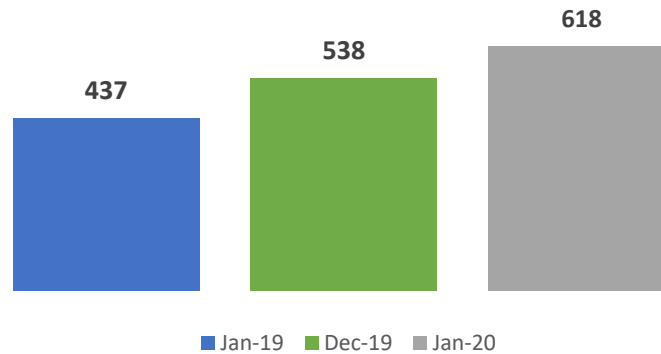




JANUARY-2020

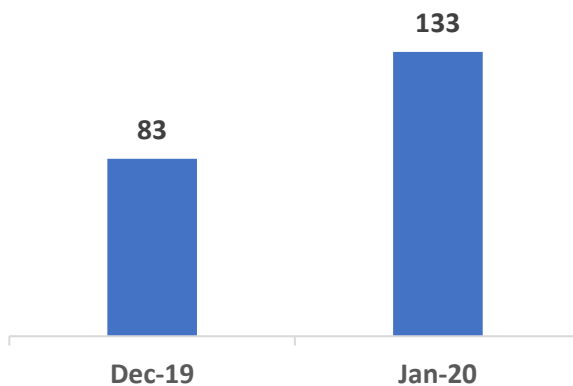
Private New Home Sales



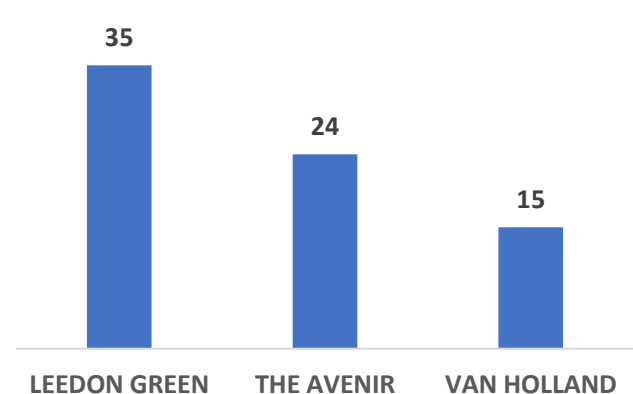
Source: PropNex Research, URA Monthly Developer Sales

Optimism for Private new home sales remain in the month of January. As developers sold a total of 618 units. This was a 41.4% (y-o-y) increase in sales. Despite lingering uncertainties and Chinese New Year celebrations, the positive performance in sales is encouraging.

Private New Home Sales in CCR



New Project Launches in CCR



Source: PropNex Research, URA Monthly Developer sales

The year kickstarted with 3 new project launches in January. Namely, Leedon Green (sold 35 units at a median price of \$2,782 psf), The Avenir (sold 24 units at a median price of \$3,245 psf) and Van Holland (sold 15 units at a median price of \$2,988 psf). All of these project fall under the CCR segment. Comparing on a month-on-month basis, the volume of CCR transactions increased by 60.2%. The 3 new project launches provided the added boost for the CCR segment.

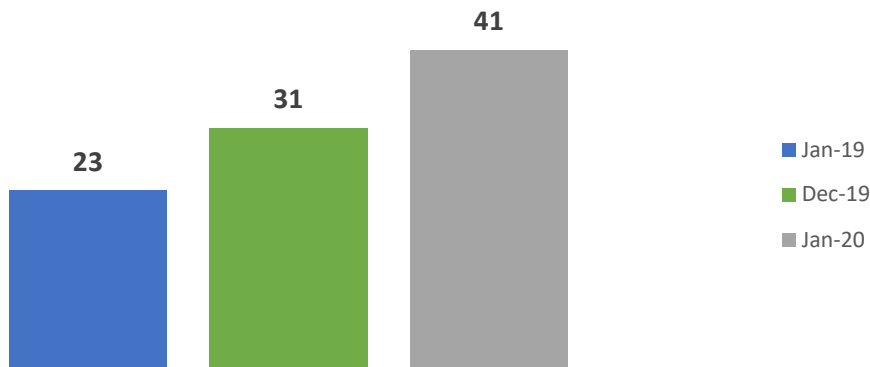
TOP 10 BEST-SELLING PROJECTS FOR JANUARY 2020

