19.71%	▼ -45.65%	▼ -40.00%

## Investors Top 5 areas H1 2021

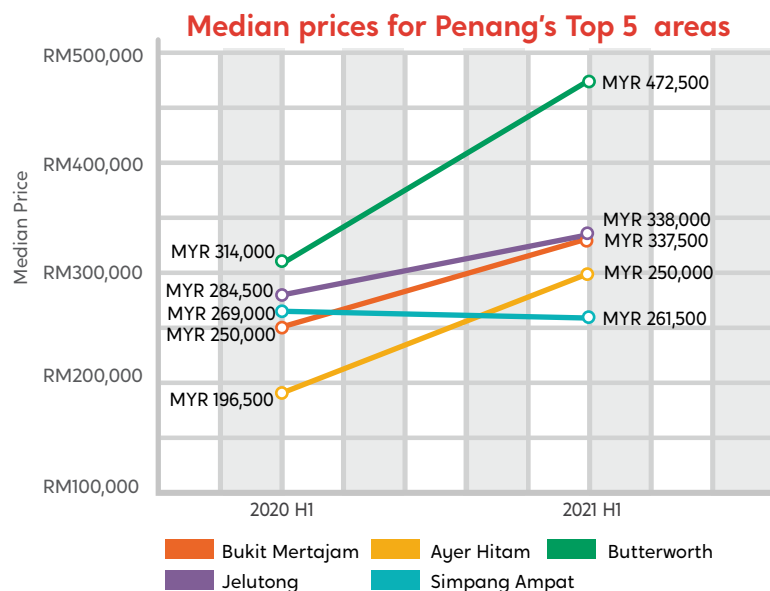
Area	Median Price		Median Price Growth		Transaction Growth	
	2020H1	2021H1	2020H1	2021H1	2020H1	2021H1
Skudai	MYR 450,000	MYR 450,000	▼ -3.54%	▲▼ 0.00%	▼ -42.14%	▼ -48.15%
TerbauPasir	MYR 580,000	MYR 600,000	▲ 5.45%	▲ 3.45%	▼ -43.62%	▼ -18.24%
Johor Bahru	MYR 400,000	MYR 460,000	▼ -3.61%	▲ 15.00%	▼ -36.14%	▼ -39.62%
Kulai	MYR 385,000	MYR 421,750	▼ -2.23%	▲ 9.55%	▼ -33.33%	▼ -47.37%
Masai	MYR 314,500	MYR 375,000	▼ -23.29%	▲ 19.24%	▼ -17.09%	▼ -34.02%

While limited, investor interests seem to include outlying areas such as Tebrau and Masai. On the other hand, Pasir Gudang has shown popularity among FHBs possibly owing to lower prices and job opportunities in the industrial zone.

# Penang

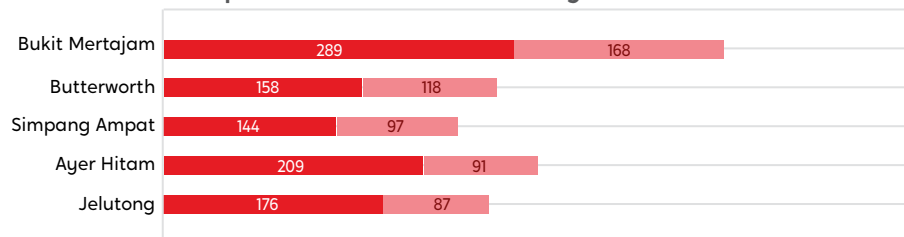
Penang's median transacted prices have been steadily increasing overall. Based on gross household income by DOSM, Penangites have a lower average income when compared to the other three states discussed here. This lends weight to why Penang has lower median transacted prices compared to KL, Selangor and Johor.

5.36% of transactions were new developments. Ayer Itam and Jelutong are the only island locations in the most transacted list, likely indicative of migration towards bigger and more affordable mainland properties.

