

# Athenton BY DMCI HOMES

**PROJECT BRIEF** 

## The Logo



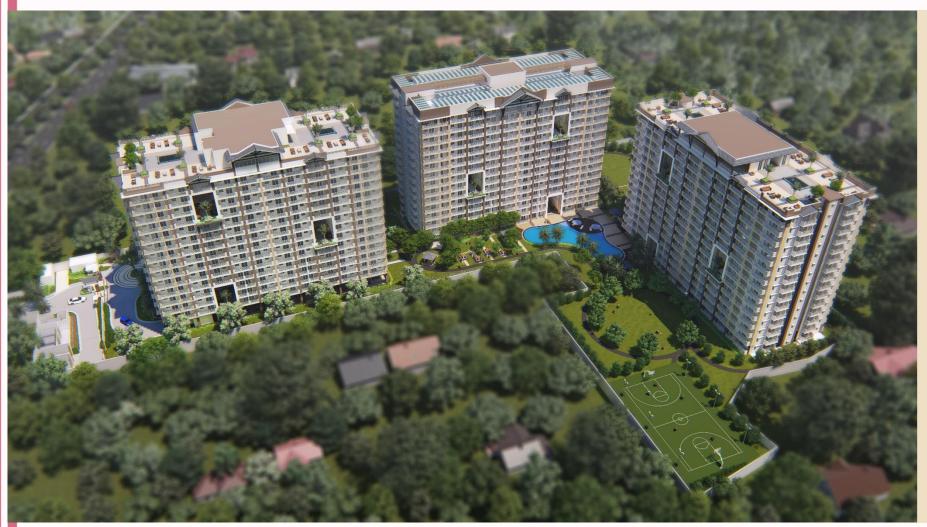




Architectural Theme: Modern Tropical

## Project Overview





#### Lot Area:

17,623 sqm.

#### Theme:

**Modern Tropical** 

#### **Amenities:**

69% allotted for outdoor amenities

#### **Buildings:**

Almond, Helicia, Oak 15 residential floors 2 basement parking

#### **Unit Mix:**

1 BR and 2 BR

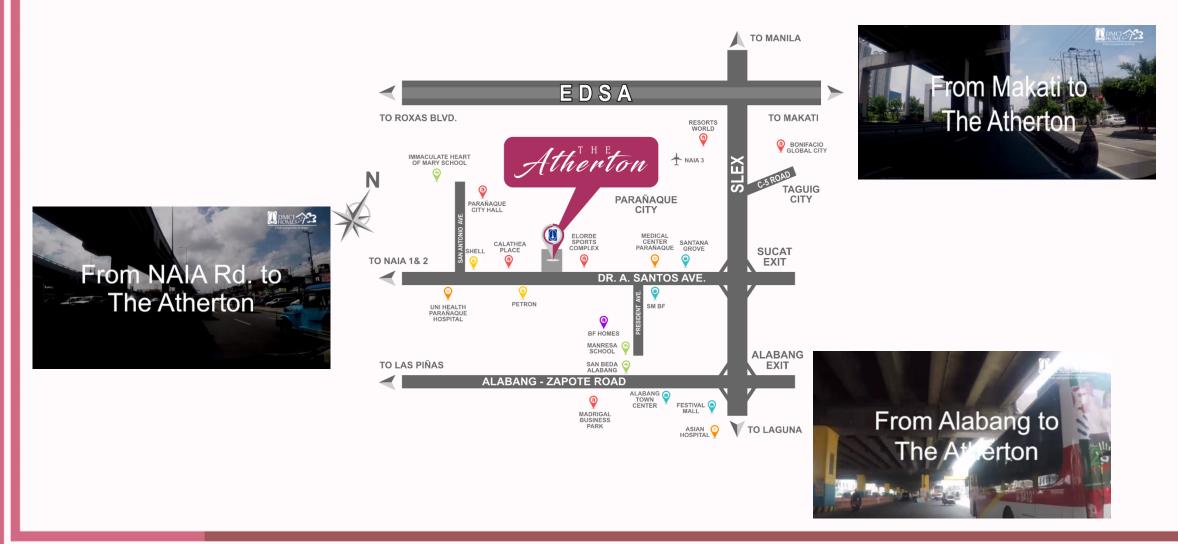


## Pocation



## How to get there?









BUSINESS DISTRICTS	DISTANCE
Northgate Cyberzone	8.0 km
Madrigal Business District	9.2 km
Ayala Business District	14 km





COMMERCIAL ESTABLISHMENTS	DISTANCE		
SM BF Paranaque	900 Meters		
Shopwise Sucat	1.2 km		
Santana Grove	1.4 km		
SM Hypermarket Sucat	1.9 km		
Waltermart Sucat	2.3 km		
SM City Sucat	4.9 km		
Festival Mall	7.8 km		



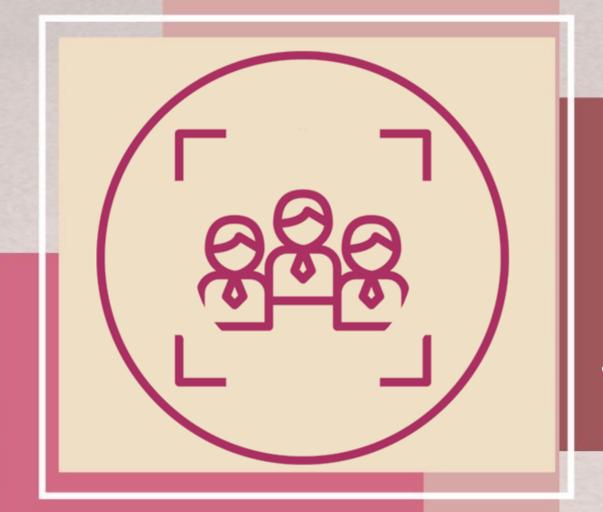


SCHOOLS	DISTANCE
Paranaque Municipal High School	450 m
UP South School	1.3 km
APEC Schools – Sta. Rita	1.8 km
Betty's Vermillion Academy	1.9 km
PATTS College of Aeronautics	3.2 km
Olivarez College	4.0 km
San Beda College Alabang	7.0 km





