

Good sales performance across many projects indicate firm buyer demand

According to developers' sales survey by the Urban Redevelopment Authority, the number of units launched fell sharply by 75.5 per cent month-on-month (m-o-m) to 444 units in April. There were only three mid to small-sized projects launched last month - Mayfair Modern (171 units), Coastline Residences (144 units) and Wilshire Residences (85 units).

Despite the absence of mega projects (more than 500 units) being launched, 735 new homes were transacted last month. From the high base of 1,054 sales transactions in March, new sales volume dipped 30.3 per cent month-on-month (m-o-m) in April. Including executive condominium (EC) units, developers sold 744 units last month, registering a 29.9 per cent m-o-m decrease.

Most transactions (96.2 per cent) were from existing launches. Last month's top selling projects were The Tre Ver (81 units sold), Parc Botannia (61 units), Stirling Residences (51 units), Treasure at Tampines (51 units), Riverfront Residences (50 units), The Florence Residences (44 units) and Parc Esta (39 units).

Sales performance has been encouraging at many existing launches, given that the cooling measures are still in place and a number of projects have been launched in recent months. Some large-sized projects have already sold more than 40 per cent of the entire development within a 12-month launch period from May 2018 to April 2019. Some were launched before last July's cooling measures such as Affinity at Serangoon (sold 48.5 per cent of the entire project), Stirling Residences (51.5 per cent), Riverfront Residences (67.1 per cent) and Park Colonial (74.8 per cent), which were all mega projects.

A few mid- to large-sized projects launched after the cooling measures also reached the same 40 per cent sales status. This includes Mayfair Gardens (sold 63.3 per cent of total units), The Tre Ver (71.2 per cent), Arena Residences (55.1 per cent), Jui Residences (44.4 per cent) and Whistler Grand (43.9 per cent). Some mega projects launched after the cooling measures achieved stellar results by selling more than 500 units at Parc Esta over a six-month launch period, almost 400 units at Jadescape were sold after launching the project for eight months and more than 300 units at Treasure at Tampines sold after a two-month launch period.

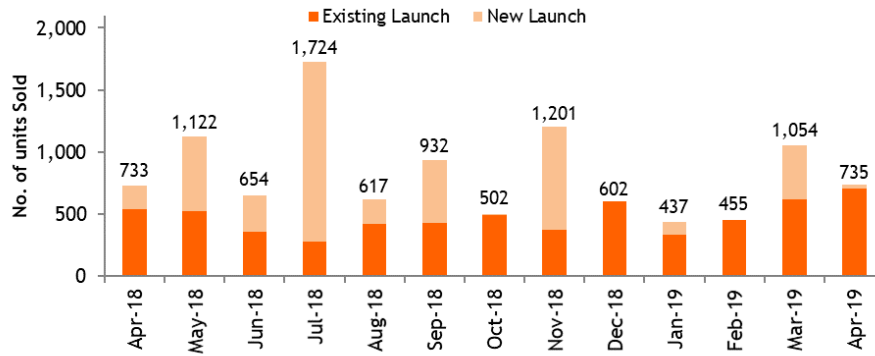
The good sales performance across many projects indicate that buyer demand is still strong and that projects with attributes like good locality, distinctive designs, attractive pricing and being developed by reputed developers, will continue to see healthy demand.

New Launched projects that have achieved more than 40 per cent sold status within the last 12 months

	Project Name	No. of units in project	Total no. of units sold	% sold as of Apr-2019	Launch Month
Launched before cooling measures	Twin Vew	520	455	87.5%	May-18
	Amber 45	139	105	75.5%	May-18
	Affinity At Serangoon	1,052	510	48.5%	Jun-18
	Margaret Ville	309	171	55.3%	Jun-18
	Stirling Residences	1,259	649	51.5%	Jul-18
	Riverfront Residences	1,472	987	67.1%	Jul-18
	Park Colonial	805	602	74.8%	Jul-18
Launched after cooling measures	The Tre Ver	729	519	71.2%	Aug-18
	Mayfair Gardens	215	136	63.3%	Sep-18
	Jui Residences	117	52	44.4%	Sep-18
	Arena Residences	98	54	55.1%	Nov-18
	Whistler Grand	716	314	43.9%	Nov-18

Source: URA, OrangeTee & Tie Research & Consultancy

Private Residential Developer Sales (Excl. EC)



