

**SMDC**

# CHEERFUL HOMES

**MABALACAT, PAMPANGA**



All information stated is intended to give a general overview of the project and the Developer reserves the right to modify as it sees fit without prior notice.  
For training purposes only not for use as tool for selling.

# The SURE and WISE CHOICE

1. SMDC Brand
2. Prime Location
3. Full Integration with a Commercial Area
4. 24/7 Security
5. Complete Set of Features and Amenities
6. Well-designed Affordable Homes
7. Property Management

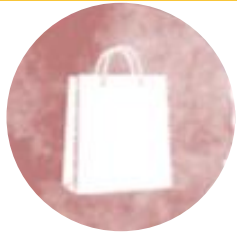
Making SMDC Cheerful Homes the

# IDEAL COMMUNITY

for you and your family

# SMDC

## The Philippines' Largest Real Estate Developer



Integration of Residences to Commercial Areas



Prime Locations with access to Transport Hubs



Garden-Inspired Amenities



Professional Property Management



Launched 28 projects

Sold over 85,000 units

Delivered over 50,000 units



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## BANKING



## RETAIL



Specialty  
Stores

## PROPERTIES

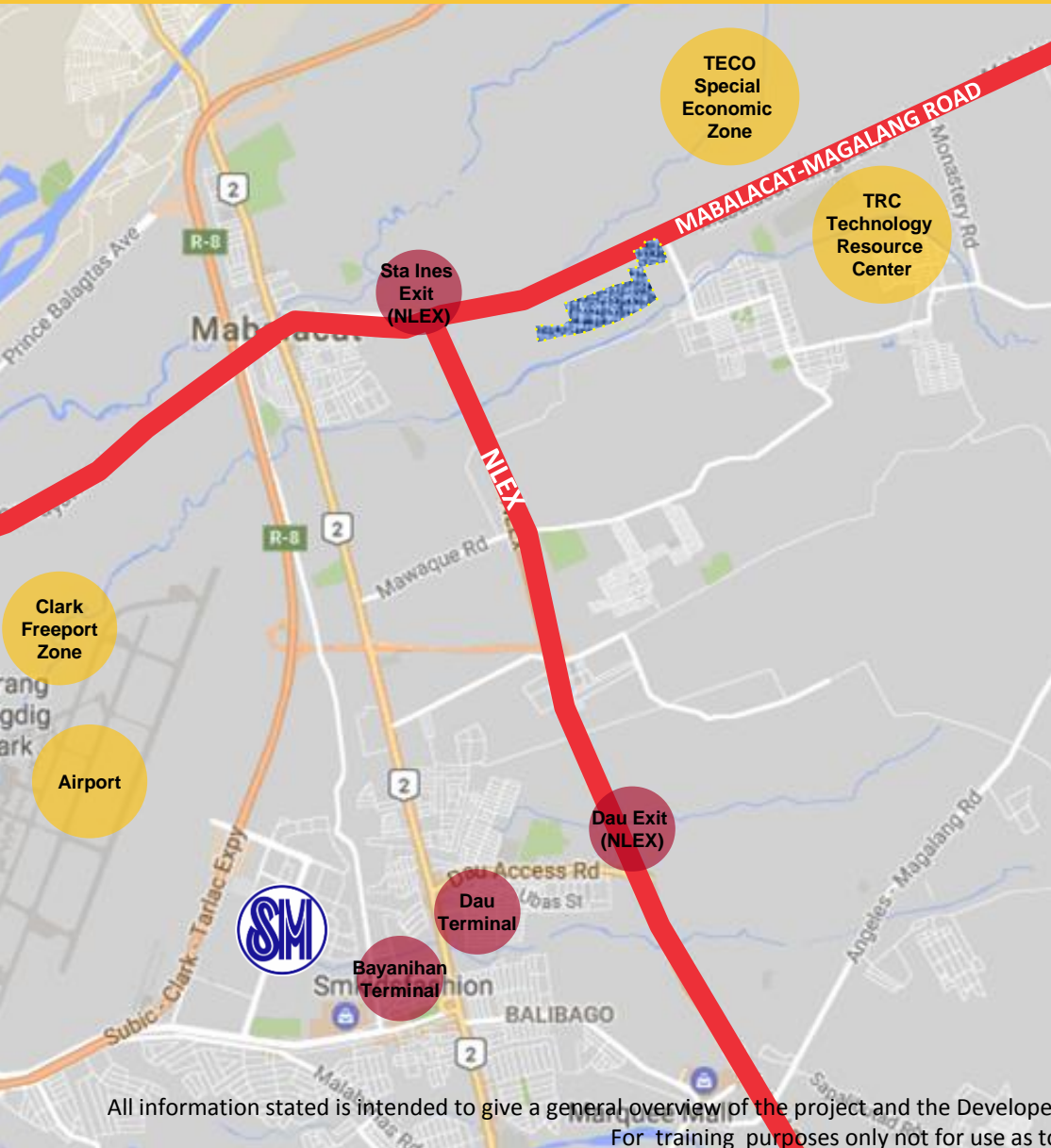


Commercial  
Properties





# Prime Location



## Entry along Mabalacat – Magalang Road

**Close to NLEX – Sta. Ines Exit**

## Close proximity to transportation hubs

- Clark International Airport
- Mabalacat Bus Terminal
- Dau Terminal
- Bayanihan Terminal

## Close proximity to schools

- Ateneo Graduate School of Business (Clark, Pampanga)
- Philippine Science Highschool Central Luzon
- Mabalacat National Highschool