MEDICAL INSTITUTIONS	DISTANCE		
Unihealth Paranaque Hospital	750 m		
Paranaque City Medical Center	1.1 km		
Olivarez Hospital	3.7 km		
Paranaque Doctor's Hospital	4.3 km		
Asian Hospital and Medical Center	7.8 km		



Market Landscape



### Population

Parañaque City has the highest population volume and growth rate of all the cities within The Atherton's 3KM radius





Nearby Areas	2010	2015	2020	% Change
Parañaque	588,126	665,822	753,782	+13%
Las Piñas	552,573	588,894	627,602	+7%
Muntinlupa	459,941	504,509	553,396	+10%

\*National Statistics Office, 2010 and 2015



## Population

#### Legend

- Parañaque
- Las Piñas
- Muntinlupa
- Project Radius (IKM, 2KM, 3KM)





### Commerce

#### Legend



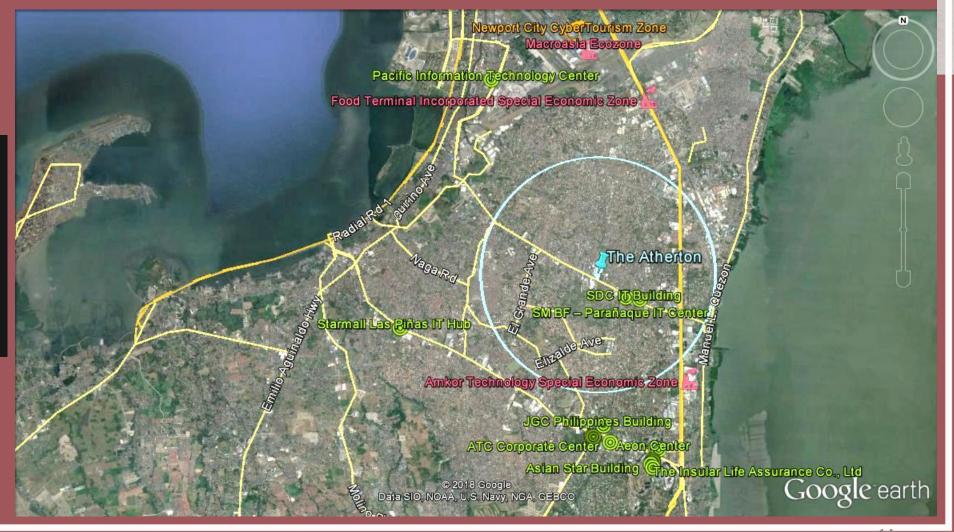
**IT Centers / Parks** 



Manufacturing Eco Zone



**Tourism Eco Zone** 



## (Infrastructure

The Atherton is located at the center of various projects, particularly C-5 South Link and the LRT Line 1 Extension, both of which will have access to Dr. A. Santos Ave. (via an interchange and a station).

Though at a lesser degree, The Atherton will also benefit from the upcoming C-6 Expressway and the Metro Manila Expressway, the nearest access of which is in FTI, 8KM to the north in road distance.





## Tanget Manket



#### End-Users & Upgraders



#### **Demographics:**

- 30 to 45 years old
- Married
- From Parañaque, Muntinlupa & Las Piñas
- Entrepreneurs & Managers

#### Needs:

- Home located in a familiar place and accessible to places of interests
- Family-friendly community
- Space-efficient units
- Secured community



#### Investors



#### **Demographics:**

- 25 to 40 years old
- Single & Married
- From Metro Manila
- Entrepreneurs, Managers, IT and BPO employees

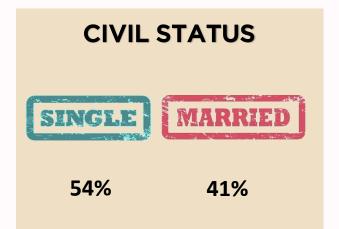
#### Needs:

- Ideal location
- Homes built with quality and from a trusted brand

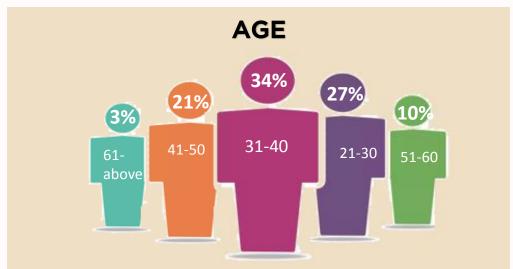
#### Calathea Place Buyers' Profile

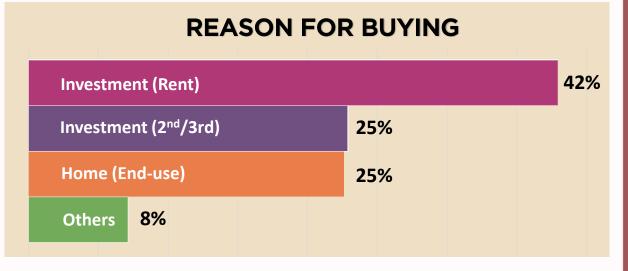












Source: CLP LTD Buyers' Profile as of Feb 2018



## Selling Points



Amenities



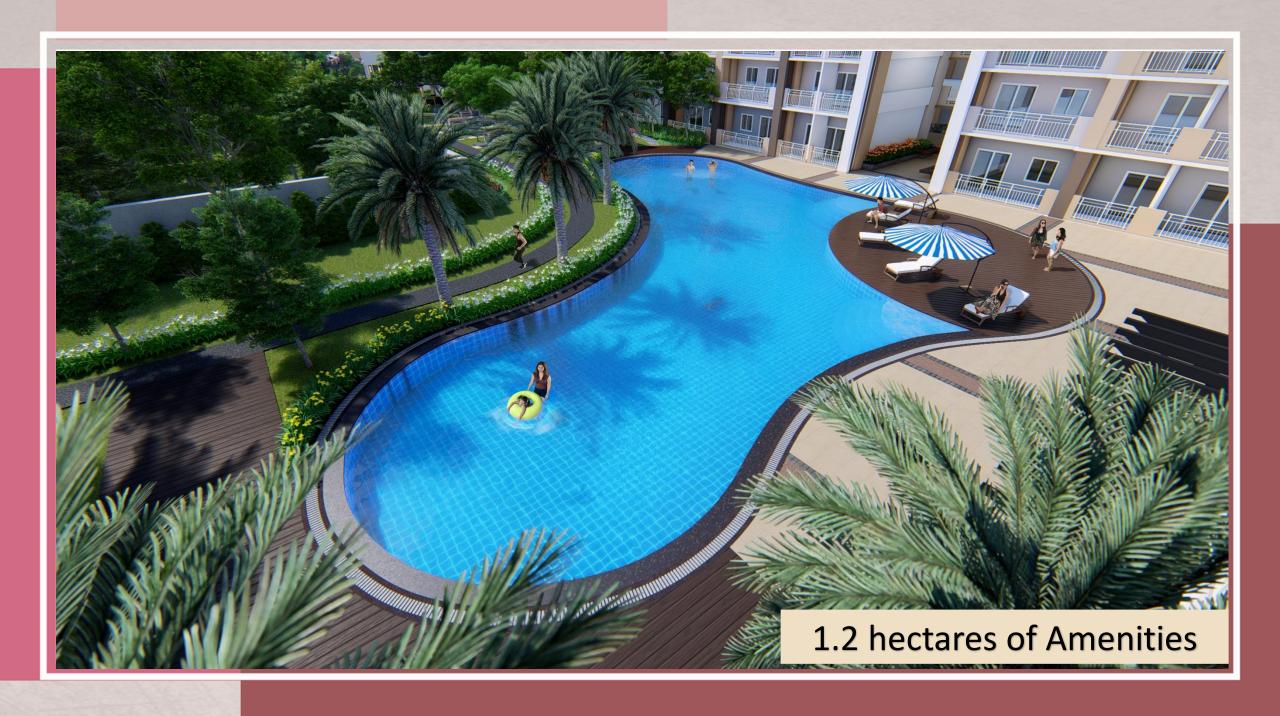
Value for Money



Location



Quality

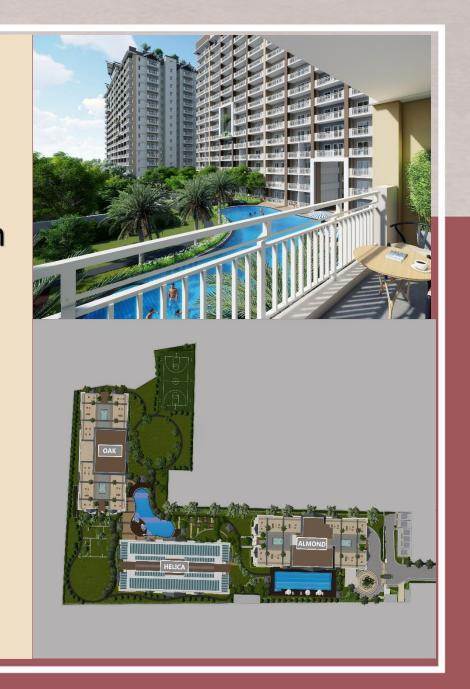


- 10+ Shopping Centers along Dr. A. Santos Ave. (Sucat Rd.)
- Near NAIA
- Less than 30 Minutes from Makati and Alabang CBDs (via Skyway/SLEX)





- Space-efficient units vs.Competitors
- Lower price / sqm
- Flexible payment terms
- Investment with good earning potential
- Lower density
- More open space



- First Quadruple A developer in the Philippines
- DMCI Legacy
- Award-winning company
- DMCI Homes' 8<sup>th</sup> development in Paranaque City





# Project In Focus



#### **Project Information**

Location: **Dr. A Santos Avenue, Paranaque City** 

Lot Area: 1.7 hectares

No. of Buildings: 3

No. of Residential Floors: 15

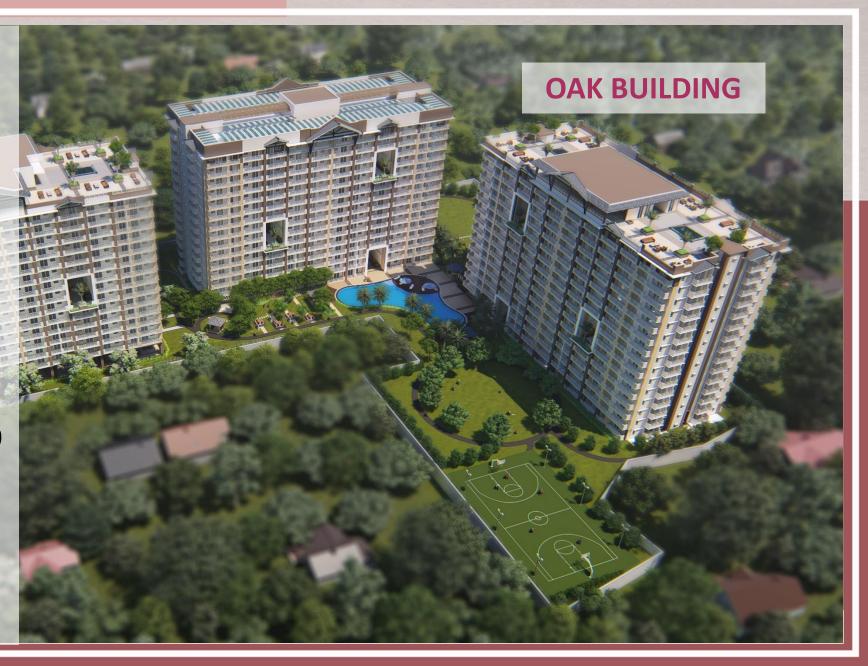




No. of Units: 340

No. of Parking Level: 2

No. of Parking Slots: 229



### Site Development Plan





- Gate & Guardhouse
- 2 Lap Pool
- 3 Leisure & Kiddie Pool
- 4 Play Area
- 5 Picnic Area
- 6 Activity Lawn
- 7 Basketball Court
- 8 Gazebo
- 9 Jogging Path
- 10 Roof Garden

