



HIGHLIGHTS

July Sees Record-Breaking Numbers as Four Projects Drive Demand. Sales of private homes in Singapore skyrocketed in July, reaching a five-fold increase compared to the previous month. The launch of four new projects accounted for 82% of the total sales.

Experts predict a strong sales forecast for the year, with estimates ranging from 7,000 to 8,000 units sold and a predicted increase in prices of 3% to 5%.

Prime Minister Lee Hsien Loong introduced three new categories for public housing in his recent National Day Rally speech.

The launch of two new Government Land Sales sites has also generated interest, with cautious bidding expected due to competing supply from nearby projects.

-MARKET OUTLOOK-

New Home Sales
New HDB Classification

-NEW LAUNCHES-

The Arden
Orchard Sophia
TMW Maxwell
The Lakegarden
Altura EC

-LAND SALES-

Pine Grove (Parcel B)
Clementi Avenue 1



Market Outlook

Source: Singhaiyi Group



NEW HOME SALES

A significant increase in private home sales in Singapore for the month of July. Sales skyrocketed to 1,405 units (excluding ECs), which is a five-fold increase compared to the previous month's figure of 278 units.

The surge in sales can be attributed to the launch of four new projects: Grand Dunman, Lentor Hills Residences, Pinetree Hill, and The Myst. These developments collectively accounted for 82% of the new private home sales in July. This rebound in sales reflects a 69% year-on-year increase from July 2022 when 836 units were sold.

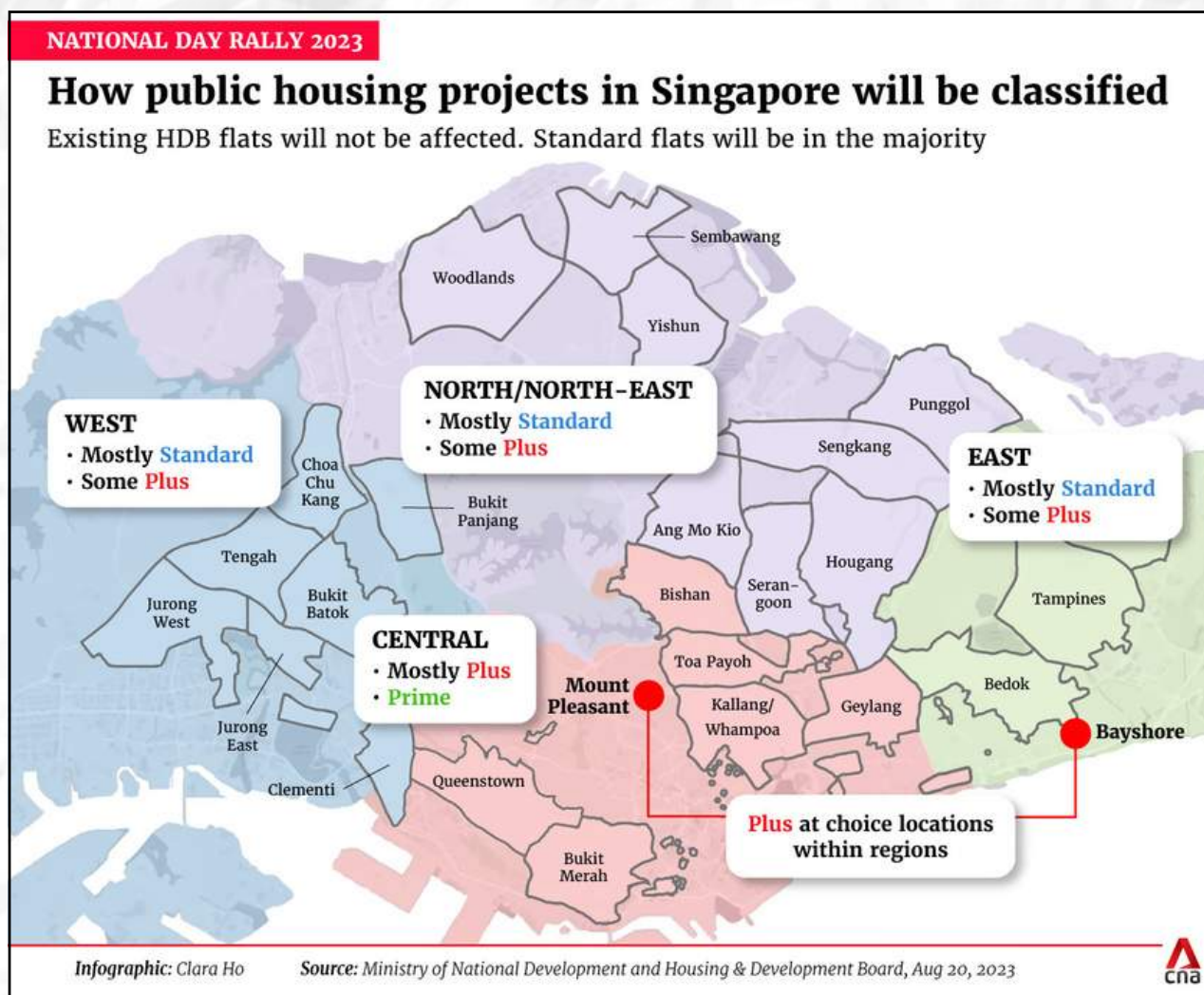
July's sales performance is the strongest in almost two years since November 2021, when 1,547 new private homes were sold. This strong comeback was expected, and the four consecutive project launches played a significant.

