

Publishing the Project Catalogue

How a scraped record becomes a page a buyer can trust — the four-signature process, the standard for every tab, and the eight-week plan to clear the queue.

955
IN SCOPE

411
READY TO REVIEW

0
PUBLISHED TODAY

WHO THIS IS FOR

Ke Xin	submit · review
Shawn	submit · review
Boon	submit · review
Zen	approve
Dylan	approve

A published record is a page a stranger acts on

Everything in the catalogue arrived from a scraper. It is evidence, not fact: portals disagree, mistype, list one development twice, and leave the fields we care about empty. Publishing turns that into a page a buyer reads before committing several hundred thousand ringgit.

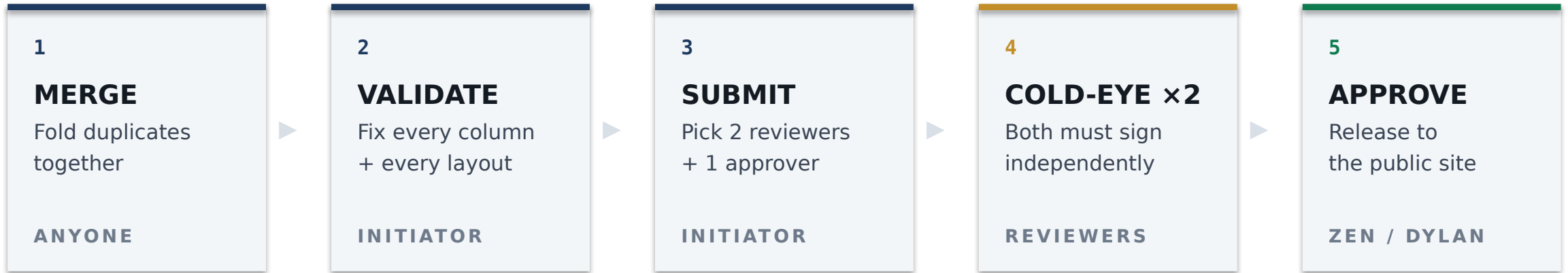
- **Nobody publishes alone.** Four names on every release — one to submit, two to read cold, one to approve.
- **The record is the product.** Six of the eight tabs are computed from fields we fill in. Wrong field, wrong number, silently.
- **Unpublishing is fast, un-embarrassing is not.** Assume a client has already screenshotted the page.

THE QUEUE TODAY

In scope (4 states, condo)	955
Publication-complete	411
Have at least one layout	431
Fully analysable	371
Missing layouts entirely	524
Published	0

524 records cannot be reviewed at all until someone sources their floor plans. That is a different job from reviewing — plan it separately.

One record, five gates



ENFORCED, NOT ADVISORY

- You cannot review or approve your own submission — the form rejects it.
- The approver's button does not appear until BOTH reviewers have signed.
- Any reviewer can send it back; that reopens it for the initiator.

WHERE A DECISION GETS WRITTEN DOWN

- **Submit note** — what you changed and what you were unsure about.
- **Reviewer note** — what you checked, and what you want changed.
- **Both are permanent** and attached to the record. Write them for the next person.

Rule zero: sign in as yourself

Every edit, every signature and every release is stamped with the account that made it. A shared login makes the audit trail worthless and makes the review KPI impossible to score — there is no way to tell whose work it was.

IF YOU CANNOT SIGN IN

- Tell Wai Kit — do not borrow a colleague's session.
- Your name must be on the panel before you can be picked as a reviewer.
- Panel membership is managed in the app; it does not need a deploy.

THE PANEL, AS CONFIGURED

Ke Xin	REVIEWER
Shawn	REVIEWER
Boon	REVIEWER
Zen	APPROVER
Dylan	APPROVER

A reviewer submits and reads cold. An approver only releases — and never reviews the same record.

