

# OrangeTee<sup>®</sup>times

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*A Message from our Managing Director*

## Adding value to our customers and associates

In my opening speech at our annual conference on 1st March, I highlighted the challenges OrangeTee would be facing ahead, in view of the macro and micro environment. I also shared our corporate strategy and some execution plans for us to achieve sustainable growth.

In a nutshell, we want focus on internal expansion and make sure we continue to create value-added services for customers and associates. There are four key areas of focus - product differentiation, customer relationship, market share and resource allocation.

This growth strategy can be adopted not only at the company level, but also at the associate level.

**Product Differentiation**  
The seven rounds of cooling measures have moderated property investment and upgrading activities. Most buyers will have to hold on to their properties for a much longer period and will not make quick decisions to buy a second property.

“ We need to re-think the way we work and the way we serve. I am convinced that the internal expansion strategy will make OrangeTee and our associates more competitive in the marketplace.”

Hence, it is crucial that our associates use a different approach to manage time, generate leads and convert sales. These will certainly help to create clear competitive advantages.

### Customer Relationships

Today, customers can access all the information at their fingertips 24/7. It is no wonder that they are expecting more from property agents. Therefore, deepening relationships with existing customers to grow customer base will be essential for continued business survival.

### Market Share

As volumes are likely to decline due to the introduction of cooling measures, our associates must

work harder than before in order to gain a higher market share and maintain their income levels. For example, base on simple arithmetic, if overall sales volume drops 20%, associates will have to work 25% harder than before. To achieve this, one key word that associates must exercise more than ever is discipline.

### Resource Allocation

In a volatile economic environment where we have little control over, associates should not spend too much time worrying about external factors or overstretching their resources to unfamiliar territories. One such example is that more associates have shifted their focus from the local market to Iskandar. It

is understandable for them to widen their business scope, but do not do it at the risk of losing their customers in Singapore. Eventually, if they can't take care of their existing customers, other agents will "take care" for them.

In conclusion, we need to re-think the way we work and the way we serve. I am convinced that the internal expansion strategy will make OrangeTee and our associates more competitive in the marketplace. Our position as one of the most respected real estate enterprises in the region will be further enhanced.

Enjoy reading.



**Steven Tan**  
Managing Director  
OrangeTee.com Pte Ltd



By Johnny Chng, International Projects Department

### OrangeTee @ Iskandar

On 21st March, 2013, we created a map of Iskandar Malaysia (IM) for the *Business Times* property supplement. This map serves as a comprehensive guide for investors on the latest development of the region. It has demonstrated the depth of knowledge and expertise we have on IM. With such strong strategic capabilities, OrangeTee will have a competitive edge when dealing with developers and investors of IM projects.

### OrangeTee Services

- Agency
- Residential Projects
- Business Space
- Corporate Residential Services
- International Projects
- Investments & Advisory
- Valuation
- Research & Consultancy
- Training & Development
- E-Services

By Madeleine Seow, Agency Department

### We Are Singapore 1000 Family of Rankings 2013

We made it into the ranks of the Singapore 1000 / Singapore SME 1000! This is a hallmark of success that is exclusive to ranked companies only. OrangeTee's endorsement of the elite Singapore 1000 and Singapore SME 1000 brand will no doubt further bolster and establish our position in the industry. Cheers to Team Orangeans!



## Welcome Christine On Board



We are pleased to announce that Christine Li will be heading the Research and Consultancy department effective 1st March 2013. Christine is no stranger to the real estate industry. She began her career as a property correspondent and commentator eight years ago with *Lianhe Zaobao*, where she interviewed key market players ranging from listed company CEOs to top government officials.

Her outstanding work in the real estate industry earned her the Most Promising Journalist of the Year award by SIAS in 2010 and last year, she broke the story of a bank offering 50-year housing loan that led to the 6th round of property cooling measures.

She brings with her a wealth of in-depth market knowledge and experience. Reporting directly to our MD Steven Tan, she will lead and oversee the research function and at the same time, work closely with the associates, assisting them to provide high quality research-based advisory to clients.

Backed with a Bachelor of Science degree in Engineering from Cornell University and a Master of Arts degree in Media and Communications from the University of London, she is certainly a valuable member of the OrangeTee family.