SALES FORECAST

OrangeTee estimates that between 7,000 and 8,000 new homes could be sold, with a predicted increase in prices of 3% to 5% for the entire year. Other agencies have similar projections. PropNex expects the sale of 7,000 to 7,500 new private homes in 2023, while ERA's forecast is in the range of 7,000 to 8,000. Huttons, on the other hand, is more optimistic and predicts that around 8,000 units will be sold.

However, CBRE Research has a slightly different view. They anticipate that 6,500 to 7,500 new private homes will be sold in 2023, which is similar to the 7,099 units sold in 2022. It is worth noting that 2022 was considered a low year

New HDB Classifications



NATIONAL DAY RALLY

In his National Day Rally speech on 20 Aug 2023, Prime Minister Lee Hsien Loong introduced three new categories for public housing: Prime, Plus, and Standard. The distinction between "mature" and "non-mature" estates has become blurred, so a new framework is needed.

HDB's objective has always been to; (1) make homeownership affordable, (2) promote social diversity, and (3) ensure fairness.

The Prime flats are currently offered under Prime Location Housing (PLH), first rolled out in the November 2021 BTO launch. These are locations in the Central Area, where the most subsidies are given to keep the prices affordable. Plus flats are those in HDB projects outside the Central Area but are in "choicer locations" near MRT stations or amenities.

New HDB Classifications

NATIONAL DAY RALLY 2023

New categories for BTO projects in Singapore

- Applicable to new projects starting in 2H 2024
- No changes to the treatment of existing flats



STANDARD	PLUS With effect from second half of 2024	PRIME Since Nov 2021
All locations Majority of supply	Choice locations within regions (e.g. near transport nodes, town centres)	Choicest and most central locations (e.g. city centre and surrounding towns, Greater Southern Waterfront)
Standard subsidies	More subsidies	Most subsidies
Standard restrictions: <ul style="list-style-type: none">• 5-year minimum occupation period (MOP)	Tighter restrictions: <ul style="list-style-type: none">• 10-year MOP• Subsidy recovery upon resale• Some BTO eligibility conditions on resale, including income ceiling	Tightest restrictions: <ul style="list-style-type: none">• 10-year MOP, no whole flat rental• Subsidy recovery upon resale• Full BTO eligibility conditions on resale*, including income ceiling (S\$14k for couples, S\$7k for singles)

* At least one applicant must be a Singaporean citizen. Private property owners must wait 30 months from disposal of property

Infographic: Clara Ho

Source: Ministry of National Development and Housing & Development Board, Aug 20, 2023



New Launches



THE ARDEN

Developer Qingjian Realty has launched The Arden on Phoenix Road, off Choa Chu Kang Road, with prices starting from \$1,688 per square foot (psf). This is considered "compelling" compared to other new launches in the Outside Central Region (OCR), which have average prices ranging from \$2,057 to \$2,121 psf.

The affordable pricing and well-designed features of The Arden make it stand out as one of the most affordable options in OCR. Over the weekend, Qingjian sold 27 units out of the 105 available at The Arden, with an average price of \$1,750 psf. Two-bedroom units were the most popular, followed by three- and four-bedroom units, as many buyers are owner-occupiers.

The Arden is a redevelopment of Phoenix Heights, which Qingjian purchased for \$42.6 million in July 2019. Located at the site of the former Phoenix Heights condo, The Arden is a four-minute walk to the Phoenix LRT Station and a nine-minute walk to the Bukit Panjang Integrated Transport Hub.

The Arden is in a strategic position to enjoy the benefits of living close to the upcoming Jurong Innovation District (JID) and Jurong Lake District (JLD). With its attractive pricing, it is one of the most affordable new projects in the suburban region and this might attract potential ownstay buyers who have been priced out of the market in the past 3 years.