STAGE ONE

Merge before you touch anything

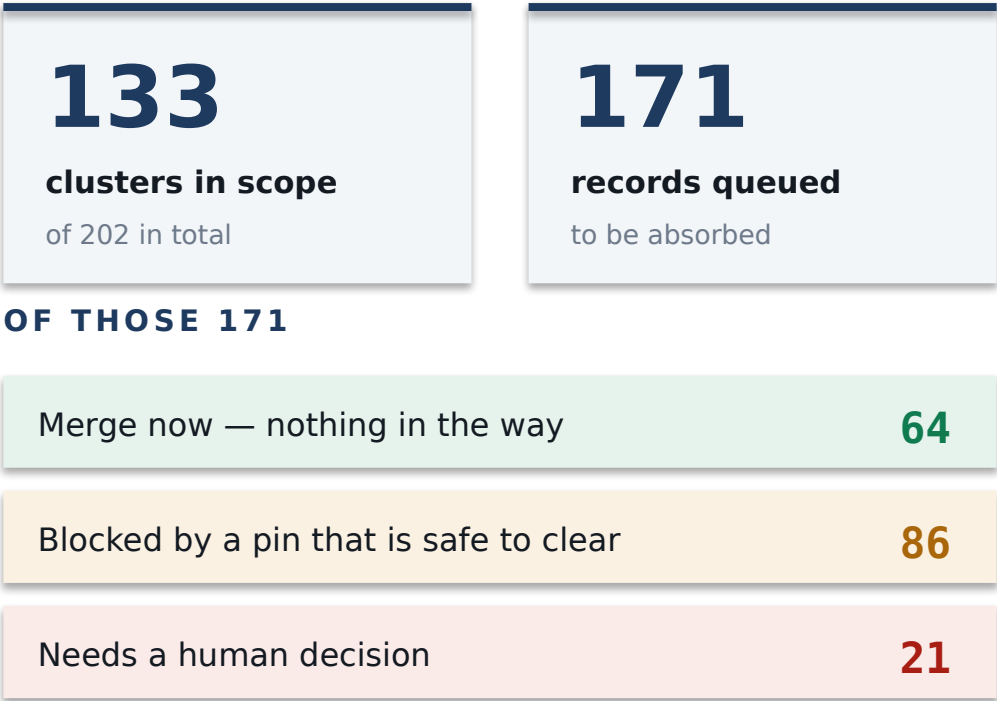
A development held twice is two half-records. Fix the shape of the data before investing a review in it.

Merge first — and here is why first

Merging moves one record's sources onto another and then DELETES it. Do that after publishing and you delete a live page — the URL dies and any link a client was sent breaks. A merge is also how a half-record becomes reviewable: one side often carries the layouts, the other the hero image.

WHAT YOU ARE JUDGING

- **Same development?** Name and location agree — the table now prints each record's own city and state, amber when they disagree.
- **Which one survives?** Keep the record with more evidence: more layouts, a hero image, more feeds.
- **Anything pinned?** A pinned field blocks the merge. If the pin repeats the survivor's value, clear it.



The 21 are mostly one question: does the catalogue name the project SPV or the parent brand? Settle it once and most of them resolve.

Read every column before you trust it

The provider tabs show the value WE hold, with the feed's own version in grey underneath when the two disagree. Grey is not an error — it is the scraper's guess, kept so you can re-check it after the next sync.

COLUMN	WHAT TO CHECK	IF IT IS WRONG
Project name	The developer's own name for it, not the portal's SEO title	Duplicate detection stops working
Location	City AND state; the city is the identifying half	New Supply compares the wrong neighbourhood
Developer	Parent brand, consistently spelled	Developer Record tab shows nothing
Property type	Condo / serviced / apartment as sold	Falls out of the filter, and out of comparables
Tenure	Freehold or leasehold — check the sales chart	Buyers make the wrong financing assumption
Completion year	The developer's stated handover	Financial Projection starts from the wrong year
Total units	The whole development, not the phase	New Supply density is wrong
Coordinates	Pin lands on the actual site, not the sales gallery	Amenities and New Supply are centred wrongly

STAGE TWO

Layouts are the whole product

Six of the eight tabs are computed from floor plans. A record with no layouts is a brochure; a record with wrong layouts is worse than one with none.

What a finished layout looks like

3,072

layouts in scope

across 431 projects

790

have no price

no analysis can run

224

have no size

no PSF, no comparables

189

have no bedrooms

rental estimate collapses

EVERY LAYOUT NEEDS ALL FIVE

- **Name** — as the developer sells it (Type A, not “3B”).
- **Size in sqft** — built-up, matching the brochure.
- **Price** — the launch price for that type.
- **Bedrooms** — see the next slide. This is the one that matters most.
- **The plan image** — attached to that layout, not floating in the gallery.