## Close proximity to malls

- SM City Clark, Pampanga
- Marquee Mall
- Robinsons Angeles
- City Mall Dau

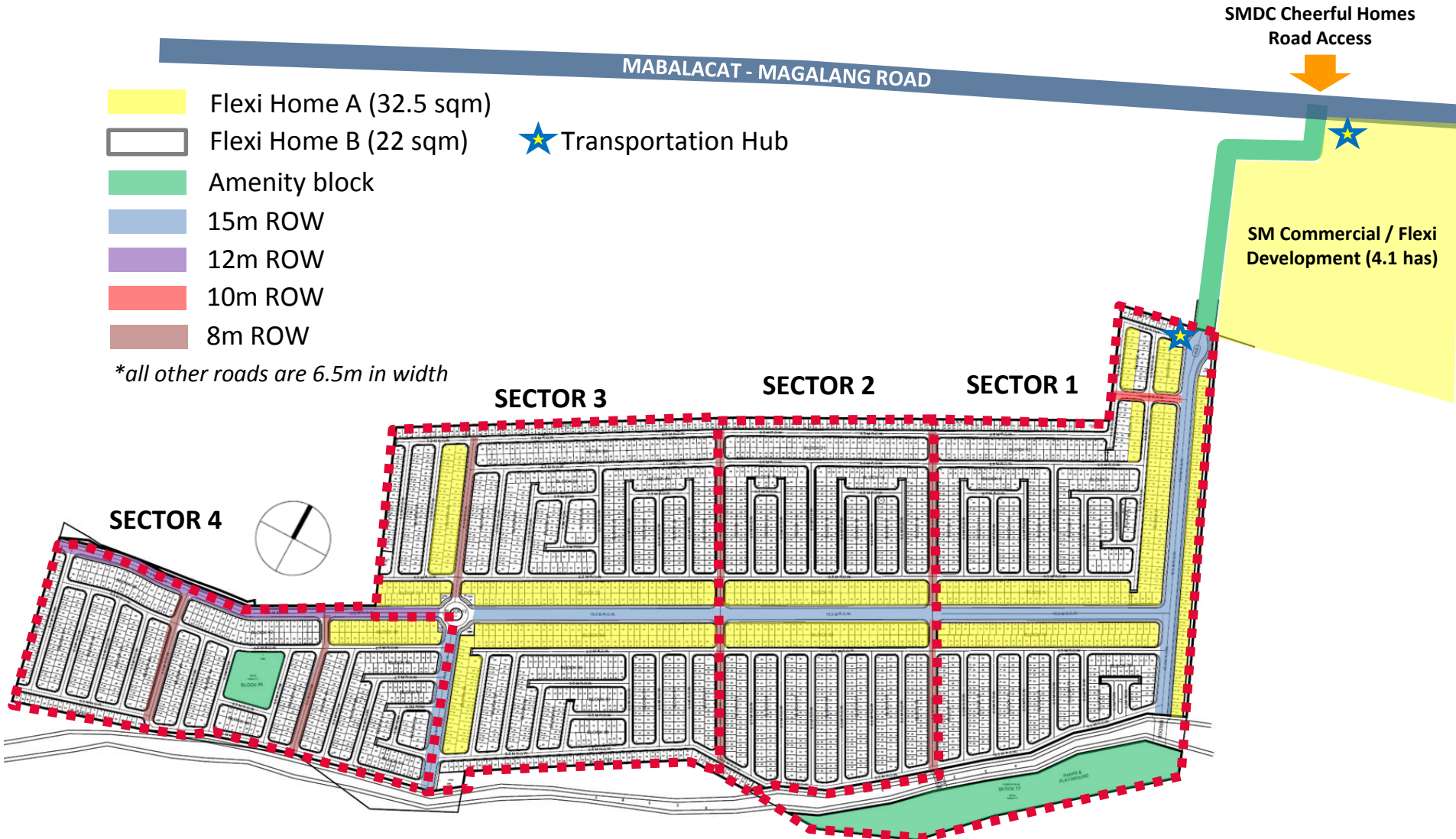
## Close proximity to churches

- Barasoain Church
- Our Lady of Grace Parish Church

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# Integration with a Commercial Area

Land Area - 25 hectares, No. of Units - 3,038 House and Lot Units



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# 24/7 Security



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*Artist's Rendition of Guardhouse* For training purposes only not for use as tool for selling.



# Complete Amenities

*Over a hectare of amenity space*



## **The Park** *(Amenity Block 1)*

### **Cheerful Park**

- Clubhouse
- Garden Area
- Open Basketball Court
- Children's Play Area
- Bike Path
- Jogging Trails
- Gazebos

### **Nature Park**

- Fruit-bearing Tree Park
- Picnic Area
- Boardwalk Garden

## **The Playground** *(Amenity Block 2)*

- Multipurpose court
- Landscaped perimeter

## **Other Features**

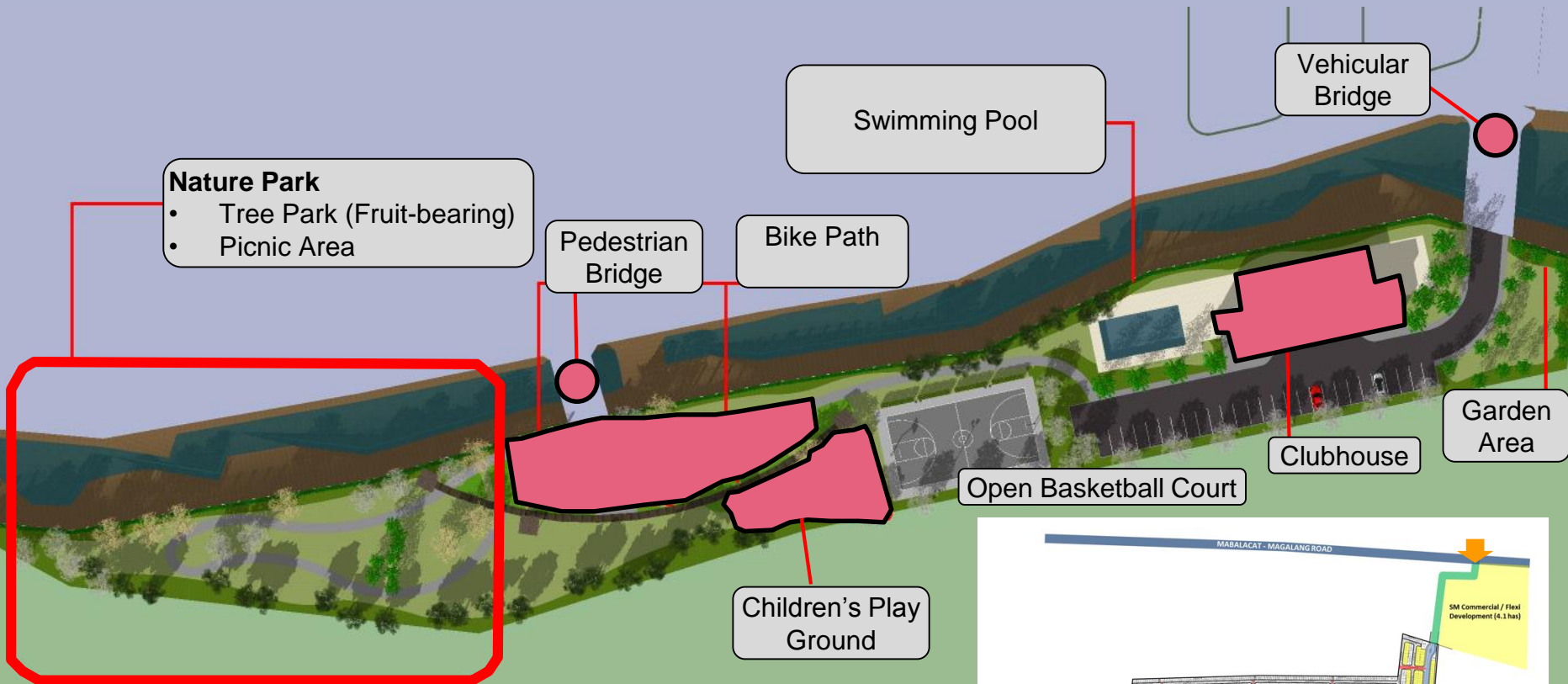
- Gate and Guardhouse
- Two Elevated Water Tanks

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# The Park - Amenity Block 1



## Cheerful Park

- Clubhouse
- Garden Area
- Basketball Court
- Playground
- Bike Path
- Jogging Trails
- Gazebos



# The Playground - Amenity Block 2



Landscaped  
Perimeter

Pole Mounted  
Flood Lights

Multi-purpose  
Recreational Court

## **The Playground**

*(Amenity Block 2)*

- Basketball Court
- Landscaped Perimeter



# Landscape Design



**Tree-lined Streets**

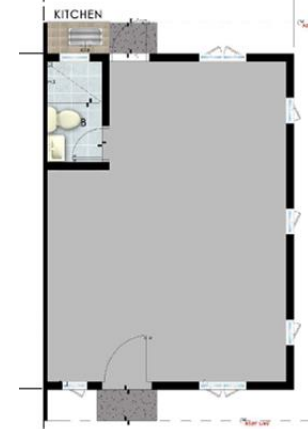
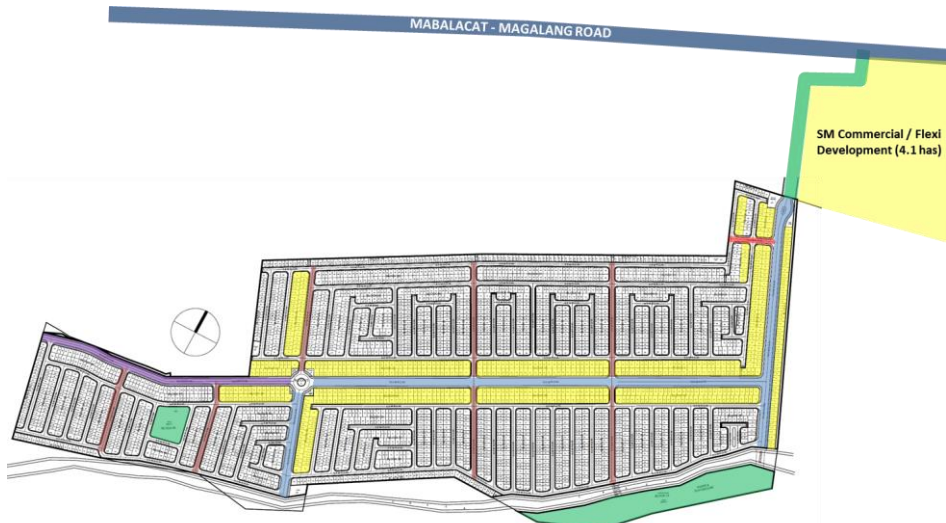