New Launches



ORCHARD SOPHIA

Orchard Sophia is a new condominium located in the Sophia area, offering a prime address for students attending nearby tertiary education institutions and young expatriate executives. The development has a combined site area of 23,881.5 sq ft and will consist of 78 units spread across five storeys.

The one-bedroom units in Orchard Sophia range from 441 sq ft to 484 sq ft, while the majority of the units are two-bedders, ranging from 581 sq ft to 710 sq ft. These two-bedroom units make up 71% of the development, totaling 55 units. There are also three-bedder units, accounting for three units, and three-bedroom dual-key units, comprising the remaining five units.

Prices for units in Orchard Sophia start from \$1.23 million for a one-bedroom unit and go up to \$2.29 million for a three-bedroom unit. On a per square foot (psf) basis, prices will begin at \$2,750

Given the tertiary education institutions nearby, such as LaSalle College of The Arts, Nanyang Academy of Fine Arts (Nafa), School of the Arts (Sota) and Singapore Management University (SMU), and proximity to the Dhoby Ghaut MRT interchange station, Orchard Road malls and the CBD, landscape architect and director of Ecoplan Asia Thanapong Boonyasiriwat (Gong) reckons the profile of the residents are likely to be the students attending the schools and young expatriate executives who want a prime address in the Sophia area.

No units have been sold so far.

New Launches



TMW MAXWELL

The new TMW Maxwell is now accessed from Tras Street, a quieter side street flanked by conservation shophouses just off the Maxwell Road thoroughfare. The change in address to 31 Tras Street and building orientation places TMW Maxwell in Chinatown in District 2, which means it is now in the Rest of Central Region (RCR).

The 20-storey future mixed-use complex will have 11 commercial units from the basement to the third level and 324 residential units from the fourth to 20th floors. The mixed-use project has a 99-year lease from April 2023. It is targeted for completion by early 2027.

About 62% of the units at TMW Maxwell are studios with sizes from 476.3 to 479.4 sq ft. They are designed as “flip/switch units” with spaces that can be transformed to suit the needs of the residents, from a movable walk-in wardrobe with a pull-out workspace to a queen-size Murphy bed with an integrated sofa, a pull-out dining table at the kitchen counter and a concealed pull-out table at the balcony. Another 21% of the units are one-bedroom and one-bedroom-plus-study, ranging from 510 to 567 sq ft. There are also five units of one-bedroom lofts of 843 to 870 sq ft. Two-bedroom and two-bedroom dual-key units with sizes from 792 to 860 sq ft account for the remaining 15% of the units.

About 85% of the units at TMW Maxwell will be priced between \$1.5 million and \$2 million. Prices will start from \$3,188 psf.

New Launches



THE LAKEGARDEN RESIDENCES

Property developer Wing Tai Asia recorded about 1,800 groups of visitors to its LakeGarden Residences sales gallery in Jurong over two weekends of previews which began on July 22. They are mainly families, according to Wing Tai.

Located within the up-and-coming Jurong Lake District, The LakeGarden Residences has twin 19-storey condominium blocks fronting the 90ha Jurong Lake Gardens. About 75% of the units will have unblocked views of the greenery.

The LakeGarden Residences is a redevelopment of the former 99-year leasehold Lakeside Apartments on Yuan Ching Road, which Wing Wai purchased en bloc for \$273.88 million in May 2022. It's the first new residential project in Jurong Lake District in seven years. The last new-project launch in the Jurong Lake District was the 710-unit Lake Grande in 2016; before that, it was the 696-unit LakeVille in 2014.

The LakeGarden Residences registered sales of 71 units, the equivalent of a take-up rate of 23.2% as at 6pm on Sunday, August 6. The average price of units sold was \$2,120 psf.

The LakeGarden Residences is the first private condo launch in Jurong Lake District since the 710-unit Lake Grande in July 2016. The take-up rate of 23% fell below expectations due to buyer fatigue - with 2,534 new homes launched in quick succession in both the RCR and OCR last month. Buyers are probably taking their time to weigh and reassess their options.

New Launches



THE ALTURA (EC)

Joint developers Qingjian Realty and Santarli Realty have successfully sold 220 out of the 360 units of the Altura executive condo (EC) during its launch day on August 5.