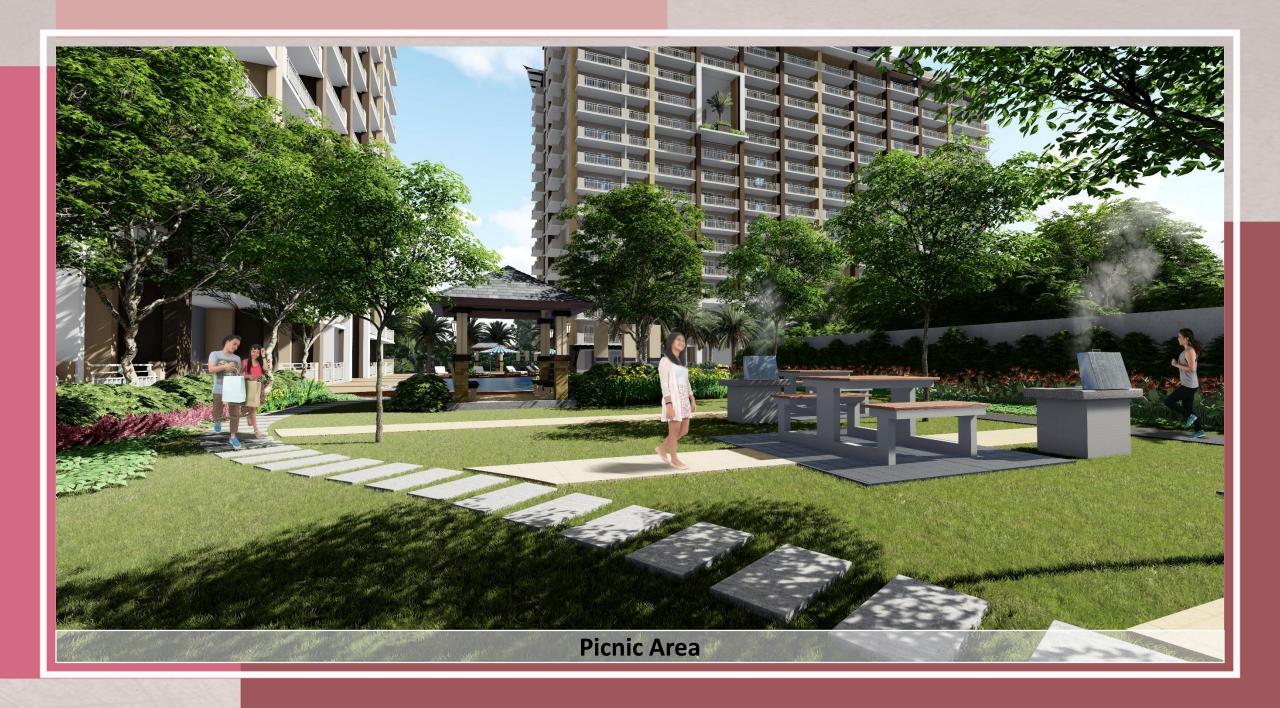














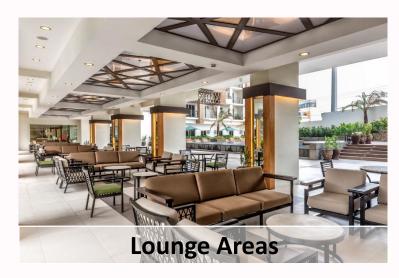






## Indoor Amenities











# Indoor Amenities











## Facilities



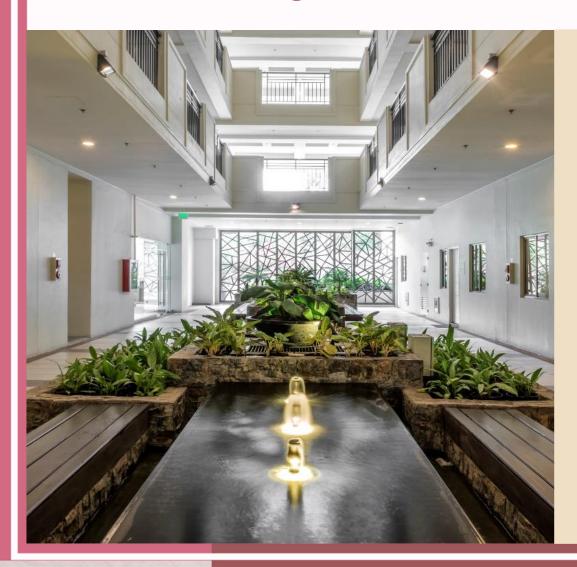






# Building Features





- Mail Area
- Lumiventt Technology
- Landscape Garden Atriums
- Full Back up Power
- Provision for CCTV in strategic locations
- Fire Detection, Alarm, and Suppression System (Heat, smoke detectors and sprinklers)







Guarded entrance gate & 24-hour security



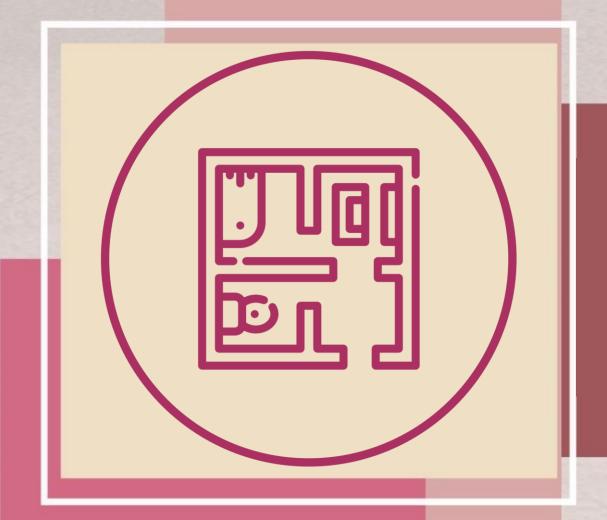
General maintenance of common areas



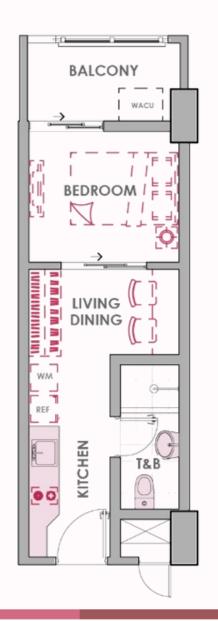
Taxi call-in service



Utilities application & payment assistance



# Amit Layouts



## 1-BEDROOM A INNER UNIT

### **AREA ALLOCATION**

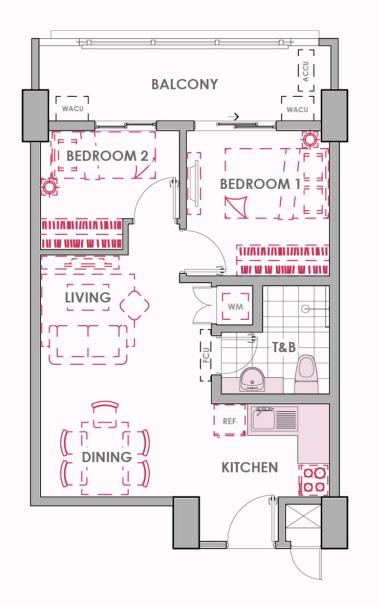
LIVING & DINING	5.15 sqm
KITCHEN	6.50
BEDROOM	8.00
TOILET & BATH	4.85
BALCONY	4.50