DELETE RATHER THAN KEEP

- Duplicate layouts the portals invented — two feeds naming one unit type differently.
- “Type A” and “3B” for the same plan: keep the developer's name, drop the portal's.
- Layouts with a placeholder price (RM 1, RM 785). A missing price is honest; a fake one poisons the median.

Ticking “dual key” is not what makes it a dual key

The field that does the work is KEY BEDROOMS — the bedroom count of each key, e.g. [0, 2] for a studio plus a two-bed. The “dual key” tick is DERIVED from it. Fill the keys and the tick sets itself; tick it without filling the keys and every analysis tab behaves as if it were a normal unit.

WHAT CHANGES ONCE THE KEYS ARE FILLED

- **Rent becomes a sum.** Each key is priced against its OWN bedroom count, then added — not one lookup for the whole unit.
- **The chart switches to absolute rent.** PSF is disabled, because a summed rent over the whole floor area is meaningless.
- **Yield and cashflow follow** the summed rent, on both the Summary and the Rental tab.
- **New Supply labels it** “Dual Keys” in the unit mix.

An 850 sqft dual key left as a plain 3-bed is priced as one 3-bed unit.

That means that the rent is calculated as if it were a normal unit.

WHERE WE STAND TODAY

46

layouts flagged dual key, across 31 projects

35

layouts whose NAME says dual key — flag off

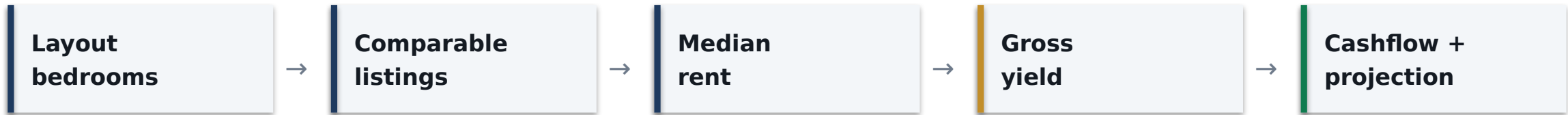
4

layouts with key bedrooms actually filled

So of 46 dual keys, 42 are being priced as ordinary units — and 35 more are not flagged at all.

Bedrooms decides which market the unit is priced against

The rental estimate does not interpolate. It selects comparable listings whose bedroom count matches EXACTLY, within 1 km. Change the number and you change the entire comparable set.



THREE WAYS IT GOES WRONG

- **Left empty** — the filter switches off and studios are averaged with four-beds.
- **Off by one** — a confident number from the wrong market. No warning.
- **No comparables for that count** — rent returns 0, so yield is 0% and cashflow is maximally negative.
- **Empty on the fast estimate** — it silently assumes 3 bedrooms, so a studio is quoted three-bed rents.

THE BACKLOG

189

layouts in scope have no bedroom count at all

Fix these before anything else. A layout with no bedrooms produces a number that looks authoritative and is not — which is worse than a blank.

Eight tabs, and what each one runs on

Open every tab before you submit. Six of the eight are computed — they will render something plausible whether or not the data behind them is right.

TAB	RUNS ON	HOW IT FAILS
Overview	Media · facts · coordinates	Facts vanish silently
Units · Price	Layout price · sqft · images	No calculator at all
Investment Analysis	lat/lng + price + sqft + bedrooms	Thin data scores as 0
Financial Projection	Price + monthly rent	Silent 0.35% fallback
New Supply	Coordinates + PUBLISHED neighbours	Dense area looks empty
Amenities	Coordinates + one priced layout	No insight at all
Developer Record	The developer pivot link	Empty track record
Contact Advisor	Nothing from the catalogue	Placeholder advisors

A ninth tab, 360° Aerial, appears only when a VR bake has been approved for the project.

Overview

The first impression: hero image, key facts, description, facilities and the map.

CHECK BEFORE YOU SUBMIT

- **Hero image present.** No media at all shows “No images yet” on the very first screen.
- **The pin is on the SITE,** not the sales gallery. Everything spatial hangs off it.
- **Facts you cannot verify, leave empty.** Each empty fact is dropped silently — a half-filled grid looks deliberate.