**KEY PLAN**

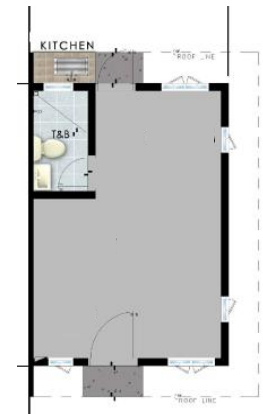
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# Well-designed Affordable Homes



**FLEXI HOME A**  
(Floor Area: 32.5 sqm)



**FLEXI HOME B**  
(Floor Area: 22 sqm)

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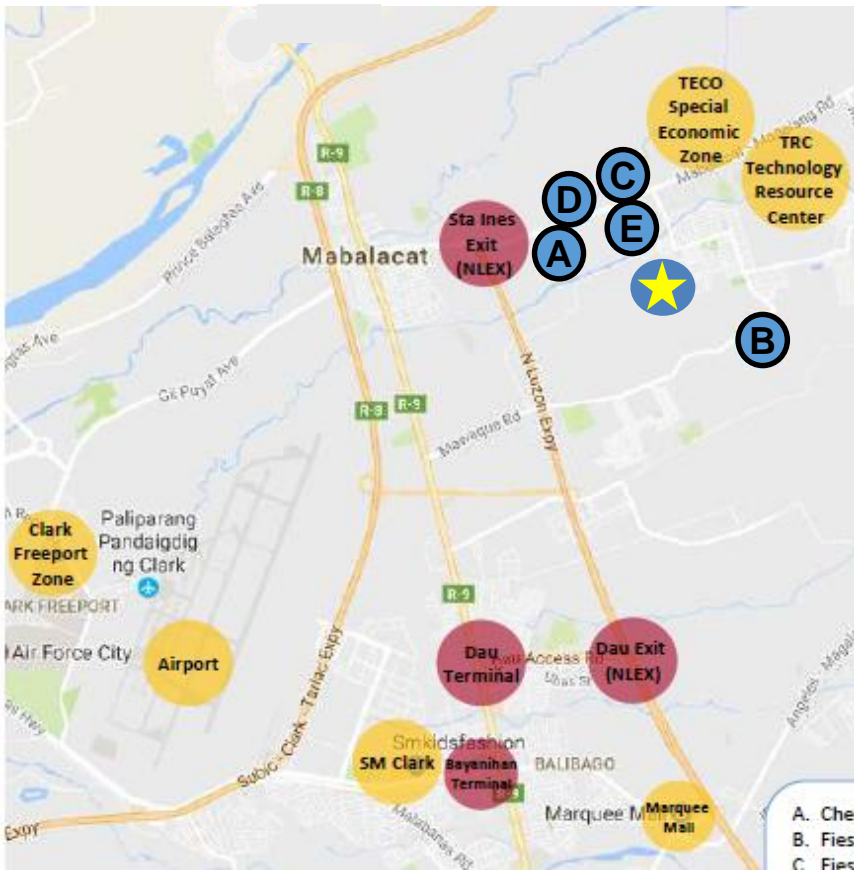
# Well-Designed Affordable Homes

## Target Market Aspirations

Local Upgraders	OFWs
Close to their workplace	Wise Investment
A secure environment for the family	
In a familiar setting	



# Competitors



**No affordable/low cost residential development with a commercial area or shopping center**

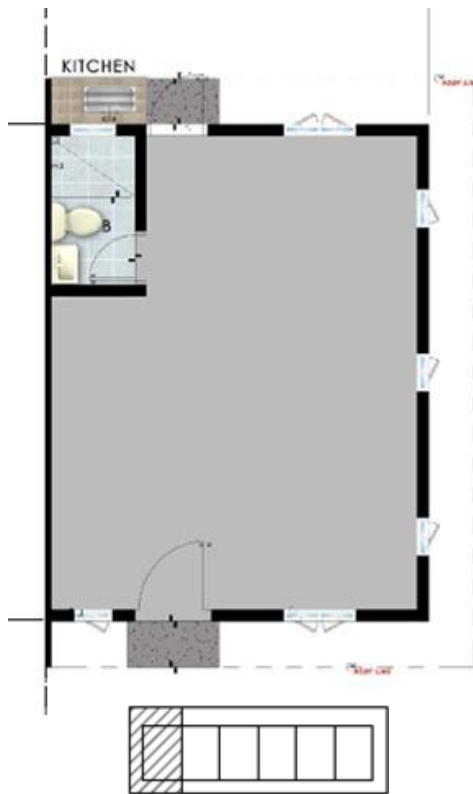
**SMDC – Affordable with easy payment schemes.**

Project	A - Fernwood	B - Fiesta Dapdap	C - Austine Homes	D- Buena Vista	E - Ravenna
Developer	Robinsons Land	Hausland Inc.	Filinvest	Doña Rosana Realty	Major Homes Inc
Amenities	Adult and Kiddie Pools Clubhouse Function Hall Multi-purpose play courts Parks and Playground Jogging Trails Gate and Guard House	Outdoor Gym Clubhouse	Multipurpose Hall Jogging Trail Swimming Pool Park and Playground	Badminton Court Sports Facilities Fishing Lagoon Leisure Park Clubhouse Playground	Clubhouse Function Hall Swimming Pool Basketball Court
Product Type	Lot Area Floor Area				
1 Storey	120 sqm 54 sqm	36 sqm 45 sqm	N/A	300 sqm 165 sqm	N/A
2 Storey	120 sqm 92 sqm	N/A	43-85 sqm 39 sqm	195-300 sqm 128-192 sqm	52 sqm 45 sqm
Townhouse	N/A	42 sqm 60 sqm	N/A	N/A	44-45 sqm 30-38 sqm
1 Storey	1M	400k - 500k	N/A	6.4M	N/A
2 Storey	2M	600k - 680k	970k – 1.2M	4.6M - 6.4M	950k-1.7M

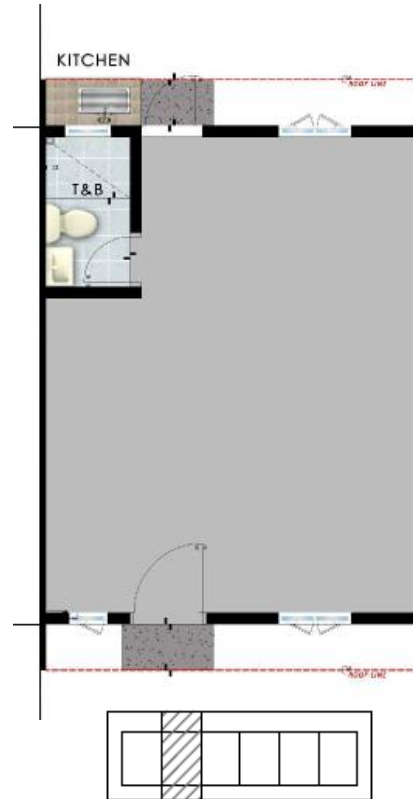


# House and Lot Types

*Flexi Home A (32.5 sqm)*



**FLEXI HOME A END**



**FLEXI HOME A INNER**

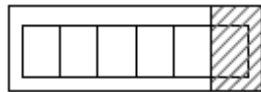
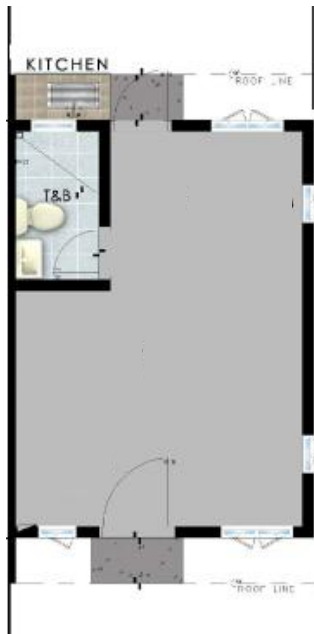