APPROX. GROSS FLOOR AREA: 29.00 sqm



- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- KEY PLAN IS BASED ON TYPICAL FLOOR

**EFFECTIVE JULY 2018** 



## 2-BEDROOM A INNER UNIT

### **AREA ALLOCATION**

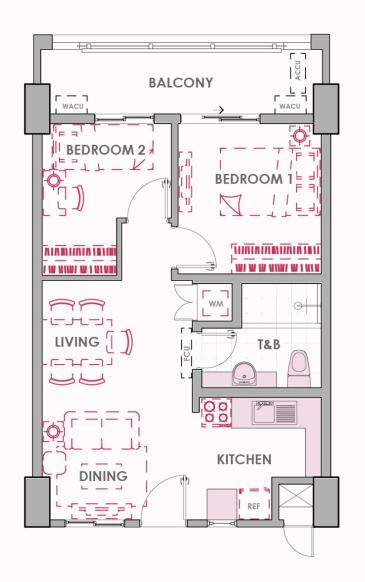
LIVING & DINING	16.70 sqm
KITCHEN	7.40
BEDROOM 1	9.10
BEDROOM 2	6.60
TOILET & BATH	5.20
BALCONY	9.00

APPROX. GROSS FLOOR AREA: 54.00 sqm



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**EFFECTIVE JULY 2018** 



## 2-BEDROOM B INNER UNIT

#### AREA ALLOCATION

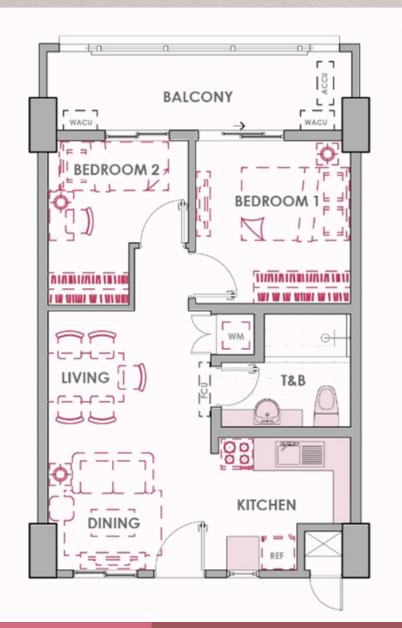
LIVING & DINING	17.30 sqm
KITCHEN	7.00
BEDROOM 1	10.00
BEDROOM 2	7.80
TOILET & BATH	5.90
BALCONY	8.00

APPROX. GROSS FLOOR AREA: 56.00 sqm



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- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- KEY PLAN IS BASED ON TYPICAL FLOOR

**EFFECTIVE JULY 2018** 



## 2-BEDROOM C INNER UNIT

### **AREA ALLOCATION**

LIVING & DINING	17.30 sqm
KITCHEN	7.00
BEDROOM 1	10.00
BEDROOM 2	7.80
TOILET & BATH	5.90
BALCONY	9.00

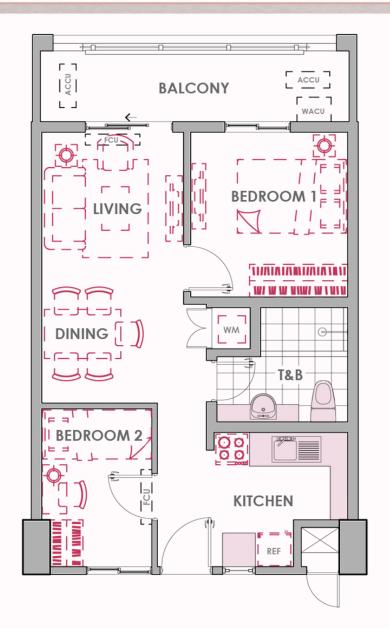
APPROX. GROSS FLOOR AREA: 57.00 sqm



LOCATION PLAN

- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- KEY PLAN IS BASED ON TYPICAL FLOOR

**EFFECTIVE JULY 2018** 

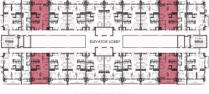


## 2-BEDROOM D OPEN LAYOUT

### **AREA ALLOCATION**

LIVING & DINING	18.60 sqm
KITCHEN	7.00
BEDROOM 1	10.00
BEDROOM 2	6.50
TOILET & BATH	5.90
BALCONY	8.00

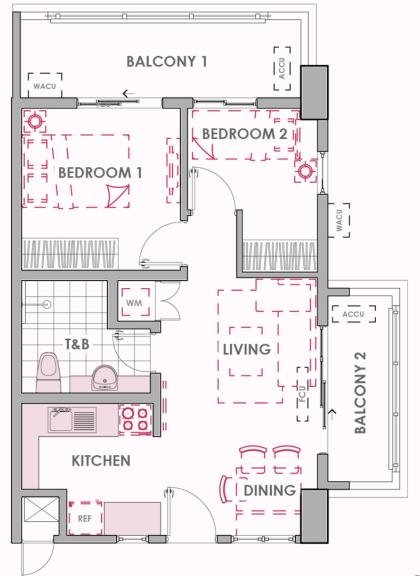
APPROX. GROSS FLOOR AREA: 56.00 sqm



LOCATION PLAN

- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- KEY PLAN IS BASED ON TYPICAL FLOOR