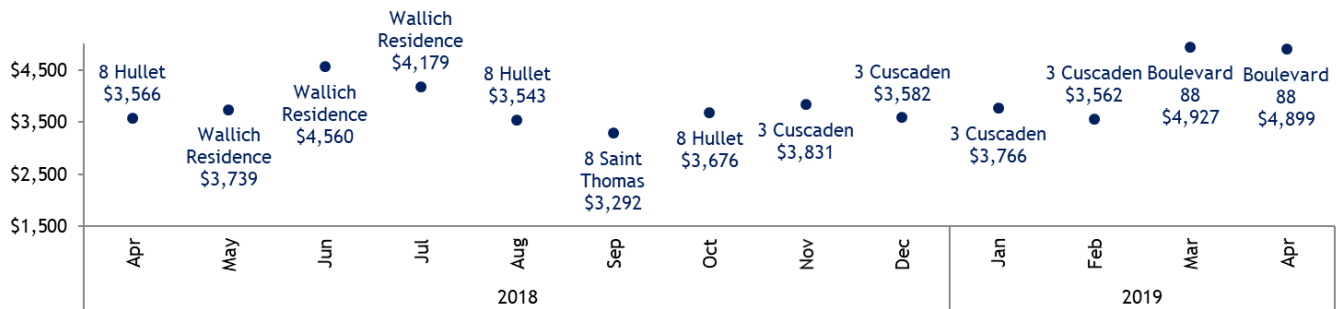
Source: URA, OrangeTee & Tie Research & Consultancy

Note: New launch refers to units sold in projects that were launched in Apr 2019. Existing launch refers to units sold in projects that had been launched in prior months.

Month	Sales Volume		Launches	
	(Excl. EC)	(Incl. EC)	(Excl. EC)	(Incl. EC)
Oct-18	502	525	218	218
Nov-18	1,201	1,205	1,342	1,342
Dec-18	602	605	101	101
Jan-19	437	438	681	681
Feb-19	455	457	596	596
Mar-19	1,054	1,062	1,812	1,812
Apr-19	735	744	444	444
m-o-m % Change	-30.3%	-29.9%	-75.5%	-75.5%
y-o-y % Change	0.3%	-44.0%	-33.1%	-65.6%

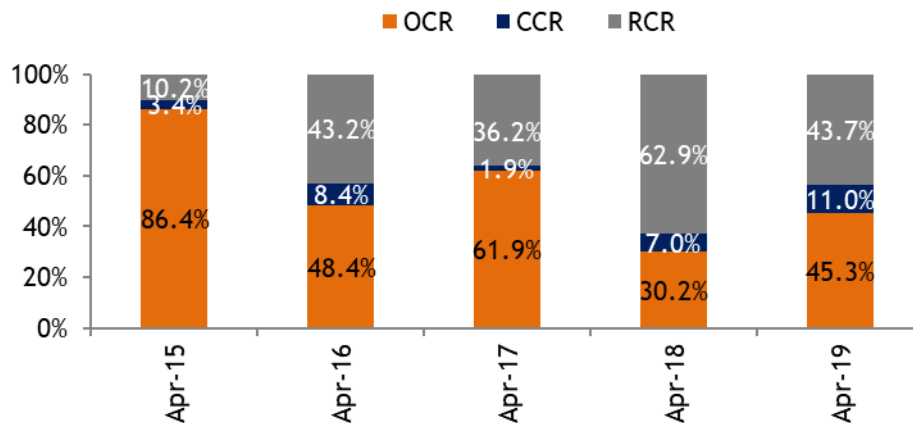
Source: URA, OrangeTee & Tie Research & Consultancy

Highest price (\$psf) achieved in the month



Source: URA, OrangeTee & Tie Research & Consultancy

Number of Units Sold in the Month



Source: URA, OrangeTee & Tie Research & Consultancy

Best Selling Projects in Apr 19

Project Name	Locality	Total No. of Units	Cumulative Units Launched to-date	Cumulative Units Sold to-date	Sold in the month	Median Price (\$psf)	Take up Rate [^] (%)	Sold out status* (%)
The Tre Ver	RCR	729	550	519	81	\$1,624	94.4%	71.2%
Parc Botannia	OCR	735	735	566	61	\$1,294	77.0%	77.0%
Stirling Residences	RCR	1,259	680	649	51	\$1,780	95.4%	51.5%
Treasure At Tampines	OCR	2,203	490	338	51	\$1,326	69.0%	15.3%
Riverfront Residences	OCR	1,472	1,200	987	50	\$1,308	82.3%	67.1%
The Florence Residences	OCR	1,410	200	118	44	\$1,441	59.0%	8.4%
Parc Esta	RCR	1,399	550	519	39	\$1,674	94.4%	37.1%
Affinity At Serangoon	OCR	1,052	650	510	35	\$1,493	78.5%	48.5%
Whistler Grand	OCR	716	400	314	29	\$1,380	78.5%	43.9%
Park Colonial	RCR	805	805	602	23	\$1,839	74.8%	74.8%

Source: URA, OrangeTee & Tie Research & Consultancy

[^]Take up rate is calculated by taking the division of cumulative units sold to date over cumulative units launched to date

*Sold out status is calculated by taking the division of cumulative units sold to date over total no. of units in project

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