**RECOMMENDED UNIT LAYOUT**

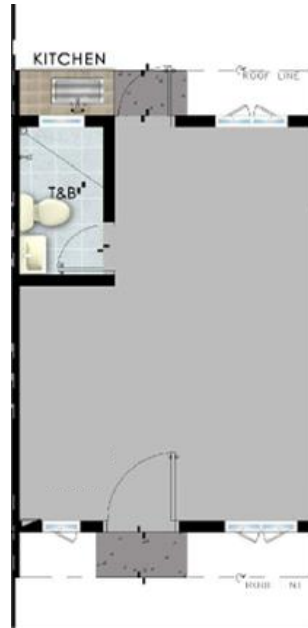
**Floor Area - 32.5 sqm**

# House and Lot Types

Flexi Home B (22 sqm)



**FLEXI HOME B END**



**FLEXI HOME B INNER**

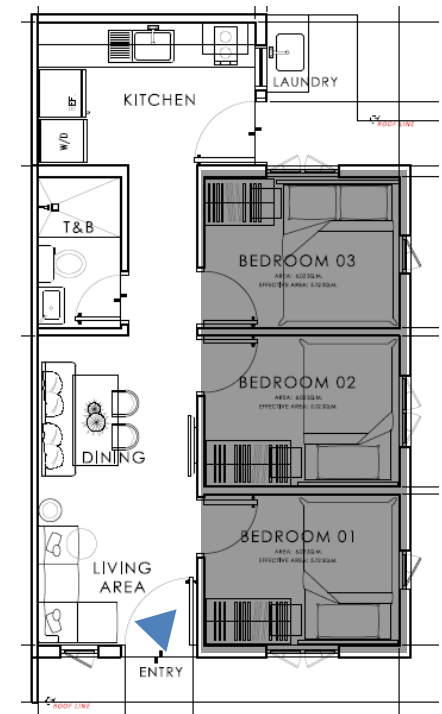


**RECOMMENDED UNIT LAYOUT**

**Floor Area - 22 sqm**

# Suggested Unit Layout

*Flexi Home A End*

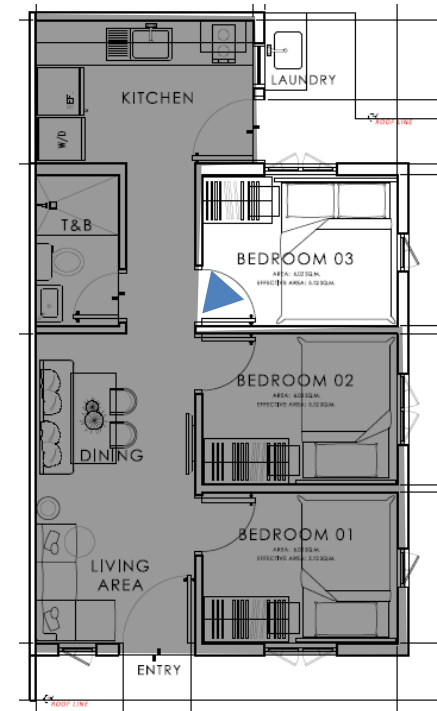


**Approx. 38 sqm**



# Suggested Unit Layout

*Flexi Home A End*

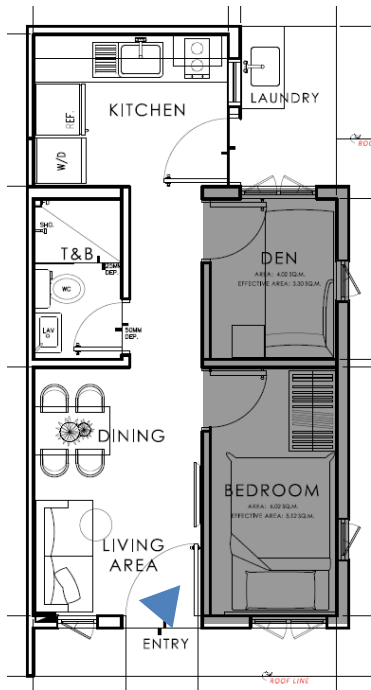


**Approx. 38 sqm**

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# Suggested Unit Layout

Flexi Home B End

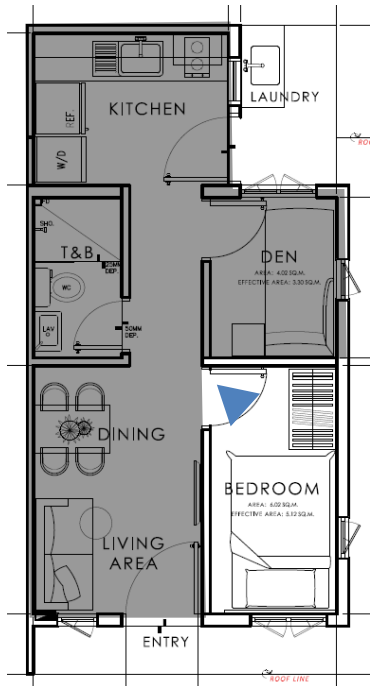


**Approx. 26 sqm**



# Suggested Unit Layout

Flexi Home B End



