

Headline	S P Setia launches Citizen Setia and Triple A Gold campaign
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SHAH ALAM (Sept 5): S P Setia Bhd has launched a long-term rewards and appreciation programme called Citizen Setia for its existing and new property purchasers.

Its president and chief executive officer Datuk Khor Chap Jen said Citizen Setia is a platform where the developer will offer various lifestyle experiences and privileges to its purchasers.

“It has been crafted to give a branded identity to the Setia community.

“By being a part of this, they [purchasers] will belong to a privileged class of community who will enjoy many privileges,” Khor said during the launch of Citizen Setia today.

Khor added that for those who have purchased selected Setia properties this year, they will be in the running to win a trip to the prestigious Royal Horticultural Society (RHS) Chelsea Flower Show 2017 in London. Winners will be announced in January 2017.

Previous Citizen Setia experiences included “Jet Set with Setia” which saw more than 60 Citizen Setia members being lavished with an all-expense paid trip to London, Melbourne, Qinzhou, Ho Chi Minh City, Singapore and Datai, Langkawi by S P Setia in addition to a Canon camera and a year-long subscription to a weekly paper. The contest was part of the group’s 40th anniversary celebrations to reward loyal purchasers.

In June and July, the company also rewarded Citizen Setia members to watch *Shrek The Musical* at Istana Budaya, Kuala Lumpur and organised gardening and landscaping workshops across its developments in Malaysia.

Meanwhile, S P Setia has also launched the Triple A Gold campaign following the success of the Triple A (affordable, appreciative, and attractive) campaign held last year. The Triple A Gold runs from today (Sept 5) until Dec 31, 2016. During the campaign period, purchasers of selected S P Setia properties can enjoy up to 5% rebates. On top of that, buyers of properties priced RM500,000 and above will be rewarded with a 99.99% gold coin weighing up to one ounce (approximately 0.028kg).

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“Gold items are precious because they represent the value of the recipient. In this case, it is our valued purchasers. It is also a medium of exchange that can function as a store of value and therefore has an economic value,” added Khor.

Also, Citizen Setia members who introduce their friends and family to purchase any participating S P Setia properties through the Introducer Reward Points (IRP) payout and rewards scheme will receive up to 2% cash reward paid within 30 days upon the signing of the Sales and Purchase (S&P) agreements, along with a signed and stamped loan agreement.

Successful introducers will also be given a 99.99% gold coin.

“Not only that, we also give the chance for sub-sale purchasers of S P Setia properties to become part of this Citizen Setia programme. They too can enjoy the benefits of Citizen Setia upon successful introduction,” he added.