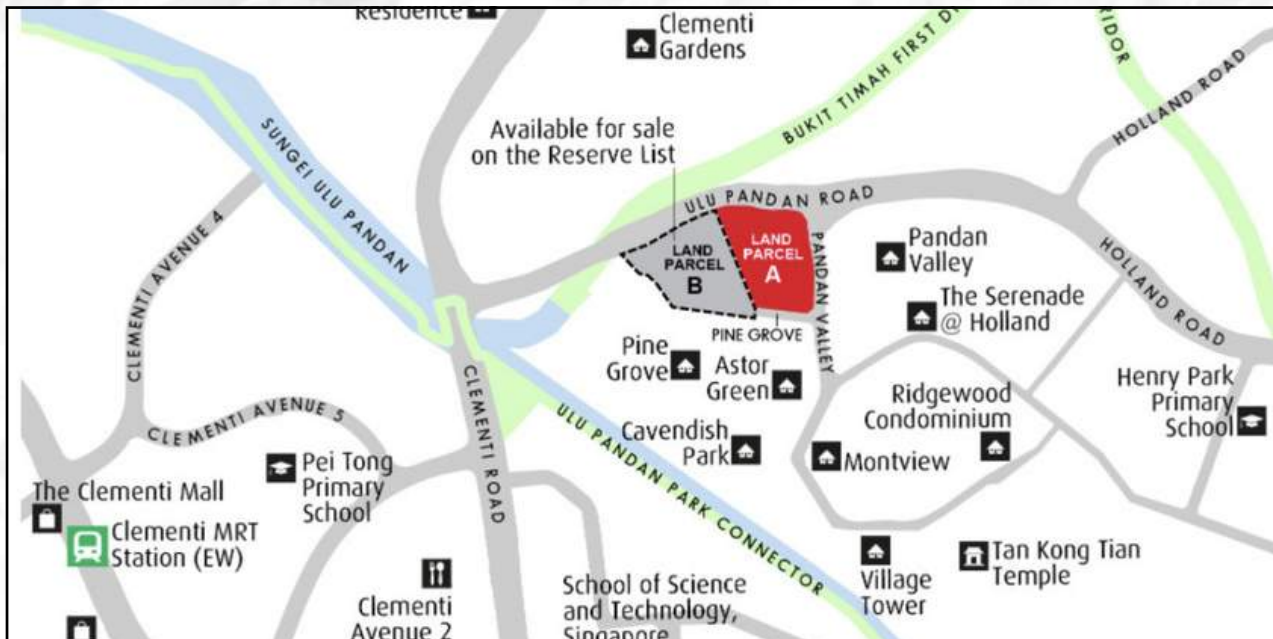
The project achieved an average price of \$1,433 psf, which is a record launch price for new EC projects. The sales figures indicate that the pricing is within the affordability of buyers.

Altura is the first EC launch in Bukit Batok in over 20 years, and its strategic location, within a 1km radius of ACS Primary, adds to its appeal for families seeking proximity to reputable schools.

Altura's demand was expected as it is possibly the only EC launch in 2023. ECs have the same look and feel as private condos but are designed specifically for owner-occupation. Buyers of ECs need to meet HDB eligibility requirements, including a household income ceiling, mortgage servicing ratio, and minimum occupation period. After fulfilling the MOP of 10 years, first

The robust demand was expected as Altura is likely the only EC launching in 2023 and is also within a 1km radius of ACS [Anglo-Chinese School] Primary, making it an attractive choice for families seeking proximity to reputable schools.

