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LIVING WELL AND RESPONSIBLY

Selangor Dredging Berhad (SDB) commits to improve on these beliefs

Selangor Dredging Berhad (SDB), an award-winning boutique property developer known for its niche developments and innovative designs, announces its brand manifesto: “A Manifesto for living well and responsibly”.

It was documented after years of practicing and instilling values, beliefs, principles and responsibilities into the developments, the community and its employees. The manifesto lists seven points which the company not only believes, but also puts into practice: investing in product, investing in community, investing in quality, investing in customers, investing in people, investing in environmental sustainability and investing in peace of mind. The company is confident that its customers can see the evidence that its manifesto proves that it walks the talk.

“It is easy to say we will do this or that and not follow through, but that is not who we are. We do what we say we will,” says Teh Lip Kim, SDB group Managing Director.

SDB’s investment in its products is rooted in its belief that every product it creates is meant to deliver an extraordinary living experience. To this end, its approach is broken down into: “Design Thinking”, by delivering optimum and well-thought-out living solutions; quality aesthetics & environment; and being future-focused, adopting a resident-centric approach that tailor-designs each environment to resonate better with the community in each of its developments.

Teh stresses that SDB invests significantly into ensuring its products are of sound design and quality. On this front, it is committed to ensuring all its future developments achieve a CONQUAS rating of 75 while adopting technologies that enable the delivery of such quality. The company has also created the ‘SDB Centre of Excellence’, which houses its cumulative experiences and learning, both physically and digitally, in terms of product design and quality, as well as management of customer relationship issues.

As a property developer, SDB is committed to practicing sustainability. “It isn’t just a millennial trend. We are fully aware of the consequences of our actions, especially on the environment. As such, we aim to exceed environmental sustainability standards as much as possible, in terms of our developments’ design efficiency, energy efficiency, ecological footprint, as well as our increased use of renewable resources,” adds Teh.

SDB’s customers’ satisfaction is of paramount importance to its business and key to its continued existence. Unusually for Malaysian property developers, SDB continues to manage 9 of the 11 properties it has developed in the Klang Valley.

“We understand and appreciate the financial and emotional investment that our customers put in every SDB home, and in turn, we invest in our customers too. It is vital that we demonstrate our integrity in not just delivering quality products, but also in standing by them for the long term. As such, we remain committed to our customers even after their purchase of an SDB home,” he further explains.

“A lot of developers don’t want to manage their projects after completion. The bulk of the money comes from the

sales of the units and management fees amount to very little compared to that. We feel we know our products enough to take on the job, no one will know our developments better than us. It has become an extension of our brand and services.”

Through the upcoming ‘SDB HOST’ service, SDB will assist its customers with services covering renovation, sub-sale, tenancy, loyalty programmes, and handyman requirements, all of which are managed by dedicated property management teams. It has also created multiple feedback channels for customers to confidently reach out and engage with it constructively. These feedback channels, together with resident engagement activities and yearly resident dialogues, are tied to SDB’s customer satisfaction programme.

It firmly believes that people are always stronger together. This forms its determination to invest in developing modern-day communities. Additionally, SDB engages with communities through various innovative CSR projects.

Teh Lip Kim, SDB group Managing Director



“Every feature and facility we put in is designed to enhance livability, so that our residents can easily and conveniently engage with each other, and thrive from such engagements,” Teh shares.

“Across our different developments, we organise family-centric activities to allow us to engage with our communities. We also work with organisations and people whose values match what we ourselves believe in; one of our projects with a social enterprise partner turns used cooking oil into candles and soaps.”

SDB’s employees also play a significant role in its success. In terms of its workforce, SDB fosters a constant learning environment and programmes that will nurture its employees’ personal and professional growth. Flexible working hours and other practices made to inspire and motivate were introduced as well.

She concludes: “At SDB, we want our people to feel excited and engaged about working with us; that’s why we are committed to investing in their success. Our aim is to create a fair and impartial workforce who feel inspired to deliver results, and who are strongly aligned to the aims of the business and our purpose.” **BT**