

# Federal Land's Alfred Ty

It is not generally well known but the family of banker George SK Ty of Metrobank has been in the real estate for over 30 years.

Their property arm is Federal Land headed as president by the boyish-looking Alfred V. Ty, 40.

Metrobank itself has been a key player in the real estate industry as banker and financier to developers (Ayala, Highlands Prime, and SM Prime) and services needed by households (Smart and Globe Telecom).

Metrobank also has among the fastest remittance services for OFWs—today, the largest single market for homes in the Philippines. The bank has been in business for 45 years.

Not surprisingly, Metrobank founder and Group Chairman George SK Ty was named Management Man of the Year, along with Jaime Augusto Zobel de Ayala, by the Management Association of the Philippines for 2006. George is Alfred's father.

Metrobank has also been moving in big into power and into hotel ownership and management.

Turning once barren lands into a gallery of stunning structures is what Federal Land has been doing for 35 years.

Its projects carry Federal Land's signature of quality and dependability, shown in the generously spaced and functional areas, the stylish designs, the complete amenities, and the vibrant communities created for its residents.

Federal Land's vision is to become a leading developer of communities that provides an improved lifestyle for Filipinos today and tomorrow.

The company has 26 landmark projects that now dot the Metro Manila skyline.

The projects dot the capital's skyline, from the picturesque Manila Bay in the west, Federal Land's projects span the entire Metro Manila area to reach the skyscraped Makati business district down south, the lush valley of Marikina City in the east, and the bustling Quezon City metropolis up north.

The Metrobank group's corporate headquarters building GT Tower International, Oriental Garden Makati, Metropolitan Park (that houses Le Pavillon and Bay Garden), the 21-story Bayview International Tower, Valencia Hills, PSBank Tower, the blade-like Skyland Plaza, and Ocean Tower are among Federal Land structures. The Oriental Place on Buendia will be completed in 2010.

Federal Land began in July 1972 with modest aspirations—to meet the office and residential needs of the Filipino-Chinese community in downtown Manila.

From the Chinese hub of Binondo in Manila, the then Federal Homes put up its



first residential project, the Soler Tower.

City dwellers' strong support of the company's first condominium, along with the growing need for urban housing in the progressing city of Manila, set off the building of Tytana Plaza, Manila's tallest and biggest residential building in 1979.

As the city housing needs continued to grow, so responded Federal Homes. With its rich land bank, it developed once barren lands—located in strategic areas in the city—into beautiful homes that provide nurturing communities to residents.

Because of its bigger ambitions, Federal

Homes changed its name to Federal Land.

It ventured not just in vertical (buildings) but horizontal projects as well. It began building self-sustained communities.

Trailblazing is Bay Garden in Metropolitan Park—a 40-hectare, master-planned community located between the country's two major roads, Roxas Boulevard and EDSA. Bay Garden houses a cluster of prime residential towers boasting of a resort-inspired lifestyle amid the bustle of the city and the Marquinton Residences for which Federal Land won the CREBA "Developer of the Year" award for 2007. ■