



Signature Homes fully supports newly arrived talent Signature Homes 全面助力来港人才



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
新鸿基地产 TOWNPLACE 本舍副总经理李雪丽(右一)及新鸿基地产代理有限公司助理总经理(销售及市务)梁靄茵(右二)为来港人才分享租楼买楼贴士

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.

为迎合年轻专才与日俱增的住宿需求，集团 TOWNPLACE WEST KOWLOON 在 2023 年 10 月开始运营，提供长短租期的混合租赁选择，运营模式新颖，加上项目会所的优质设备及轻松写意的海滨生活环境，吸引年轻专才及公司客承租，入住率高。

为全面助力来港人才融入香港社区，新地旗下住宅租赁品牌 Signature Homes 早于 2023 年已率先创建一个名为“新地生活圈”的人才社交生活圈子。今年八月，Signature Homes 首度与香港人才服务办公室合作为来港人才举办专题讲座，分享一站式生活指南。

相关讲座于集团“TOWNPLACE 本舍”品牌旗下的 TOWNPLACE WEST KOWLOON 举办，并以“《安居锦囊》香港住屋落户须知”为主题，针对通过“高端人才通行证计划”(TTPS)及“优秀人才入境计划”(QMAS)的来港人士。本次活动反应热烈，成功吸引逾千名线上线下参与者，而其中大部分亲临讲座的参与者更刚于过去六个月抵港，对于购置或租赁物业需求殷切。

讲座上，Signature Homes 团队不但向参与者详细讲解香港物业租赁的流程，更邀请新地生活圈大使张淑棋亲自分享租屋经历。

集团旗下的新地会也联同物业投资部的团队，就香港各区的住宅市场作出全面剖析，并介绍集团位于西九龙、启德、北部都会区及西沙等地区的住宅物业，务求协助他们觅得理想居所。讲座完结后，参与者更获邀参观 TOWNPLACE WEST KOWLOON，亲身体验其优质配套设施。