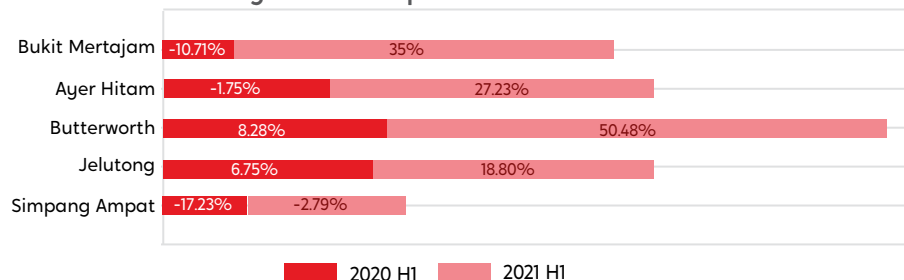


Year	Median Price	% Change in Median Price	No. of Transactions	% Change in No. of transactions
2016	MYR 292,524		5,209	
2017	MYR 315,000	▲ 7.68%	8,586	▲ 64.83%
2018	MYR 317,500	▲ 0.79%	8,536	▼ -0.58%
2019	MYR 300,000	▼ -5.51%	7,226	▼ -15.35%
2020	MYR 300,000	▲▼ 0.00%	6,524	▼ -9.71%
2021	MYR 350,000	▲ 16.67%	2,710	▼ -58.46%

## Top 5 transacted areas in Penang



## Change in median price



# Penang



Transactions in H1 2021 were balanced between investors (48%) and FHBs (52%). The marginal difference compared to FHBs indicates investors were most interested in Penang's properties.



Penang has consistently ranked as one of the world's best places to retire and ranked third internationally in 2021 (Travel Awaits).

## First home buyers Top 5 areas H1 2021

Area	Median Price		Median Price Growth		Transaction Growth	
	2020H1	2021H1	2020H1	2021H1	2020H1	2021H1
Bukit Mertajam	MYR 257,500	MYR 340,000	▲ 4.04%	▲ 32.04%	▼ -18.45%	▼ -51.79%
Butterworth	MYR 320,000	MYR 462,500	▲ 14.29%	▲ 44.53%	▲ 14.46%	▼ -38.95%
Ayer Hltam	MYR 190,000	MYR 220,000	▼ -5.00%	▲ 15.79%	▼ -19.85%	▼ -59.63%
Jelutong	MYR 268,000	MYR 340,888	▲ 7.20%	▲ 26.87%	▼ -24.80%	▼ -50.00%
Simpang Ampat	MYR 270,000	MYR 314,400	▼ -9.94%	▲ 16.44%	▼ -19.19%	▼ -40.00%

## Investors Top 5 areas H1 2021

Area	Median Price		Median Price Growth		Transaction Growth	
	2020H1	2021H1	2020H1	2021H1	2020H1	2021H1
Bukit Mertajam	MYR 240,000	MYR 335,000	▼ -28.36%	▲ 39.58%	▼ -23.72%	▼ -26.89%
Ayer Hltam	MYR 200,000	MYR 277,500	▲ 14.29%	▲ 38.75%	▼ -25.95%	▼ -50.52%
Butterworth	MYR 295,000	MYR 485,000	▼ -10.61%	▲ 64.41%	▼ -25.88%	▼ -4.76%
Jelutong	MYR 300,000	MYR 323,500	▲ 3.45%	▲ 7.83%	▼ -41.84%	▼ -51.22%
Simpang Ampat	MYR 246,000	MYR 121,500	▼ -31.76%	▼ -50.61%	▼ -20.00%	▼ -21.88%

The question remains if investor purchases in the state are to be used as investment vehicles or own-stay premises. Residential transactions were also a balance between high rises (50.9%) and landed properties (49.1%). Median prices have seen healthy double-digit increases in the top 5 areas (except in Simpang Ampat) but prices are still lower than other states which could correlate with the fact that flats are the most popular property type in the state



## Who we are

PropertyGuru DataSense was created to drive greater transparency and data efficiency. Today, it is the largest data technology partner in Malaysia's property market, providing big data analytics and solutions to industry players. Designed to be a single source of data for the property industry, it pairs public and private transaction information with real-time supply statistics to deliver the right data and insights for decision-makers.



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