



Signature Homes fully supports newly arrived talent Signature Homes 全力支援來港人才



Elee Lee (first right), Sun Hung Kai Properties TOWNPLACE Deputy General Manager and Carol Leung (second right), Sun Hung Kai Real Estate Agency Limited (Sales & Marketing) Assistant General Manager share valuable tips with new arrivals on renting or buying a property in Hong Kong
新鴻基地產 TOWNPLACE 本舍副總經理李雪麗 (右一) 及新鴻基地產代理有限公司助理總經理 (銷售及市場) 梁靄茵 (右二) 為來港人才分享租樓買樓貼士

To tap the growing accommodation demand from young professionals and incoming talent, TOWNPLACE WEST KOWLOON opened in October 2023 and offers hybrid short- and long-stay leasing options. This innovative model, together with the project's premium facilities and relaxing harbourfront environment, has drawn young talent and corporate clients, achieving high occupancy.

To further support newly arrived talent to integrate into the community, SHKP's residential leasing brand, Signature Homes, launched SHKP Lifestyle community in 2023. In August this year, Signature Homes partnered with Hong Kong Talent Engage for the first time to organize a seminar to provide new arrivals

with a comprehensive guide to living in Hong Kong.

The seminar was held at TOWNPLACE WEST KOWLOON, one of the premium projects under the TOWNPLACE brand. Aimed at newcomers admitted under the Top Talent Pass Scheme and Quality Migrant Admission Scheme, the seminar provided tips on settling in Hong Kong. The event was well-received, attracting over 1,000 participants both online and in person. Most of the participants who attended the seminar in person had arrived in Hong Kong within the previous six

months and expressed keen interest in purchasing or renting properties.

At the seminar, Signature Homes colleagues introduced the steps involved in renting property in Hong Kong and the SHKP Lifestyle ambassador Suzy Zhang took the opportunity to share her rental experience, providing valuable insights.

The SHKP Club and property investment teams provided a comprehensive analysis of the residential market across various districts of Hong Kong and introduced the Group's residential properties in West Kowloon, Kai Tak, the Northern Metropolis and Sai Sha. The participants were invited to visit TOWNPLACE WEST KOWLOON after the seminar to explore its premium facilities.

為配合年輕專才與日俱增的住宿需求，集團 TOWNPLACE WEST KOWLOON 在 2023 年 10 月開始營運，提供長短租期的混合租賃選擇，營運模式新穎，加上項目會所的優質設備及輕鬆寫意的海濱生活環境，吸引年輕專才及公司客承租，入住率高。

為全力支持來港人才融入香港社區，新地旗下住宅租賃品牌 Signature Homes 早於 2023 年已率先創建一個名為「新地生活圈」的人才社交生活圈子。今年八月，Signature Homes 首度與香港人才服務辦公室合作為來港人才舉辦專題講座，分享一站式生活指南。

相關講座於集團「TOWNPLACE 本舍」品牌旗下的 TOWNPLACE WEST KOWLOON 舉辦，並以「《安居錦囊》香港住屋落戶須知」為主題，針對透過「高端人才通行證計劃」(TTPS) 及「優秀人才入境計劃」(QMAS) 的來港人士。是次活動反應熱烈，成功吸引逾千名線上線下參與者，而當中大部分親臨講座的參與者更剛於過去六個月抵港，對於購置或租賃物業需求殷切。

講座上，Signature Homes 團隊不但向參加者詳細講解香港物業租賃的流程，更邀請新地生活圈大使張淑棋親自分享租屋經歷。

集團旗下的新地會亦聯同物業投資部的團隊，就香港各區的住宅市場作出全面剖析，並介紹集團位於西九龍、啟德、北部都會區及西沙等地區的住宅物業，務求協助他們覓得理想居所。講座完結後，參加者更獲邀參觀 TOWNPLACE WEST KOWLOON，親身體驗其優質配套設施。