Project Name	Region	Total Units	Total Units Launched to-date	Units Sold for January	Total Units Sold to-date	% Units Sold to-date	Median Price (\$psf)
JADESCAPE	RCR	1,206	800	56	625	51.8%	\$1,690
TREASURE AT TAMPINES	OCR	2,203	950	50	921	41.8%	\$1,371
PARC ESTA	RCR	1399	1,075	44	1,053	75.3%	\$1,684
PARC BOTANNIA	OCR	735	735	39	708	96.3%	\$1,371
PARC CLEMATIS	OCR	1,468	665	39	564	38.4%	\$1,610
LEEDON GREEN	CCR	638	50	35	35	5.5%	\$2,782
THE AVENIR	CCR	376	40	24	24	6.4%	\$3,245
PIERMONT GRAND	OCR	820	820	20	475	57.9%	\$1,091
AVENUE SOUTH RESIDENCE	RCR	1,074	500	18	460	42.8%	\$2,028
VIEW AT KISMIS	RCR	186	80	16	69	37.1%	\$1,698

Source: PropNex Research, URA Monthly Developer sales // *% Units Sold to-date = Total Units Sold to-date / Total Units of the project

The top best-selling new launch for the month of January was Jadescape, Treasure At Tampines, Parc Esta, Parc Botannia, Parc Clematis. Jadescape (launched in Sep-2018) was the top selling development, with a total of 56 units sold at a median price of \$1,690 psf. While, the second best-selling project was Treasure At Tampines, which sold a total of 50 units at a median price of \$1,371 psf.

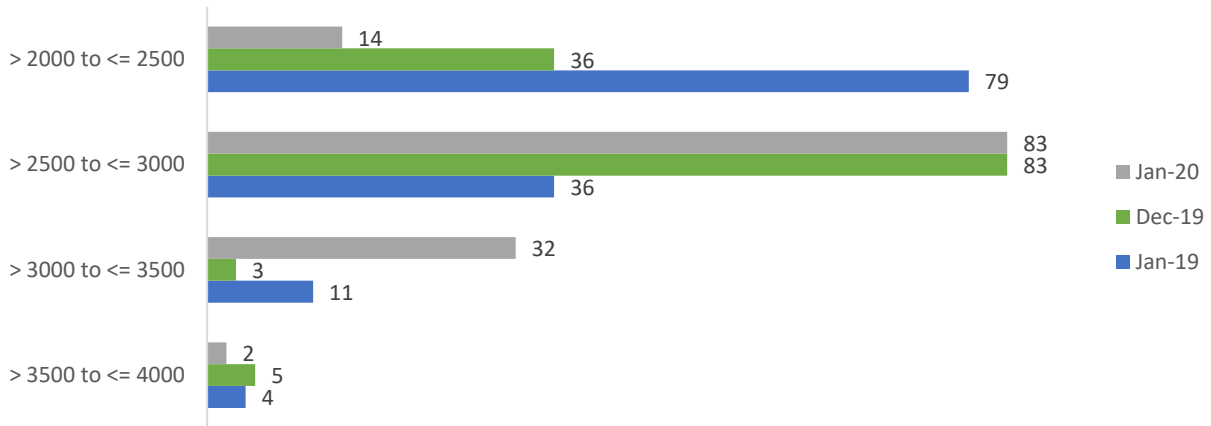
Private New Home Sales by Foreigners in CCR



Source: PropNex Research, URA Realis as of Feb 17, 2020

Even though the economic climate is tumultuous, the number of foreign buyers entering the private property market in the CCR segment have remained stable. Based on the data retrieved from URA Realis, there was an increase of 32.3% of the non-landed homes purchased by foreigners. Thus, showing the trust that the foreigners have in the Singaporean real estate.

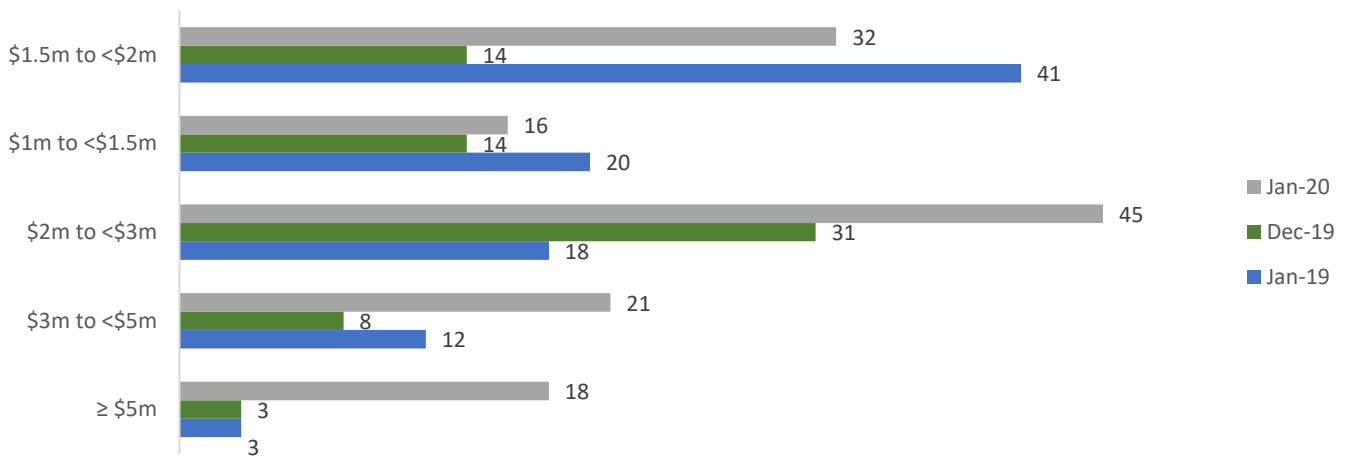
Private New Home Sales in CCR by Unit Price (\$psf)