An under-filled Overview looks finished

Empty facts are removed rather than marked missing, so a project with three facts and one with nine both look complete. Nothing on screen says anything is absent.

POWERED BY

- Hero / gallery media
- tenure · property type · developer
- Bedroom + size range (derived from layouts)
- Handover per block, or completion year
- Total units · management fee · parking
- latitude / longitude
- Description or AI summary

Comment on anything here you could not verify.

Units · Price

Every unit type with price, PSF, entry cost, instalment, estimated rent and gross yield.

CHECK BEFORE YOU SUBMIT

- **Every layout priced,** or the calculator does not render at all.
- **Floor-plan image attached to the LAYOUT,** not dropped in the gallery.
- **Layout names as the developer sells them.** “Type A”, not the portal's “3B”.

Every unit is badged “Available” — including sold-out ones

The page reads a “sold” flag the catalogue never supplies, so the badge is always “Available”. Known defect, logged. Do not rely on it, and warn advisors.

POWERED BY

- Layout name · sqft · bedrooms · bathrooms · car parks
- price · asking PSF
- Floor-plan image per layout
- Live rental estimate (needs price + sqft + coordinates)
- sale_process for the payment plan

Comment on anything here you could not verify.

Investment Analysis

Market value against comparables, rental outlook, Airbnb potential, and a summary verdict.

CHECK BEFORE YOU SUBMIT

- **Price and sqft on the layout.** Missing either and the whole tab is an empty state.
- **Bedrooms exact.** It selects the comparable set — see the next two slides.
- **Read the verdict yourself** before submitting. If it says “Insufficient data”, say so in your note.

A thin comparable set reads as a bad investment

With too few comparables the score clamps to 0 and several tiles print 0 rather than hiding — indistinguishable from a genuinely poor project.

POWERED BY

- Exactly five inputs: latitude, longitude, layout price, layout sqft, layout bedrooms
- Comparable transactions (EdgeProp)
- Demand intelligence + location outlook

Comment on anything here you could not verify.

Financial Projection

Loan amortisation, equity build-up, cashflow, and how fast rent recycling clears the loan.

CHECK BEFORE YOU SUBMIT

- **Sanity-check the monthly rent** against what that unit really lets for.
- **A price of 0** flat-lines the entire chart instead of erroring.
- **If rent looks like exactly 0.35% of price**, it is the fallback, not a real estimate.

The silent 0.35% fallback

With no stored rent and no live estimate, EVERY projection runs on $\text{price} \times 0.35\%$ per month — RM 3,500 on a RM 1m unit — with no caveat on screen. Payoff month, cashflow and “years early” all inherit it.

POWERED BY

- Layout price
- Monthly rent, in strict order: stored rental_price → live estimate → fallback
- Fixed assumptions: 90% LTV, 4.2%, 35 years, 3.5% appreciation

Comment on anything here you could not verify.

New Supply

Competing launches within 3 km, with their prices, sizes, completion and unit mix.

CHECK BEFORE YOU SUBMIT

- **Coordinates right** — this draws a 3 km circle around them.
- **market_segments includes new_project**, or this project never appears in anyone else's New Supply.
- **Expect it to look empty early on.** Nothing is published yet.

A dense corridor can look empty

Only PUBLISHED neighbours are counted. Today that is zero, so this tab is empty for everyone. It fills in as we publish — which is why we publish in geographic clusters.

POWERED BY

- Subject coordinates
- Neighbours must be PUBLISHED
- Neighbours must be tagged
market_segment = new_project
- Neighbour hero media, prices, completion

Comment on anything here you could not verify.

Amenities

What is around the project — schools, transport, retail — plus demand signals and an AI outlook.

CHECK BEFORE YOU SUBMIT

- **It needs one analysable layout.** No priced layout means no amenity intelligence at all.
- **“No rail stations within 1km”** can mean genuinely none, or nothing mapped. Check the map.
- **Read the AI outlook** before submitting; it is written to a buyer, not to us.

Neighbours on one corner share a narrative

The AI outlook is cached for 7 days against the coordinate rounded to ~11 m. Two projects on the same junction will show the same write-up.

POWERED BY

- Coordinates
- At least one layout with price AND sqft
- Curated catalysts nearby
- An EdgeProp source within 2 km for the AI prompt

Comment on anything here you could not verify.