Land Sales



TENDER LAUNCHED

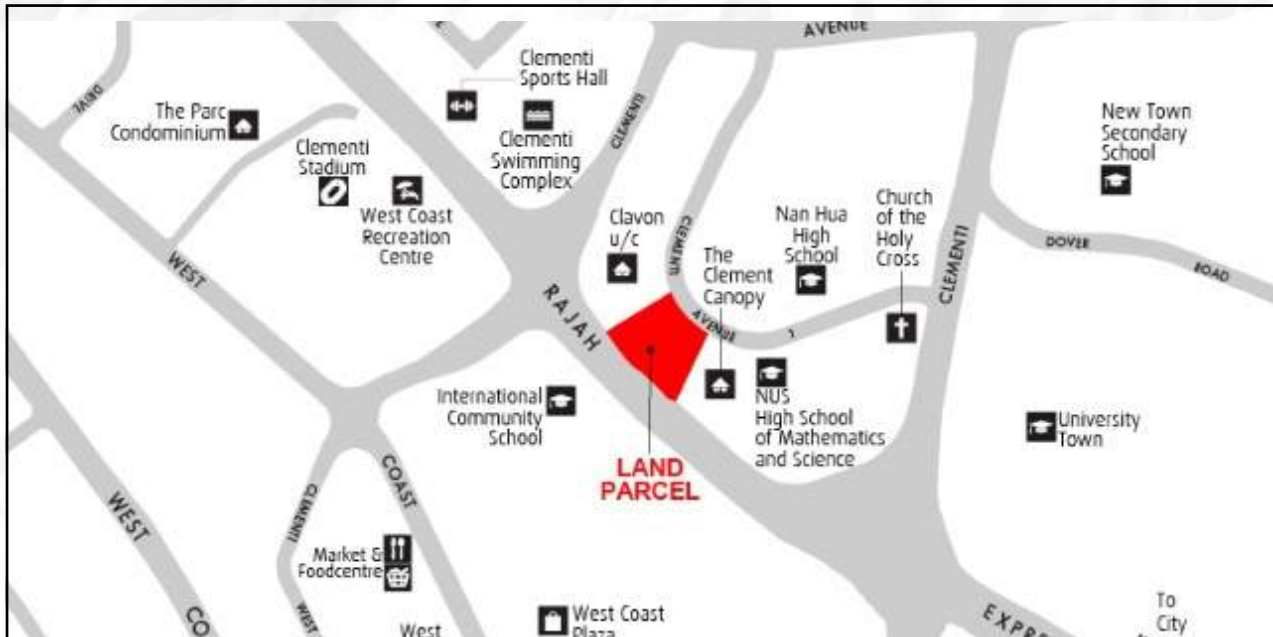
URA has launched the tender for two Government Land Sales (GLS) sites at Clementi Avenue 1 and Pine Grove (Parcel B) under the Confirmed List of the 2H2023 GLS programme.

PINE GROVE (PARCEL B)

The Pine Grove (Parcel B) site is 269,422 sq ft (2.5ha) and could yield a 565-unit development. The site is located beside the 520-unit Pinetree Hill by UOL Group, which launched the project in July this year. Pinetree Hill has since sold 151 units at an average of \$2,369 psf.

This will likely result in more cautious bidding for this site “in view of competing supply from the adjacent project, Pinetree Hill”, says Wong Siew Ying, head of research and content at PropNex Realty. She estimates that the site could attract up to three bids, with a top bid coming in at around \$623 million to \$679 million, which translates to a land rate of \$1,110 psf ppr to \$1,200 psf ppr.

Land Sales



CLEMENTI AVENUE 1

The Clementi Avenue 1 site is 144,734 sq ft (1.34ha) and could yield a 500-unit development. The site is located between two recently completed projects – The Clement Canopy and Clavon, both projects by UOL Group. The developer was awarded The Clement Canopy site in December 2015 at a land rate of \$615 psf per plot ratio (ppr), and the Clavon site in July 2019 at \$788 psf ppr.

Justin Ong, deputy CEO of OrangeTee & Tie, expects that when the Clementi Ave 1 site is developed, the resulting project will still resonate strongly among homeowners, especially families with school-going children. Nearby schools include Nan Hua High School, Clementi Primary School, Pei Tong Primary School, Clementi Town Secondary School, NUS High School of Mathematics and Science, Singapore Polytechnic, and the National University of Singapore (NUS).

“Given that the site can yield around 500 units and the land cost is likely to be palatable, we expect healthy demand from developers,” says Ong. He expects strong pent-up demand for new private homes since recent projects in the vicinity are either fully sold or left with a handful of unsold units.

ABOUT

*"A good life starts with the right home". The **RIGHT HOME** gives you **Safety, Security & Hope. LIVING FREE**, is knowing that you have a good bottom line, minimal downside risk, and also potential to gain more than you once had.*

*Kelvin's goal as a Realtor is to make sure that all his clients can retire with a **"Roof over their Heads, Food on the table & enough Money in the Bank"**. The safest way to achieve that, is by paying attention to our Biggest Asset - Our Homes.*

*He specialises in **HDBs, New and Resale Private Residential Properties**. If you need a committed, sincere and efficient realtor to handle your property matters, Kelvin will be there to understand your Goals, Needs and help you make the right move.*

Call him now to see what he can do for you..

RETIREMENT PLANNING

The Secret is by starting with the end in mind. Growing up in a HDB neighbourhood, Kelvin understands how difficult it is for average Singaporeans to save for retirement, yet alone leave a legacy for their loved ones. As long as your retirement is well-planned, the sky is the limit.

ASSET PROGRESSION

While it is necessary to plan for the long-term, it is also essential to live life to the fullest in the short-term. The trick is finding the right balance. If you fail to plan, you plan to fail.

CHOOSING THE RIGHT PROPERTY

A perfect plan is only as good as its execution. Every property is an important decision. There's always the best choice at every stage of the way, you just have to know how to spot one.



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