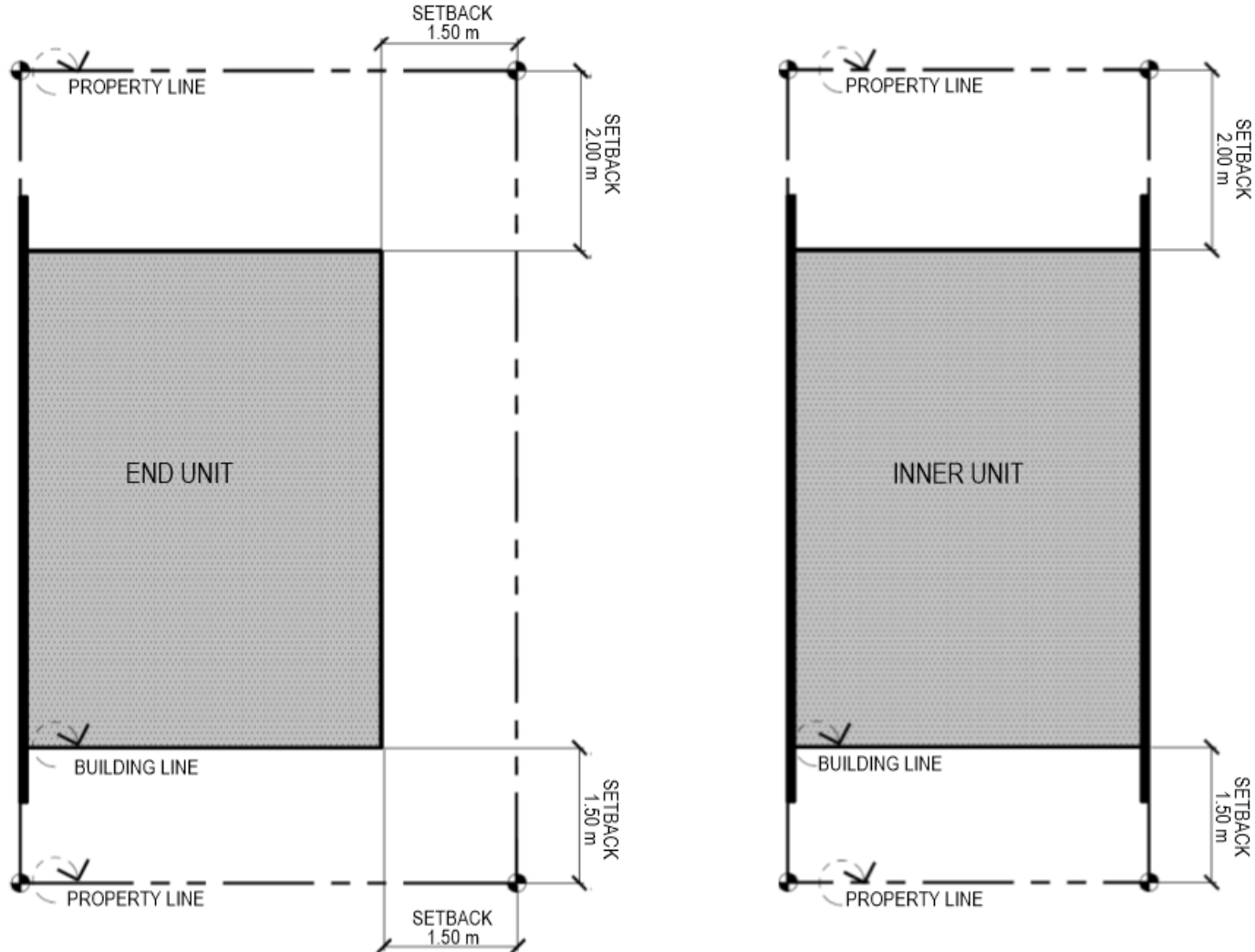
**Approx. 26 sqm**



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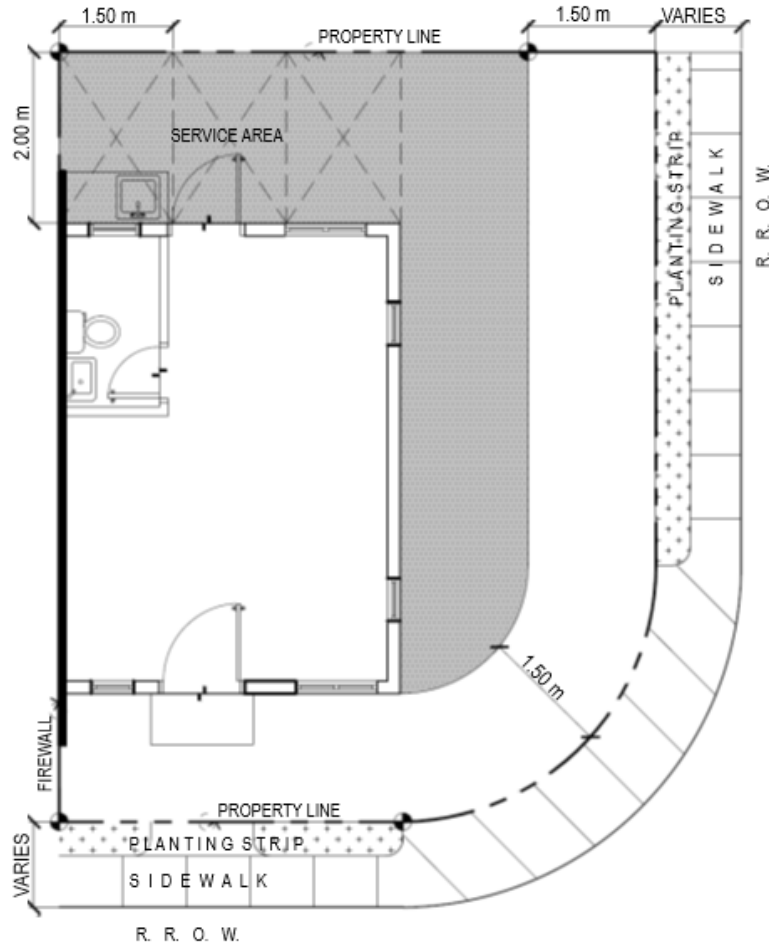
# Footprint and Setback Dimensions



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# Expansion Opportunities

## Provisions for Corner Lots

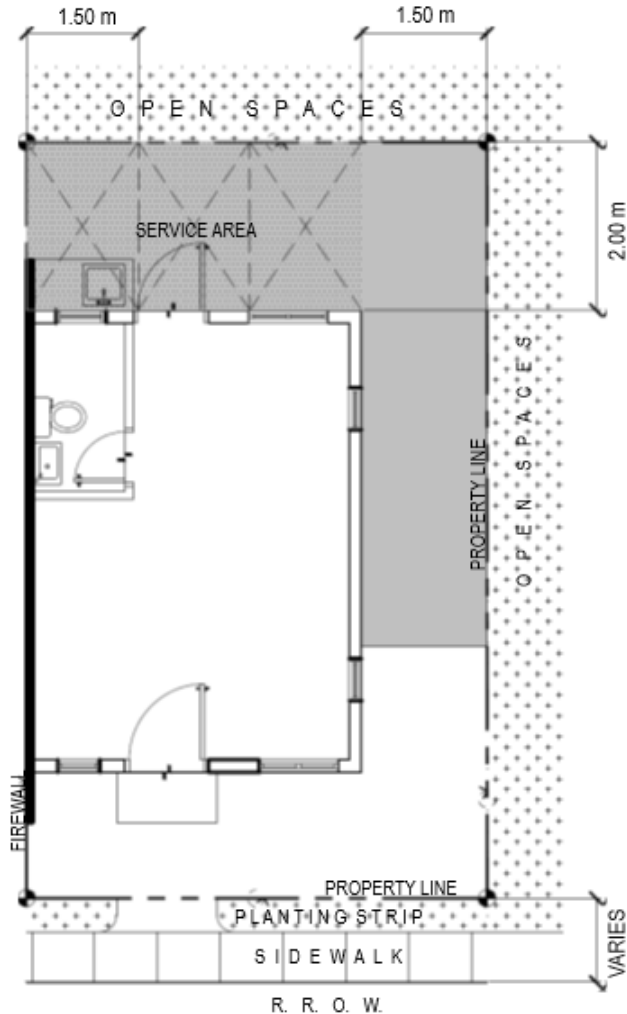


- EXPANSION AREA
- LOCATION FOR 2.00 m x 1.50 m LIGHT COURT

NOTE: RESIDENTS SHOULD PROVIDE A 2.00m x 1.50m MINIMUM LIGHT COURT AT THE REAR OF THEIR PROPERTY

# Expansion Opportunities

Provisions for End Units Along Open Spaces



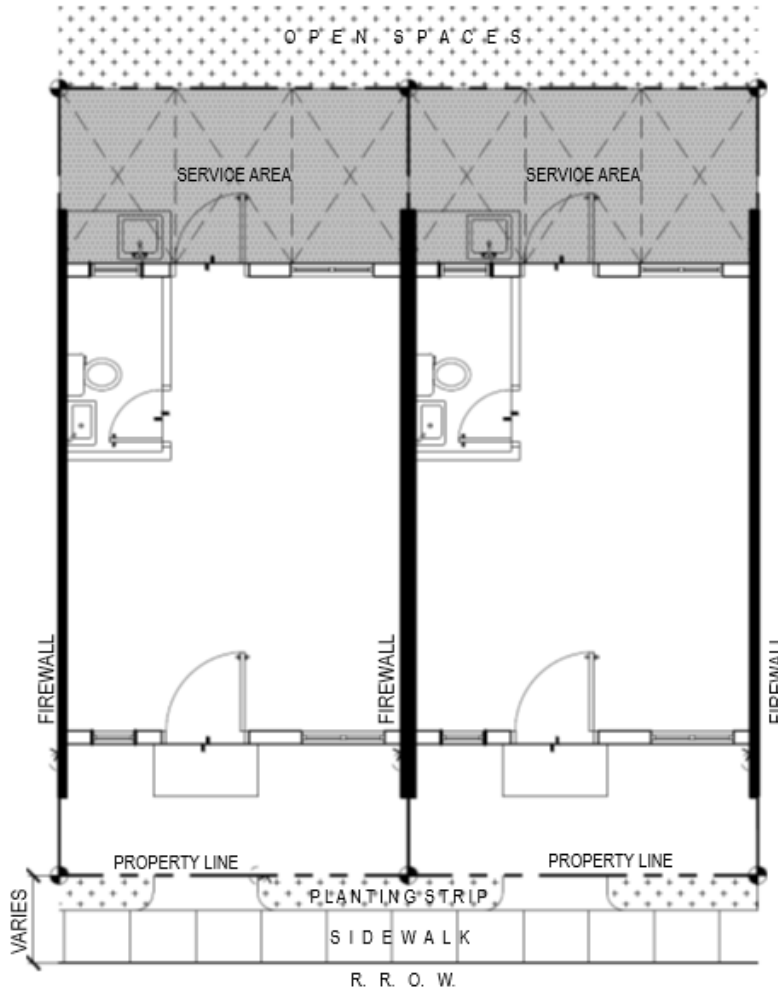
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# Expansion Opportunities