## Rental yields Dip as Pressure on Rents Increases

The days when rental yields of non-landed private residential property consistently hit 4 per cent per annum may be numbered.

After island-wide gross rental yield of non-landed private residential property hit a high of 5.7 per cent in 2008, it has been trending downwards continuously for five years in a row. According to preliminary data from the Singapore Real Estate Exchange (SRX), in the first quarter of 2013, overall median gross rental yield of non-landed private residential property slid to 4 per cent from 4.5 per cent in the same period a year ago. Altogether, 4,897 leases were inked this quarter according to SRX.

Rental yields continued to soften across almost all twenty-six districts. District 2 (Anson, Tanjong Pagar) was the only bright spot which registered a positive adjustment of 7.7% or 30 basis points in gross rental yield when compared with 2012. The greatest dip was seen in District 12 (Balestier, Toa Payoh, Serangoon), where yield fell by 14% or 60 basis points.

District 21—which includes Upper Bukit Timah, Clementi Park and Ulu Pandan—recorded the lowest rental yield of 2.9% in the first quarter of 2013. It was also the first time in the last eight years for this district to record a yield that was below the psychological threshold level of 3%. The most attractive estates in the rental market so far this year were District 2, 18 (Tampines, Pasir Ris) and 25 (Kranji, Woodgrove), where the rental yields reached 4.2%.

The numbers paled in comparison to a year ago. The rental yield in District 22 (Jurong East, Jurong West) was as high as 4.6% in 2012 while the lowest rental yield recorded last year was 3.1%. Such homes were in District 10 (Ardmore, Bukit Timah, Holland Road, Tanglin), where rental yields held firm at this level for three consecutive years.

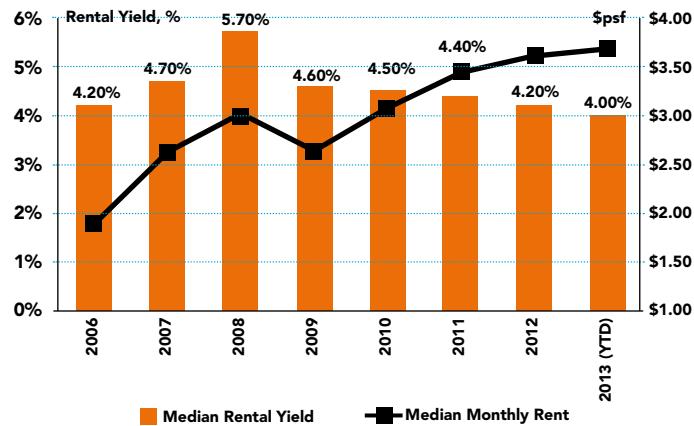
Individual transactions also painted a similar picture. A 571 sq ft unit at Icon (District 2) commanded an average monthly rental of \$3,750 in 2012. This rose to around \$4,090 in 2013. On the other hand, a 1,050 sq ft unit at Signature Park (District 21) used to fetch an average of \$2,860 per month a year ago. Rents have since dropped to around \$2,660 in 2013, based on preliminary data.

Interestingly, leasing transaction volume continued to increase despite a slowdown in demand due to tightening of foreign labour inflows. Latest figures from REALIS show that the number of private residential leasing deals (excluding executive condos) hit an all-time high of 48,403 in 2012. There were also 4,211 leases inked so far this year. The median rents of non-landed homes also continued to climb. Median monthly rent rose 6% to \$3.73 per sq ft this quarter, compared to \$3.67 per sq ft in the three months to Dec 31, 2012.

### OUTLOOK

Following the announcement of Budget 2013, property tax for the top one per cent of owner-

### Overall median gross rental yield of non-landed private residential properties



Source: SRX, OrangeTee Research

With approximately 16,439 completed units coming on stream by the end of this year, and a total of 95,754 units by 2017, rental increases are expected to taper off.

occupied homes and top one-third of investment properties will rise. Investment property owners will be taxed the most, from a flat 10 per cent to between 12 and 20 per cent.