**EFFECTIVE JULY 2018** 



## 2-BEDROOM E END UNIT

### **AREA ALLOCATION**

LIVING & DINING	17.20 sqm
KITCHEN	7.00
BEDROOM 1	10.30
BEDROOM 2	7.60
TOILET & BATH	5.90
BALCONY 1	8.50
BALCONY 2	5.00

APPROX. GROSS FLOOR AREA: 61.50 sqm



- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
- KEY PLAN IS BASED ON TYPICAL FLOOR

**EFFECTIVE JULY 2018** 

## **BALCONY 2 BALCONY 1** BEDROOM 2 BEDROOM 3 BEDROOM 1 HALLWAY TO AT A TAKE DICKED INTREM WARRANT ACCU WALK-IN CLOSET WITH THE CLOSET T&B 1 LIVING BALCONY T&B 2 000 **KITCHEN** トコヒカ DINING

## **TANDEM UNIT A - END UNIT**

#### **AREA ALLOCATION**

LIVING & DINING	20.60 sqm
KITCHEN	7.00
BEDROOM 1	19.95
BEDROOM 2	6.90
BEDROOM 3	7.80
TOILET & BATH 1	5.90
TOILET & BATH 2	4.85
BALCONY 1	8.50
BALCONY 2	4.50
BALCONY 3	5.00

APPROX. GROSS FLOOR AREA: 91.00 sqm

DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.



FURNITURE AND APPLIANCES ARE NOT INCLUDED.
 KEY PLAN IS BASED ON TYPICAL FLOOR.

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**EFFECTIVE JULY 2018** 

## **BALCONY 1 BALCONY 2** BEDROOM 3 BEDROOM 2 BEDROOM 1 TA M A M M M ATMLE M A WINNINININININI T&B 1 \_\_\_\_\_\_ 00 00 DINING LIVING MAID'S **KITCHEN** ROOM REF

### **TANDEM UNIT B - INNER UNIT**

### **AREA ALLOCATION**

LIVING & DINING	30.90 sqm
KITCHEN	7.00
BEDROOM 1	21.70
BEDROOM 2	7.80
BEDROOM 3	9.80
MAID'S ROOM	7.00
TOILET & BATH 1	5.90
TOILET & BATH 2	5.90
BALCONY 1	8.00
BALCONY 2	9.00

APPROX. GROSS FLOOR AREA: 113.00 sqm



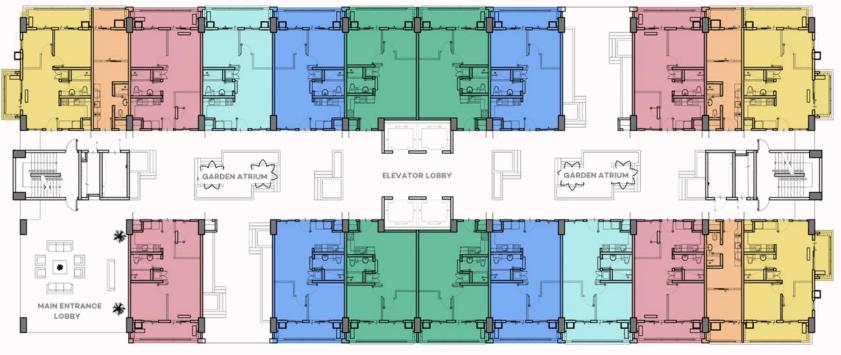
- DIMENSIONS AND AREAS MAY VARY BASED ON ACTUAL SITE CONDITION.
- FURNITURE AND APPLIANCES ARE NOT INCLUDED.
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LOCATION PLAN

**EFFECTIVE JULY 2018** 



# Dak Building Floor Plans





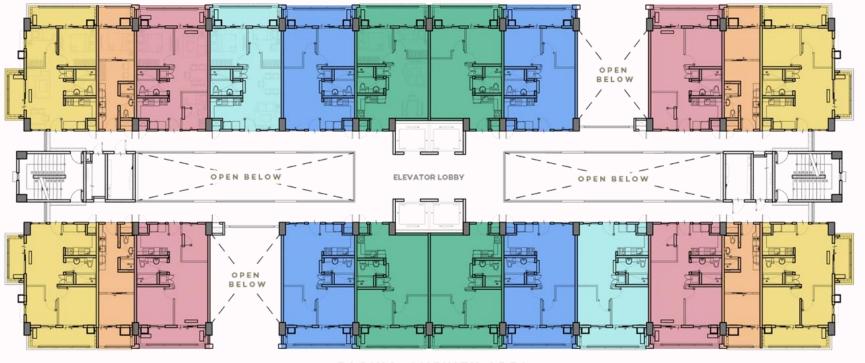


## room A (Inner Unit) 2 Bedroom B (Inner Unit) Approx. Gross Floor Area: 56,00 sqm

2 Bedroom E (End Unit)
Approx, Gross Floor Area: 61.50 sqm

### **Ground Floor Level Plan**

- Plans reflected as visuals are not to scale.
- Actual configurations and features may vary per unit.
- Please check the specifications of the particular unit you are interested on purchasing with your seller.





1 Bedroom A (Inner Unit)
Approx. Gross Floor Area: 29.00 sqm

2 Bedroom A (Inner Unit) Approx. Gross Floor Area; 54,00 sqm 2 Bedroom B (Inner Unit) Approx. Gross Floor Area: 56.00 sqm



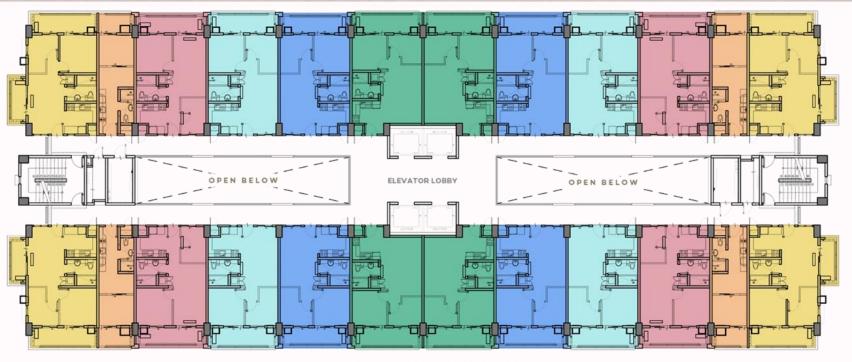
2 Bedroom D (Inner Unit) Approx. Gross Floor Area: 56,00 sqm



2 Bedroom E (End Unit) Approx. Gross Floor Area: 61.50 sqm



- Plans reflected as visuals are not to scale.
- Actual configurations and features may vary per unit.
- Please check the specifications of the particular unit you are interested on purchasing with your seller.