Provisions for Lots Along Open Spaces

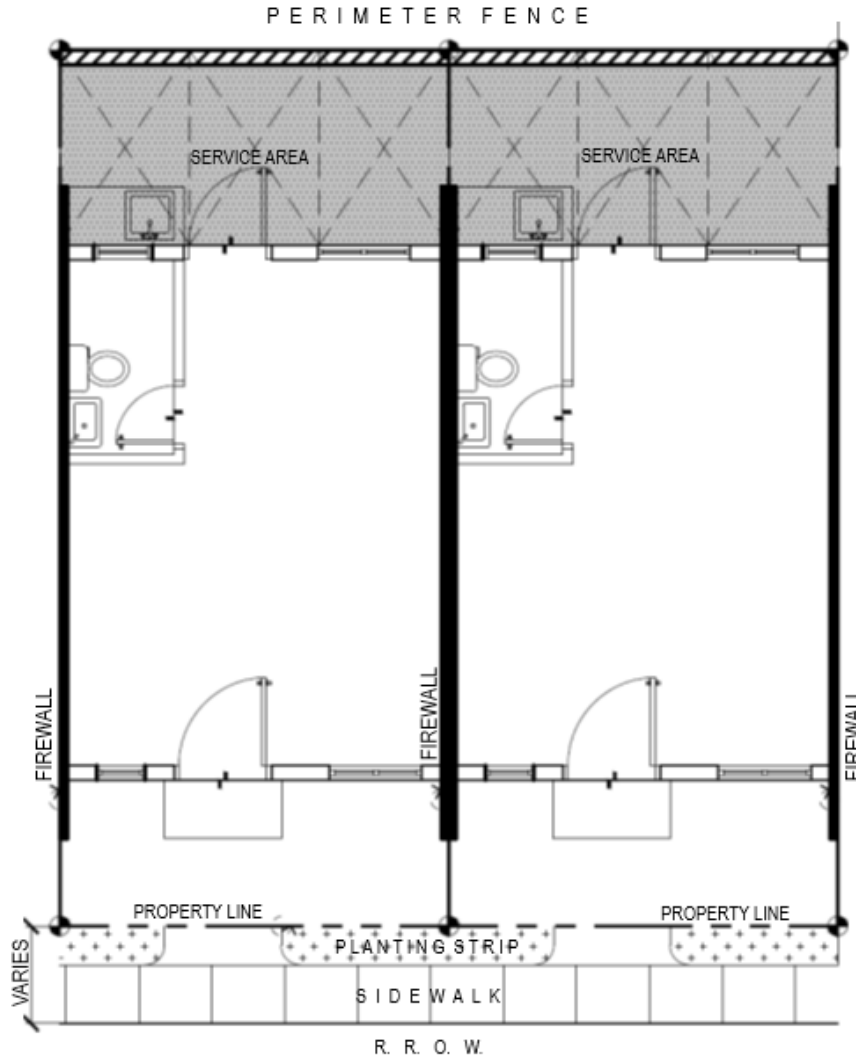


- EXPANSION AREA
- LOCATION FOR 2.00 m x 1.50 m LIGHT COURT

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# Expansion Opportunities

## Perimeter Lot Provisions

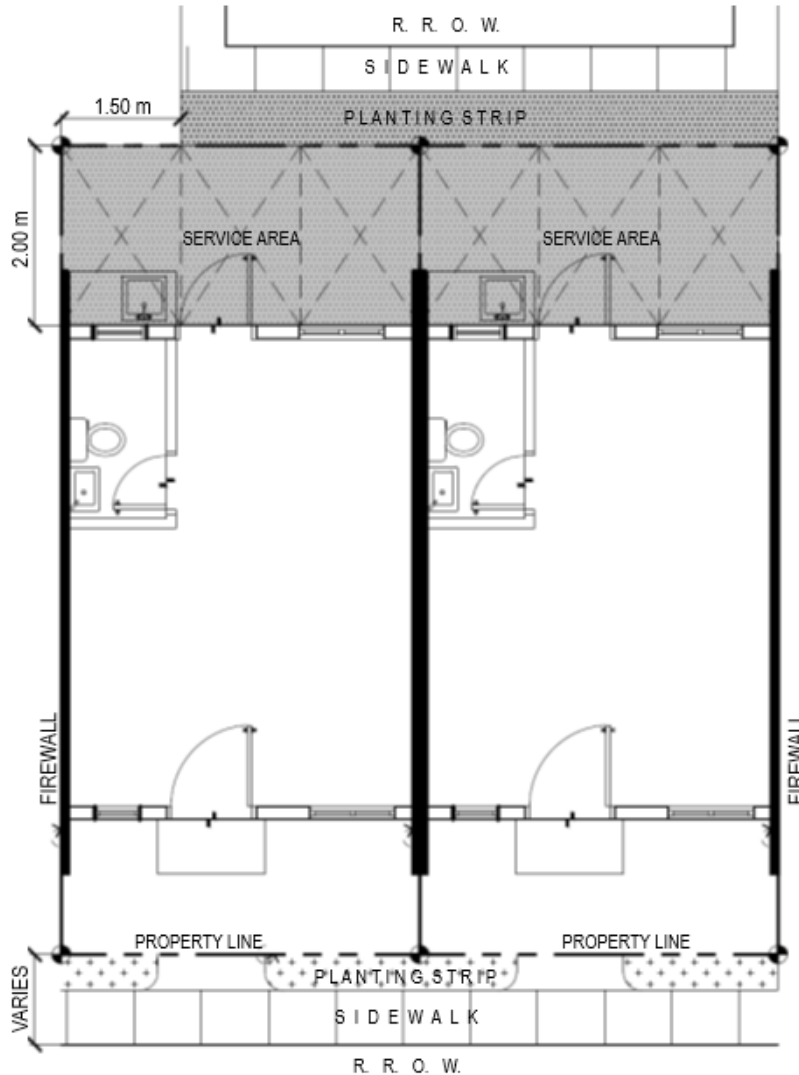


-  EXPANSION AREA
-  LOCATION FOR 2.00 m x 1.50 m LIGHT COURT

NOTE: RESIDENTS SHOULD PROVIDE A 2.00m x 1.50m MINIMUM LIGHT COURT AT THE REAR OF THEIR PROPERTY

# Expansion Opportunities

## Lot Along Easement Provisions



EXPANSION AREA



LOCATION FOR  
2.00 m x 1.50 m LIGHT COURT

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AT THE REAR OF THEIR PROPERTY

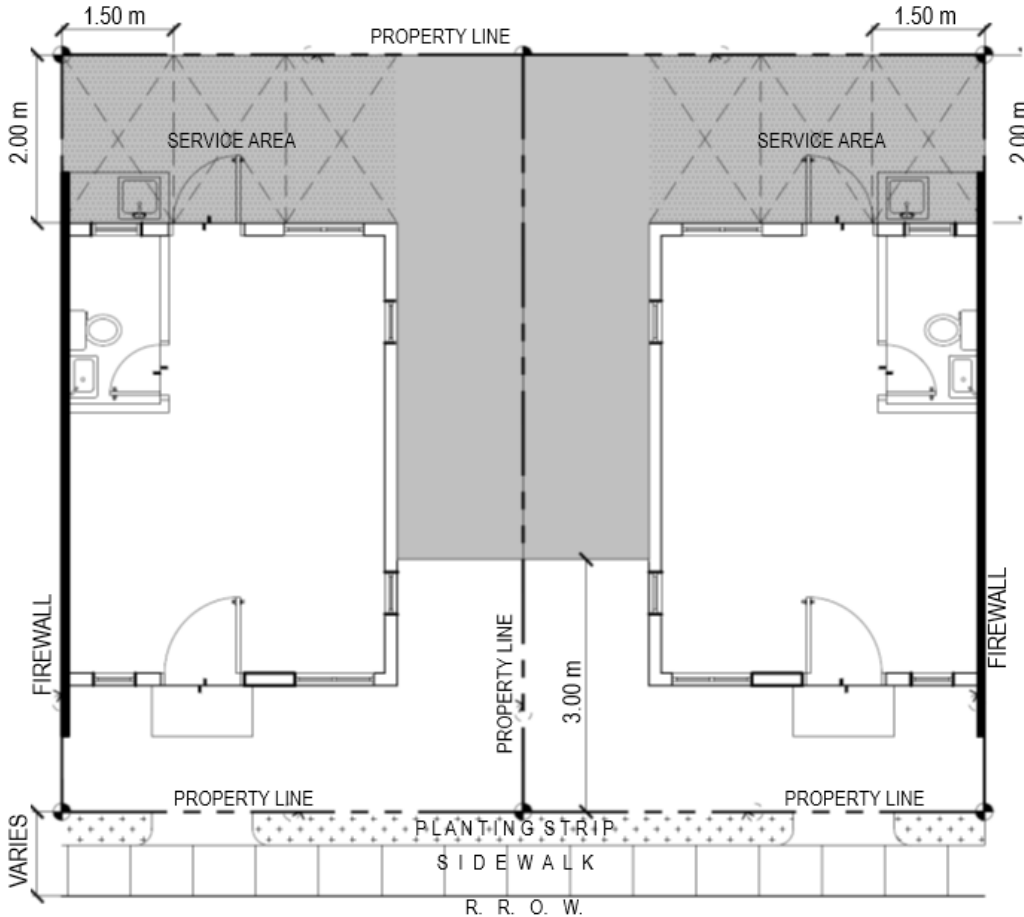
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# Expansion Opportunities

