



Property handover teams run checklists on every unit three times
交樓小組詳細檢查每個單位的大小項目達三次

Heartfelt dedication to quality developments earns deep customer trust

用心建造優質物業 品牌深受顧客信賴

24

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
交樓小組確保物業以最佳狀態交到業主手上

集團秉持「以心建家」的理念，用心發展優質物業，品牌深受顧客信賴。「新地樓」用料優質，手工精細，更由專業交樓小組檢驗，讓業主無後顧之憂，可儘快遷入新居。集團亦提供貼心售後服務，包括長達三年的維修保證，即使業主入住後才發現有問題，集團亦會提供維修，印證集團對優質物業的堅持和承擔。

檢查、檢查、檢查

為確保物業以最佳狀態交到業主手上，集團特設跨部門交樓小組，集合建築、工程監察、業務、公司傳訊及物業管理等多個部門專員，負責為施工質素及單位內所有設備制訂嚴謹的交樓標準，並且與業主跟進交樓及執修工作。

在物業交樓前六個月，交樓小組開始詳細檢查每個單位三次，檢驗120多個

大小項目，包括木門、鋅盆、電器、廚櫃、座廁及雲石等，確保交樓質素盡善盡美。業主在收樓時，如果發現有瑕疵，交樓小組會馬上執修，再交予多個部門聯合檢驗，確保執修妥善。一般項目會於兩星期內完成，以便業主可以儘快入住。

專業、系統化監察品質

集團擁有「一條龍」垂直管理模式的優勢，由土地收購、項目規劃、項目管理、物料採購、工程建設、市場營銷以至物業管理都由集團的專業團隊負責。在建築過程中，各工序更奉行「一行交一行」的制度，確保工作水平符合既定標準才交予下一環節，務求每個建築細節都達到優質水準。

此外，集團設有工程監察部，以獨立運作的形式，全面監察項目品質，由建築

物料規格、建築工人的施工水平，以至物業內外不同部分都列入檢驗清單。以建築材料為例，部門會就不同材料的特性，制訂系統化的檢驗方法，有需要時更採用科技儀器提升測試效能。部門甚至會派員到供應商廠房，嚴密監控個別組件的生產過程，確保物料質素上乘。

三年維修保證

集團不但為業主提供優質物業，更有專業細心的售後服務，讓置業人士加倍安心。於1996年，集團開創業界先河，為物業買家提供一年維修保證，成為全香港首個提供此項保證的地產發展商；隨後於2007年，將維修保證延長至兩年。至2013年底，集團推出「新·繫·品質」計劃，為所有在本港新出售的住宅物業提供長達三年的維修保證，年期較其他地產發展商為長，為業主帶來更大保障。

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，集團全方位推行物業質素宣傳。早前，三位交樓小組樓員獲邀在電視節目介紹實際驗樓過程。在五集節目內，他們更分享各項驗樓貼士，令觀眾認識到集團對優質物業的堅持。