Higher property tax which kicks in next year could lead to higher holding costs for property investors. From the start of next year, vacant properties will also be taxed at prevailing property tax rate. Without concession, investors and developers might release these affected units in the open market amid a weakening rental demand. In addition, more firms have put expatriates on local terms in a bid to manage costs. This could lead to

downward pressure on rents, as landlords compete for the same pool of tenants.

With approximately 16,439 completed units coming on stream by the end of this year, and a total of 95,754 units by 2017, rental increases are expected to taper off. Rising land prices will also translate to higher selling prices for future projects in the near term. This could further depress rental yields. There will be more projects due for completion in suburban areas arising from a ramp-up in Government Land Sales (started from the second half of 2010). Going forward, we expect pressure on rental yields to shift to suburban homes. ■

## EVENTS

By **Madeleine Seow**, Agency Department

## OrangeTee Conference

The annual OrangeTee Conference was held at the HDB Hub on 1st March 2013. Themed "On Time, On Track, On Target", the conference recapped our progress on the five key areas of our three-year goal, highlighting initiatives OrangeTee has introduced to help our associates maximise business opportunities. The conference also allowed our associates to understand how our strategies are fine-tuned, so as to ensure we stay on track to achieve our goal.

The conference also saw three special guests from Tokyu

Livable Ltd, one of the most established real estate companies in Japan. Mr. Charles Haase, MD of Portfolio Management & Investor Relations at Global Business Development Unit, was one of the guest speakers who provided participants with an overview and investment outlook of the real estate market in Japan. Inspirational speaker and adventure consultant Khoo Swee Chiow was also a keynote speaker at the event. As someone who has conquered nature in extreme conditions around the world, Mr Khoo shared his experience and encouraged



participants to "dare to dream and dare to make it a reality".

Agency Director Michael Tan shared the topic on "the Four Dimensions of Customer Service", while Senior Group Associate Director Eric Tan spoke about "Managing Change". A "Programme Clapper" was used for the first time and it proved highly successful! The clapper had the programme schedule



With MD Steven Tan are (from left): Top Achiever Shelley Koh, Top SGAD Albert Chou, Top GAD Delvin Lim, Top STAD Jasmine Png and Top TAD Daniel Tan.



and speakers' notes printed on one side, and awards and a photo gallery on the other side. 500 participants used it to clap and cheer for speakers and award winners. ■

## OrangeTee Gala Dinner

Following the OrangeTee Conference, the Gala Dinner took place on the same night at the Grand Copthorne Waterfront Hotel. Themed "Superheroes", some 500 attendees came dressed in all sorts of fanciful costumes including Superman, Spiderman, Hulk, Flash, and even Super Mario.

The evening started with our Superheroes striking their favourite poses for the photographers. The organizing committee prepared a special "Gangnam Dance, OT Style" to kick off the night. The six performers from Agency and HR Departments received wild applause from the audience who was also treated to a sexy pole-dance. Some sporty Orangeans also volunteered to try the stunts on stage.

And what is a gala dinner without a lucky draw? 40 lucky winners won themselves attractive prizes. Top winner Alan Leong even walked away with a cash prize of \$1,288! Derek Chua aka "Flash" and Corinna Tan aka "Wonderwoman" were also voted by the audience as the "Best Dressed Superheroes". ■



## TOP ACHIEVERS 2012 Q4



**Garrick Ong**  
First



**Daniel Tan**  
Second



**Patrick Koh**  
Third



**Yew Peck Leng**  
Fourth



**Alan Leong**  
SGAD-Top



**Delvin Lim**  
GAD-Top



**Lester Tan**  
STAD-Top



**Daniel Tan**  
TAD-Top



**Ohari Oh**  
Fifth



**Dan Koh**  
Sixth



**Agnes Lim**  
Seventh



**Delvin Lim**  
Eighth



**Albert Chou**  
SGAD-1st Runner-up



**Willis Yeo**  
GAD-1st Runner-up



**Brandon Chia**  
STAD-1st Runner-up



**Dan Koh**  
TAD-1st Runner-up



**Mervyn Lee**  
Ninth



**Raymond Hiu**  
Tenth



**Adrian Wee**  
Top Lister



**Teressa Tay**  
Top Lister



**Lee Su Yi**  
Top Rookie



**Jeffrey Tan**  
SGAD-2nd Runner-up



**Ivan Tan**  
GAD-2nd Runner-up



**Jasmine Png**  
STAD-2nd Runner-up



**Neon Seah**  
TAD-2nd Runner-up

## LOCAL RESIDENTIAL PROJECTS

By **Alan Koh**, Residential Projects Department



## Hillion Residences

 Hillion Residences is a mixed development situated in the heart of Bukit Panjang. Sitting atop four levels of retail space, the 546 residential unit development integrates modern, contemporary living with a vibrant retail mall and major transportation modes.