Developer Record

The developer's other projects — a track record a buyer uses to judge credibility.

CHECK BEFORE YOU SUBMIT

- **The developer name is standardised.** The tab groups on the linked developer, not the typed string.
- **One brand, one spelling.** “Sdn Bhd” vs “Sdn. Bhd.” splits a track record in two.
- **Check the count looks right** for a developer you know.

A 92-project developer can show an empty track record

If the record is linked to a mis-standardised developer, the query matches nothing and the tab reads “no other projects recorded” — the worst possible impression.

POWERED BY

- The developer PIVOT row, not the scraped text label
- Published siblings: name, area, price, completion, media
- Unpublished siblings: name and area only

Comment on anything here you could not verify.

Contact Advisor

How a buyer reaches us — advisor cards and a LINE call-to-action.

CHECK BEFORE YOU SUBMIT

- **Nothing to review here.** This tab cannot be wrong for a badly filled project.
- **The advisors shown are placeholders** — not the real roster.
- **Flag it** if a client asks about the names on it.

Placeholder people are on a public page

The advisor cards are hard-coded samples, and the real location-aware agent roster is built but not connected to this tab. Product decision needed before launch.

POWERED BY

- Nothing from the catalogue
- A configured LINE URL

Comment on anything here you could not verify.

STAGES THREE & FOUR

Four signatures, and what each one is for

A second pair of eyes is only worth having if it is genuinely independent — and if what it found is written down.

What a review actually is

A review is not a second opinion on whether the project is good. It is a check that the RECORD matches reality — done by someone who did not fill it in, and therefore does not already believe it is right.

DO THIS, IN THIS ORDER

- **Open the developer's own page first**, then the record. Not the other way round — read the truth before the claim.
- **Walk all eight tabs** as a buyer would, not as a form.
- **Spot-check two layouts** end to end: size, price, bedrooms, image.
- **Write the note** even when you approve — say what you checked.
- **Send it back** for anything you would not want a client to see. That is not friction; it is the job.

WHAT THE SYSTEM ENFORCES

Two reviewers

Exactly two, both must sign

Not your own

Initiator cannot review or approve

Not the approver

The approver never reviews it too

Order

Approve button is hidden until both sign

Any reviewer

can send it back, which reopens it

Everything else is discipline, not code. That is what the KPI is for.

Review quality, scored on what escapes

“Quality” has to be measurable or it becomes a popularity contest. The measure is ESCAPED DEFECTS — things that reached the public page and should not have. Catching problems is rewarded; approving quickly is not.

MEASURE	HOW IT IS COUNTED	WHY THIS ONE
Escaped defects	Faults found AFTER release, per record you signed	The only one a client actually feels
Catch rate	Change-requests you raised that were genuinely wrong	Rewards reading, not rubber-stamping
Note quality	Does the note say what was checked?	An empty note is an unverifiable review
Turnaround	Hours from assignment to decision	Ranked last — speed is the cheapest thing here

A reviewer who sends records back is doing the job. One who approves everything inside five minutes is not — and the escaped-defect count will show it within a fortnight. Lead allocation follows this table, not volume.

Zen and Dylan: the last gate

The approver is not a third reviewer. Both cold-eye checks are already done — the approver decides whether this record is one we are willing to put our name to publicly.

THE APPROVER'S FOUR QUESTIONS

- **Did both reviewers actually review?** Read their notes. Two blank approvals is a reason to pause.
- **Do the money tabs hold up?** Yield and projection are what a client will quote back at us.

Taking a page DOWN does not need the panel. If something is wrong after release, unpublish it immediately and fix it afterwards — holding a bad page up while three signatures are collected is the wrong trade.

THE LIFECYCLE

Pending

with the two reviewers

Awaiting approval

both signed — with Zen / Dylan

Changes requested

back with the initiator

Approved

live on the public site

Cancelled

withdrawn by the initiator

THE PLAN

Eight weeks, ten a day, popular first

The constraint is not how fast one person can fill a record — it is how many reviews five people can absorb.

Ten a day clears the ready queue in eight weeks

411

records ready

complete, unpublished

10

submitted per day

2 each, 5 days a week

8

weeks to clear

41 working days

40

actions per day

submits + reviews + approvals

THE REAL CONSTRAINT IS REVIEW CAPACITY

Ten submissions a day is not ten pieces of work — it is forty. Each record also needs two independent reviews and an approval: about eight actions each per day across five people, and the three initiators are also the two reviewers.

