



Property handover teams run checklists on every unit three times  
交房小组详细检查每个单元的大小项目达三次

## Heartfelt dedication to quality developments earns deep customer trust

用心建造优质物业 品牌深受顾客信赖

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Putting the Building Homes with Heart belief into practice, the Group builds premium projects which earn customer recognition. The Group's developments are known for top notch materials, fine detail and final inspections by professional property handover teams. Buyers can move in these worry-free units soon after taking possession. The Group also provides caring after-sale service including a three-year guarantee. Just in case any defects are found after moving in, they can still be remedied free of charge. The warranty shows the Group's commitment to quality.

### Check, check, check

Inter-departmental property handover teams ensure that projects are in top condition when buyers take possession. The teams have experts from construction, project monitoring, sales, corporate communications and property management to formulate stringent handover standards for quality and unit fixtures, and follow up the handover and repairs with buyers.

The teams start inspections six months before a project is handed over. About 120 items in every unit, including wooden doors, basins, electrical appliances, kitchen cabinets, toilets and marble, are checked three times to ensure they are perfect. Any defects found when customer takes possession are fixed immediately and then checked by different departments. Most items are fixed within two weeks so buyers can move in as soon as possible.

### Professional, systematic quality assurance

The Group gains a competitive edge from vertical integration in the development process – with in-house experts looking after every stage of a project from land acquisition, project planning, project management, material sourcing and construction through to sales and marketing and property management. There is also a strict check point system to ensure each construction job is finished to the required standard before the next contractor takes over, to achieve high standards all round.

The independent Project Monitoring department sees to the overall quality. It checks building material standards, workers quality and interior and exterior components. For instance, building material

inspections are based on specific characteristics of the materials using technical tools at times to enhance efficacy. Staff also visit suppliers' factories and closely monitor the production of individual parts to ensure quality.

### Three-year guarantee

The Group backs up its premium developments with professional, caring after-sale service. A one-year guarantee on new flats was introduced in 1996, making the Group the first Hong Kong developer to do so. This was extended to two years in 2007 and with the SHKP Quality Campaign in late 2013 extended to three years for new flats in Hong Kong. This is longer than any other developer and promises greater protection to buyers.



Property handover teams ensure projects are in the best condition when buyers take possession  
交房小组确保物业以最佳状态交到业主手上

集团秉持“以心建家”的理念，用心发展优质物业，品牌深受顾客信赖。“新地项目”用料优质，手工精细，更由专业交房小组检验，让业主免除后顾之忧，可尽快迁入新居。集团亦提供贴心售后服务，包括长达三年的维修保证，即使业主入住后才发现有问題，集团亦会提供维修，足见集团对优质物业的坚持和承担。

#### 检查、检查、检查

为确保物业以最佳状态交到业主手上，集团特设跨部门交房小组，集合建筑、工程监察、业务、公司传讯及物业管理等多个部门专员，负责为施工品质及单元内所有设备制订严谨的交楼标准，并且与业主跟进交楼及维修工作。

在物业交楼前六个月，交房小组开始详细检查每个单元三次，检验120多个

大小项目，包括木门、锌盆、电器、厨柜、座厕及云石等，确保交房品质尽善尽美。业主在验收时，如果发现有问题，交房小组会马上维修，再交接至多个部门联合检验，确保维修妥善。一般项目会于两星期内完成，以便业主可以尽快入住。

#### 专业、系统化品质监察

集团拥有“一条龙”垂直化管理模式的优势，从土地收购、项目规划、项目管理、物料采购、工程建设、市场营销直到物业管理都由集团的专业团队负责。在建筑过程中，各工序更奉行“一行交一行”的制度，确保工作水平符合既定标准才交接至下一环节，务求每个建筑细节都达到优质品质。

此外，集团设有工程监察部，以独立运作的形式，全面监察项目质量，由建筑

物料规格、建筑工人的施工水平，乃至物业内外不同部分都列入检验清单。以建筑材料为例，部门会根据不同材料的特性，制订系统化的检验方法，有需要时更采用科技仪器提升测试效果。部门甚至会派工作人员到供应商厂房，严密监控个别组件的生产过程，确保物料品质上乘。

#### 三年维修保证

集团不但为业主提供优质物业，更有专业细心的售后服务，让置业人士加倍安心。于1996年，集团开创业界先河，为物业买家提供一年维修保质期，成为全香港首个提供此项保证的地产发展商；2007年，将维修保质期延长至两年。2013年底，集团推出“新·系·品质”计划，为所有在香港新出售的住宅物业提供长达三年的维修保证，年限较其他地产发展商更长，为业主带来更大保障。

The Group launched an all-round promotional campaign on property quality this year including TV interviews with three experts from its property handover teams. There were five episodes covering what the Group does at pre-handover checks and what owners should look for when they take possession of the property, reinforcing the Group's commitment to quality.

今年，集团全方位推行物业品质宣传。近期，三位交房小组经验楼员获邀在电视节目中介实际验楼过程。在五集节目内，他们更分享各项验楼贴士，令观众认识到集团对优质物业的坚持。