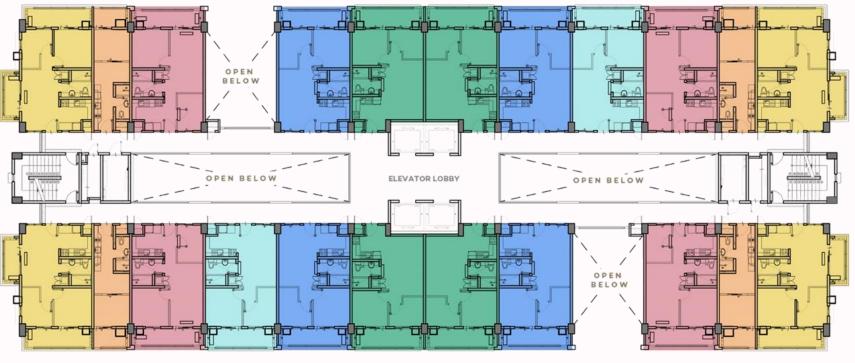




### 4th-5th, 9th-10th & 15th-PH Floor Level Plan

- Plans reflected as visuals are not to scale.
- Actual configurations and features may vary per unit.
- Please check the specifications of the particular unit you are interested on purchasing with your seller.



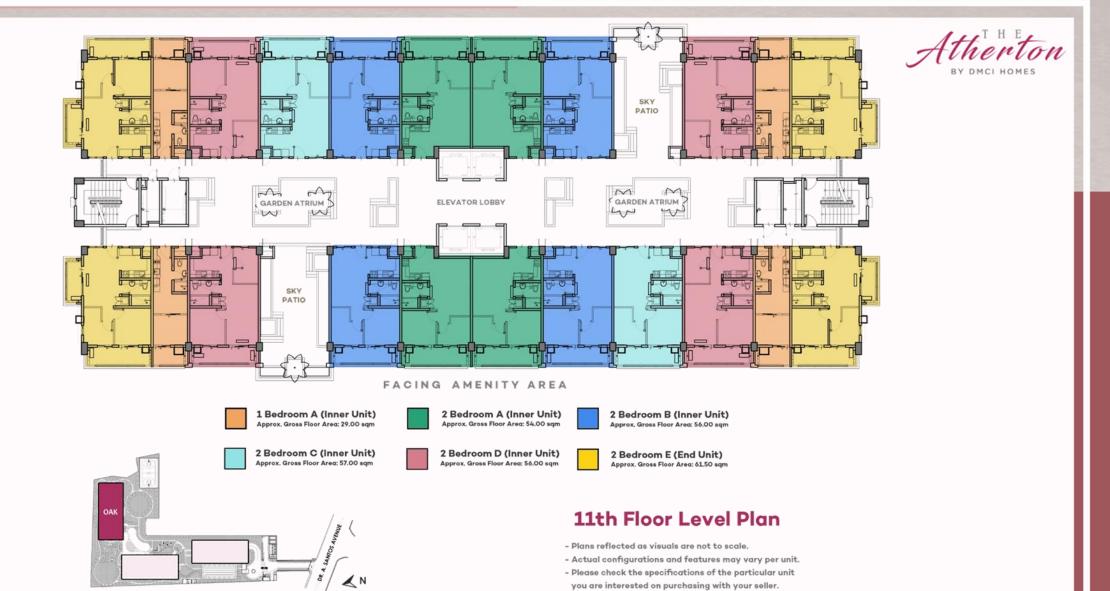


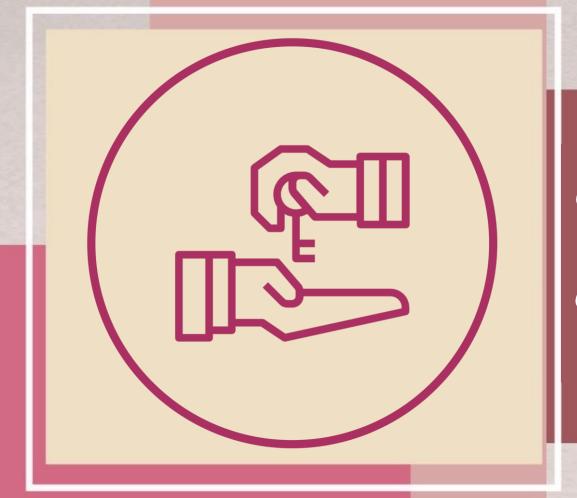




### 7th-8th Floor Level Plan

- Plans reflected as visuals are not to scale.
- Actual configurations and features may vary per unit.
- Please check the specifications of the particular unit you are interested on purchasing with your seller.





# Turnover Finishes

## Turnover Finishes



RESIDENTIAL	1-BEDROOM UNIT	2-BEDROOM UNIT		
UNITS	24.50 sq.m 45.00 sq.m		48.00 sq.m	
FLOOR FINISHES	'			
Living, Dining and Kitchen	Vinyl planks with baseboard	Ceramic Tile	es with baseboard	
Bedrooms	Vinyl planks	with baseboard		
Balcony	Ceramic tiles wi	th pebble washout		
Toilet & Bath	Unglazed	ceramic tiles		
WALL FINISHES				
Interior Walls	Painted finish			
Toilet & Bath	Ceramic tiles; Painted cement finish above wall tiles			
CEILING FINISHES				
Living, Dining and Kitchen	Painted plain cement finish			
Bedrooms	Painted plain cement finish			
Toilet & Bath	Painted ficemboard ceiling			
SPECIALTIES				
Kitchen Area	Granite finish kitchen countertop with cabinet system			
Toilet and Bath	Mirror Cabinet Granite finish lavatory countertop			
DOORS				
Entrance Door	Wooden door on metal jamb			
Bedroom Door	Aluminum sliding framed glass panel	Wooden do	or on metal jamb	
Toilet Door	Wooden door with h	alf louver on metal jamb		
Balcony Door	Aluminum sliding framed glass panel with insect screen			