- **Reviewing beats submitting.** If the review queue is not empty at day end, submit fewer tomorrow.
- **Rotate the pairs.** Never the same two people reviewing each other.
- **Batch by developer or area.** The tenth Sunway record is far faster than the first.

AND THE 524 WITH NO LAYOUTS

More than half the catalogue cannot enter this process at all — there is nothing to review until someone collects the floor plans. Treat that as a separate sourcing workstream with its own owner, running in parallel. If it does not start now, week nine has nothing in it.

790 layouts we DO hold still have no price, and 224 no size. Those are quick wins — the record already exists, it just cannot be analysed yet.

“Popular first” — made concrete

We have no traffic data for these projects yet, so popularity has to be a proxy. Three that we can actually sort on today, in priority order:

1 · BRAND

Developers a buyer already searches for

Sime Darby Property	23
Sunway	21
Mah Sing Group	16
SP Setia	12
Paramount	11
Exsim Group	10
EcoWorld	9

2 · DENSITY

Areas where we hold the most records

Johor Bahru	80
Shah Alam	41
Petaling Jaya	36
Cheras	28
Sepang	26
Puchong	25
Bukit Jalil	25

3 · DEPTH

Records with the most layouts

- A project with 13 layouts carries far more analysis than one with 2 — more value per review.
- Sort the To Publish tab by whatever you are batching, and take the top ten.

Publishing in geographic clusters is not a nicety. New Supply counts only published neighbours, so ten scattered releases leave every one of them showing an empty competitive set — while ten in Johor Bahru make all ten look complete.

Things that will bite, in order of likelihood

The dual-key tick does nothing on its own

Fill key bedrooms. The tick is derived from them.

New Supply looks empty

It counts only published neighbours. Expected until we publish clusters.

A wrong bedroom count never errors

It returns a confident number from the wrong market.

Amenity write-up repeats next door

The AI outlook is cached per coordinate at ~11 m. Same corner, same text.

Rent that is exactly 0.35% of price

That is the fallback, not an estimate. Check the layout's rent.

An empty developer track record

Almost always a mis-standardised developer name, not a new developer.

Every unit says “Available”

The sold flag is never supplied. Known defect — do not trust the badge.

A layout that never appears

Only PropertySifu-attributed layouts reach the public page.

The submit checklist

THE RECORD

- ☐ Name as the developer writes it
- ☐ City and state both set
- ☐ Developer linked and standardised
- ☐ Tenure and property type
- ☐ Completion year
- ☐ Total units
- ☐ Pin on the actual site

EVERY LAYOUT

- ☐ Name as sold
- ☐ Size in sqft
- ☐ Price
- ☐ Bedrooms — exact
- ☐ Key bedrooms if dual key
- ☐ Floor-plan image attached
- ☐ No placeholder prices

THE EIGHT TABS

- ☐ Overview reads complete
- ☐ Units · Price calculator renders
- ☐ Investment verdict is not “insufficient”
- ☐ Projection rent is realistic
- ☐ New Supply — expect empty for now
- ☐ Amenities has an outlook
- ☐ Developer track record is populated

BEFORE YOU SUBMIT

- ☐ Two reviewers picked
- ☐ One approver picked
- ☐ Submit note written
- ☐ Anything unverified is named in the note
- ☐ You are signed in as yourself

If you cannot tick a box, submit anyway and say so in the note. A named gap is reviewable; a silent one is not.

TO START ON MONDAY

Clear the merge queue, then take ten.

EVERYONE

Sign in; confirm you can see the Duplicates and To Publish tabs.

WEEK 1

Work the 133 duplicate clusters before any review starts.

WEEK 1

Fix the 189 layouts with no bedroom count, and the 46 dual keys.

WEEK 2 ON

Ten submissions a day, batched by developer or by area.

ONGOING

Someone owns sourcing plans for the 524 with none.

Figures read from the live catalogue on 9 August 2026.

QUESTIONS

Process, panel and access — Wai Kit.

Anything the page shows that you cannot explain from the record: screenshot it, note the project id, and send it. Several of the traps in this deck were found exactly that way.