Comprising of one to four bedrooms and penthouse units, Hillion Residences is seamlessly integrated with a shopping mall, the Bukit Panjang Bus Interchange, LRT as well as the upcoming Downtown Line 2 MRT interchange station.

### Unit Mix

- 1 bedroom (463 – 549 sqft)
- 2 bedrooms (710 – 872 sqft)
- 3 bedrooms (1,163 sqft)
- 4 bedrooms (1,356 – 1410 sqft)
- Penthouses (2,616 – 3,208 sqft)

For more information, please call either one of the following Project ICs:

<b>Alan Leong</b>	+65 9387 6505
<b>Allen Chiew</b>	+65 9487 1333
<b>Chew Ghee Seng</b>	+65 9107 2225
<b>Delvin Lim</b>	+65 9022 9949
<b>Donny Goh</b>	+65 9090 9049
<b>Lyndy Sze</b>	+65 9633 5822
<b>Norman Tan</b>	+65 9363 5952

## TOP LEADERS 2012 Q4



**Alan Leong**  
SGAD-Top



**Delvin Lim**  
GAD-Top



**Lester Tan**  
STAD-Top



**Daniel Tan**  
TAD-Top



**Ohari Oh**  
Fifth



**Dan Koh**  
Sixth



**Agnes Lim**  
Seventh



**Delvin Lim**  
Eighth



**Albert Chou**  
SGAD-1st Runner-up



**Willis Yeo**  
GAD-1st Runner-up



**Brandon Chia**  
STAD-1st Runner-up



**Dan Koh**  
TAD-1st Runner-up

## INTERNATIONAL RESIDENTIAL PROJECTS

By **Johnny Chng**, International Projects Department

## Portobello Square, London

 Situated within Notting Hill, Portobello Square enjoys a much enviable location in the heart of a district reputed for its vibrant and motley community.

Portobello Square has been developed with a clear and focused vision - to improve and retain all that is best of the vibrant Notting Hill, whilst enhancing the local area with contemporary design. Careful thought and planning has been incorporated into the process of designing Portobello Square such that this scheme is able to blend seamlessly into the bustling district of Notting Hill. Also, this development is within close proximity to various green spaces such as Regent Park and Hyde Park, offering short, quick escapades, while still having the hustle and bustle of Portobello Road and Golborne

Road just around the corner. The conveniences that Portobello Square has to offer is further accentuated by its easy access to most of London's major universities, such as Imperial College, University College London, and many more.

With so many facilities right at your doorstep, Portobello Square lives up to its promise of offering the best of city living within a rustic atmosphere.

For more information, please contact:  
**International Projects Department**  
Tel: +65 8388 5577  
Email: overseas@orantee.com



## OrangeTee® TOP ACHIEVERS 2012

Since 2000, OrangeTee has delivered smart, deep and meaningful real estate solutions to our customers. Focusing on service excellence and innovation, we've grown to become a key real estate enterprise in Singapore.

Today, we are a team of more than 2,500 professionals taking care of the needs of our corporate and individual clients. Going beyond residential and business space, OrangeTee offers a truly comprehensive suite of real estate consultancy services, ranging from research & consultancy, valuation, training, expatriate relocation services to investments & advisory in Singapore and the region.

For a keener sense of real estate, [Talk to OrangeTee](#).



### Top Leaders

#### Senior Group Associate Director



#### Group Associate Director



#### Senior Team Associate Director



#### Team Associate Director



### Top in Categories



### Top 10 Achievers



### Top 150 Achievers



To be part of the Awards-Winning Team, call any one of our Senior Group Associate Directors



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