## Turnover Finishes



RESIDENTIAL	1-BEDROOM UNIT 2-BEDROOM UNIT		EDROOM UNIT	
UNITS	24.50 sq.m	45.00 sq.m	48.00 sq.m	
WINDOWS	Aluminum framed glass panel with insect screen (except awning windows)			
FINISHING HARDWARE				
Main Door Lockset	Mortise type keyed lockset			
Bedroom Lockset	Flush type keyed lockset	Lever type keyed lockset		
Toilet Lockset	Lever type privacy lockset			
TOILET AND KITCHEN FIXTURES				
Water Closet	Top flush, one-piece type			
Lavatory	Wall-hung with semi-pedestal type Semi-counter top basin			
Shower Head and Fittings	Exposed shower and mixer type			
Toilet Paper Holder	Rec	Recessed type		
Soap Holder	Nic	Niche at wall		
Kitchen Sink	Stainless steel, single bowl	Stainless steel, single bowl with one-side drainb		
Kitchen Faucet	Gooseneck type	Rotary lever type		
Toilet Exhaust	Ceiling-mounted exhaust fan			
Kitchen exhaust	Rangeh	Rangehood Provision		
AIR CONDITION	Provision for Window Type Air Conditioning Unit	Provision for Window	Type & Split Type Air Conditioning Unit	

## Turnover Finishes



DECIDENTIAL LINUTC	1-BEDROOM UNIT	2-BED	ROOM UNIT
RESIDENTIAL UNITS	24.50 sq.m	45.00 sq.m	48.00 sq.m
COMMON AREA			
FLOOR FINISH			
Stairs	Straight to finish co	ncrete with steel angle nosing gu	uard
Hallway/ Corridor	Ceramic tiles with pebble washout		
Roof Deck	Natural stone / homogeneous tile with pebble washout		
Driveway/ Parking	Straight to finish concrete		
WALL FINISH			
Exterior Wall Finish	Combination of plair	n and textured paint on cement f	inish
Hallway	Painted plain cement finish		
Stairwell	Painted plain cement finish		
CEILING FINISH			
Hallway	Painted plain cement finish with ficem / gypsum board cladding		
Stairwell	Painted plain cement finish		
Driveway/ Parking	Painted plain cement finish		
	Nothing fo	llows	

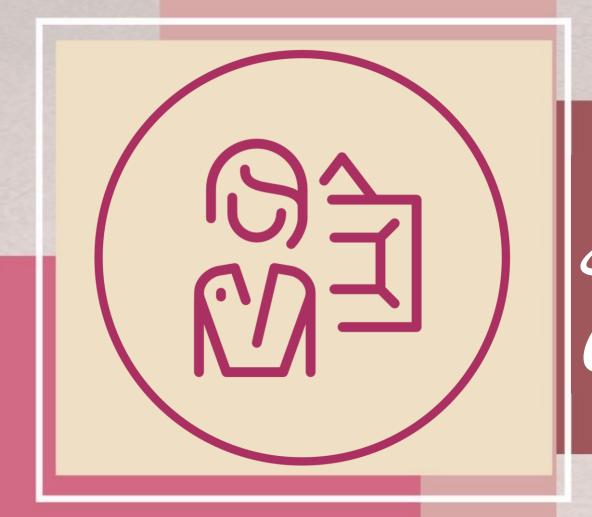


Pricing

# Oak Building Pricing



Selling Price Summary	# of Units	Minimum List Price	Maximum List Price	Average List Price
1 BR A (Mid) - 24.50	59	3.33 Mn	3.33 Mn	3.33 Mn
2 BR A (Mid) - 45.00	60	4.56 Mn	5.30 Mn	4.90 Mn
2 BR B (Mid) - 48.00	60	4.60 Mn	5.34 Mn	4.95 Mn
2 BR C (Mid) - 48.00	42	4.64 Mn	5.39 Mn	4.98 Mn
2 BR D (Mid) - 48.00	60	4.60 Mn	5.34 Mn	4.95 Mn
2 BR E (End) - 48.00	59	5.05 Mn	5.80 Mn	5.40 Mn
Total # of Units	340			



# Selling Auidelines



# Standard Payment Term for Unit & Parking Slots

30% Minimum Down Payment

70% Balance thru BF / IH





Payment Term	30% DP, 70% Balance BF
Building	Oak Building
Uni Type	2-Bedroom B (Inner Unit)
Unit Area	48.00
List Price	4,603,000
Promo Discount	-
Net	4,603,000
Regular Discount	276,180
Contract Price	4,326,820
Closing Fees	454,316
Down Payment	1,298,046
Less: Reservation Fee	20,000
Net Down Payment	1,278,046
*Monthly Payment	26,625
*70% Balance	3,028,774

<sup>\*</sup>Exclusive of Closing Fees

# Selling Promo



# 20% Minimum Down Payment

80% Balance thru BF / IH

- Applicable to all 2-BR, Tandem Units and Parking.
- Special Tandem Discount for Tandem A (4% Discount to be applied on 1BR only)
- Standard discount is not applicable.
- Not applicable on bulk sales.
- Valid from Jul. 17, 2018 to Aug. 16, 2018.





Payment Term	20% DP, 80% Balance IH/BF
Building	Oak Building
Uni Type	2-Bedroom B (Inner Unit)
Unit Area	48.00
List Price	4,603,000
Promo Discount	-
Net	4,603,000
Regular Discount	-
Contract Price	4,603,000
Closing Fees	483,315
Down Payment	920,600
Less: Reservation Fee	20,000
Net Down Payment	900,600
*Monthly Payment	18,762
*80% Balance	3,682,400

<sup>\*</sup>Exclusive of Closing Fees





July 2, 2018

Release of Pricelist, Availability Plans, Unit Layouts and Turnover Specifications

July 16, 2018

**Registration Date** 

July 17, 2018

Sales Acceptance & Pricelist Effectivity

To be announced

Oak Building RFO Date

## **Mandatory Tandem A Unit**

(All 1-BR Type A & 2-BR Type E shall be sold as tandem)



## Disclaimer

In its continuing desire to improve the project, DMCI Homes reserves the right to change product features without prior notice and approval. Floor plans and perspectives depicted in this material are for demonstration purposes only and should not be relied upon as final project plans.