## End Lot Provisions

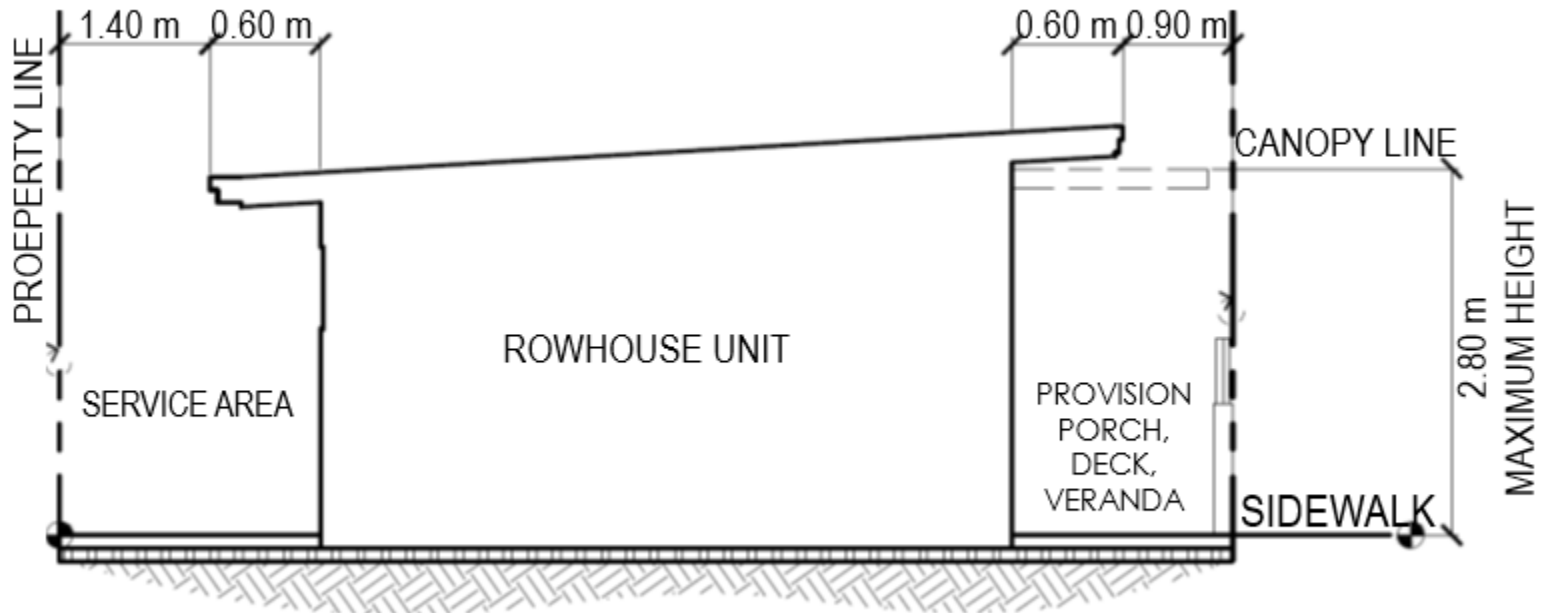


- EXPANSION AREA
- ⊗ LOCATION FOR 2.00 m x 1.50 m LIGHT COURT

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# Expansion Opportunities

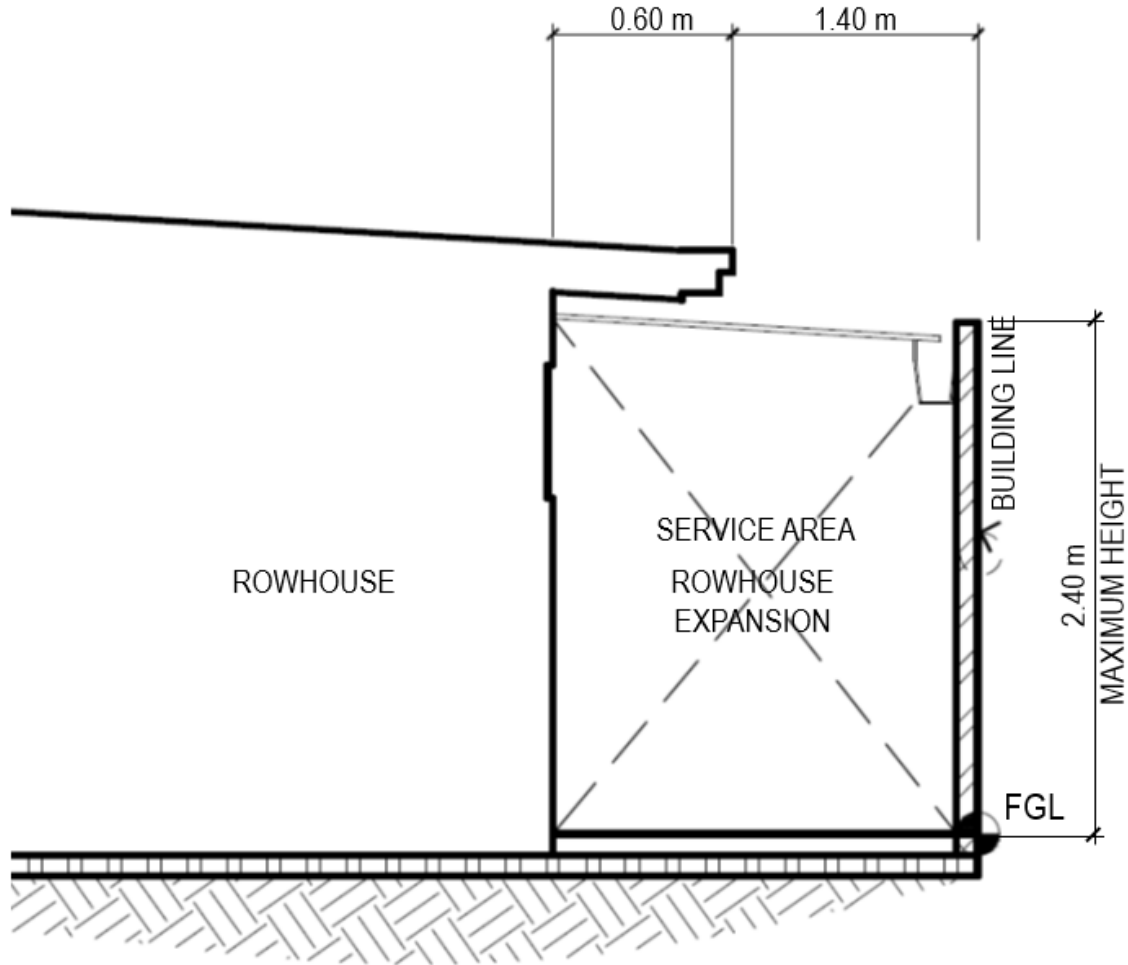
*Facing the Street*



\*NO VERTICAL EXTENSIONS ALLOWED

# Expansion Opportunities

## Rear Roof Extensions





# House and Lot Type Summary



House & Lot Type	House Area (m <sup>2</sup> )	Ave. Lot Area (m <sup>2</sup> )	Count	%
Flexi Home A Inner	32.5	50	314	10%
Flexi Home A End	32.5	68	255	8%
Flexi Home A Corner	32.5	79	41	1%
Flexi Home B Inner	22	37	1,238	41%
Flexi Home B End	22	53	923	30%
Flexi Home B Corner	22	62	267	9%
<b>Grand Total</b>			<b>3,038</b>	<b>100%</b>