Source: PropNex Research, URA Monthly Developer Sales

There was a higher number of private new home sales for the price range of above \$3,000 psf. As it grew from 3 transactions in the previous month to 32 transactions in January. While, the other transactions for the price quantum have remained stable.

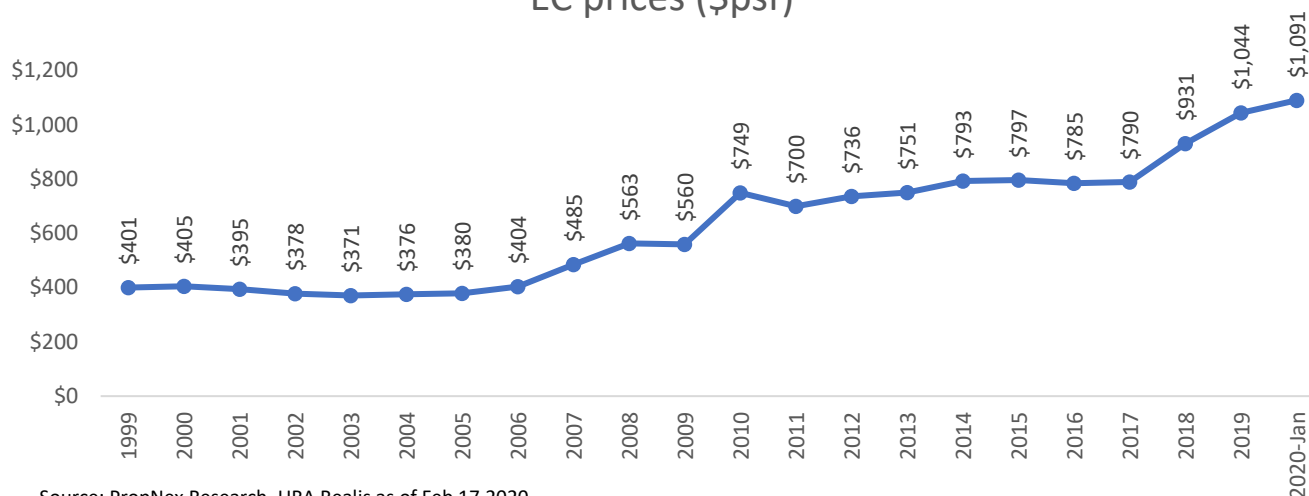
Private New Home Sales by Price Quantum



Source: PropNex Research, URA Realis as of Feb 17,2020

Based on the data retrieved from URA Realis, there were higher number of transactions from the range of \$2 million to \$3 million. With a total of 45 transactions in January, a 150.0% (y-o-y) increase as compared to last year for the same month. Based on the caveats retrieved, The highest transacted price occurred at The Avenir, for a price of \$8.43 million (\$3,495 psf). Additionally, there were 18 transactions that were beyond \$5 million in January, surpassing the previous month of Dec and January 2019.

EC prices (\$psf)



Source: PropNex Research, URA Realis as of Feb 17,2020

Despite rising prices for EC over the years, recent launch at Parc Canberra still garners strong interest with over 64% units sold at the launch weekend. It is promising, with the upcoming launch of the second EC, OLA. It is bound to attract interests of buyers and sellers.

Project Launches:

Project	Preview Date***	Launch Date***	Location	Total Units
Parc Canberra EC	31 Jan – 10 Feb (E-app)	15 Feb (Booking)	Canberra Link	496
Verticus	8 Feb	15 Feb	Balestier Road	162
Ola EC	15 Feb – 1 March (E-APP)	21 Mar (Booking)	Anchorvale Crescent	548
The M	15 Feb	22 Feb	Middle Road	522

UPCOMING SEMINARS		
Event	Date	Keynote Speaker/s
Marina One Residences	19 Feb	Mr. Kelvin Fong
Treasure at Tampines	21 Feb	Mr. Cijay
CES HQ (Branch Office)	22 Feb	Mr. Ismail Gafoor
Jadescape	25 Feb	Mr. Kelvin Fong

Register your interest for the next seminar and bring your clients to the various project show flats. Download the PA App and grab our taggers to assist your clients as well.

Source: PropNex International, PropNex Research // ***Preview and Launch dates are subject to changes as per developer's discretion

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