# House and Lot Finishes

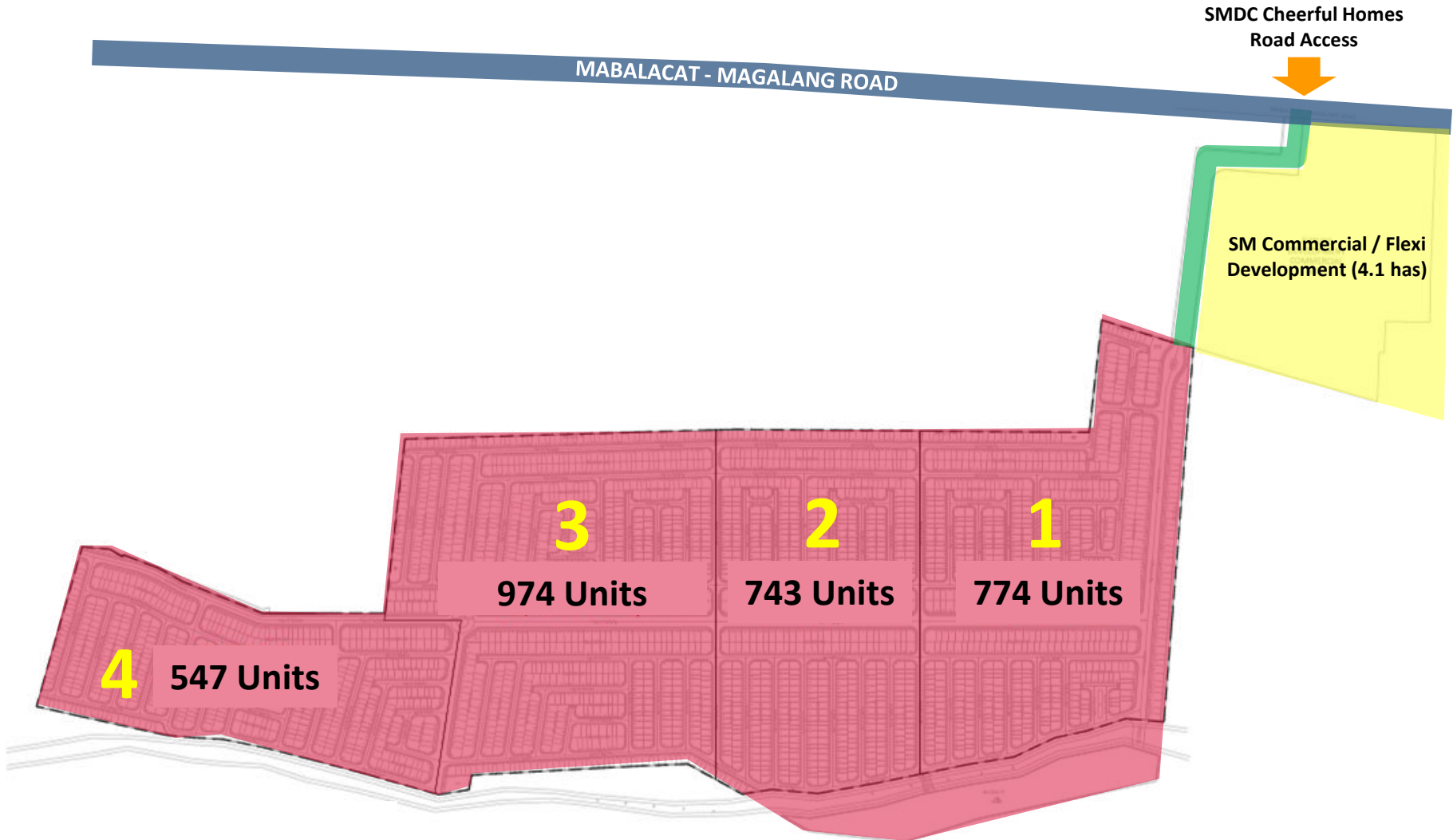
Area	Flexi Home A (32.5 sqm)	Flexi Home B (22 sqm)
<b>LIVING/DINING</b>		
Floor	Plain Cement Finish	
Wall	Semi-gloss / Sheen Paint Finish (Primer - 1 Coat)	
Ceiling	Flat Paint Finish (Primer - 1 Coat)	
Main Door / Rear Door	Solid Core (Single Leaf), Marine Plywood	
Window	Anodized Aluminum Casement (front), Steel Casement (other areas)	
Kitchen Counter (Exterior)	Ceramic Counter Top w/ single s/s kitchen sink and accessories	
<b>T&amp;B</b>		
Floor	300mm x 300mm Ceramic Tiles	
Wall (Lav and WC Area)	Semi-gloss / Sheen Paint Finish (Primer - 1 Coat); tiled baseboard	
Wall (Shower Area)	Semi-gloss / Sheen Paint Finish (Primer - 1 Coat) and 300mm x 300mm Ceramic tiles (1.2m high)	
Ceiling	Flat Paint Finish (Primer - 1 Coat)	
Door	PVC door w/ non-keyed cylindrical lockset	
Window	Steel Casement Window	
Water Closet (WC)	Tank-type (2-piece)	
Lavatory (Lav)	Wall-hung type, white	
Shower Set	Chrome Finish	

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# Construction Sectoring

No. of Units - 3,038 House and Lot Units



# Project Consultants

<b>Project Architect</b>	: <i>ASYA Design</i>
<b>Master Planning</b>	: <i>Santos Caguining &amp; Associates (SC&amp;A)</i>
<b>Structural, Mechanical, Electrical Sanitary and Fire Protection</b>	: <i>ASYA Engineering</i>
<b>Landscape Design</b>	: <i>ELAN Landscape Architectural Design Paulo G. Alcazaren &amp; Associates (PGAA)</i>
<b>Water Facilities Design</b>	: <i>Manila Water Philippine Ventures, Inc.</i>
<b>Construction Manager</b>	: <i>GRIDLINE MGS Construction Management, Inc.</i>



# Calendar of Activities

Date	Activity
May 2017	Target release LTS
May 2017	Opening of Admin Office at SM City Clark
w3 April 2017	Start of Land Development
November 2017	Opening of Model Houses at SMDC Cheerful Homes Site

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# FAQs

## **Who is the owner and developer of SMDC Cheerful Homes?**

*SM Development Corporation (SMDC)*

## **Who will be the water provider for SMDC Cheerful Homes?**

*Water facilities will be designed, constructed and managed in partnership with Manila Water Philippine Ventures (MWPV). Water supply to all homes will be potable.*



**Will we be allowed to extend our house vertically?**

*No.*

**Will we be allowed to extend our house horizontally?**

*Yes, but within the allowable areas, as stipulated in the Deed of Restrictions (DOR).*

*Client will engage his own contractor and will submit proposed plan to Property Management for approval. Fees may apply.*

## **Will we be allowed to combine units?**

*Yes, as long as the façade of the housing units remain unaltered.*

*Unit combination will be for the account of the buyer after turnover, subject to approval of the property management.*

## **Will SMDC Cheerful Homes be placed under the care of a property management group?**

*Yes. SMDC Cheerful homes will be managed by Greenmist Property Management Corporation (GPMC).*

## **When is the land development completion?**

*Land development will be completed by November 2020.*

## **What is the association dues rate?**

*Association dues rate will be determined by property management, depending on the projected operational cost of the project during turnover. This will be used for the maintenance of all common areas.*

*Thank you and a*  
**CHEERFUL** *Selling!*

