REAL ESTATE DATATREND Developer Monthly Sales Analysis

New home sales surged amid more launches in the month



18 June 2018

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Developers' new home sales excluding Executive Condominiums (ECs) surged 53.1% month-on-month (m-o-m) and 7.9% year-on-year to 1,121 units in May. The increase in sales volume is mainly attributed to more projects being launched in May as compared to April. A total of 1,060 units were launched in May, up from 664 units in April. Some of the key project launches include Twin Vew, Amber 45, Sixteen35 residences, 120 Grange and Sea Pavilion Residences.

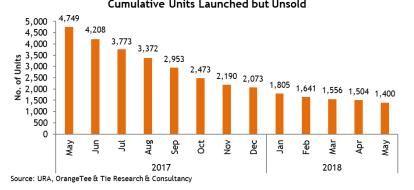
However, including ECs, developers' new home sales dipped 5% m-o-m to 1,257 units. This is due to a lack of EC projects being launched in May; where no new EC units were added whereas 512 EC units were launched in April.

The strong buying interest seems to have returned to all market segments with a higher percentage of sales registered for the Outside of Central Region (OCR). New home sales in OCR dominated 71% of the market share in May 18, up from 39% in May 16 and 60% in May 17 (see chart below). We foresee that demand for homes in OCR and RCR will continue to surge as more mega projects are slated to be launched from these regions in the coming months.

Riding on the current sales momentum, many developers have launched/ relaunched/ planned to launch their projects in June, including The Garden Residences, Affinity at Serangoon, Margaret Ville, Marina One Residences (Phase 2) and South Beach Residences. This is rather unusual as most developers would typically avoid the June holidays to launch any major projects as seen from a dearth of major launches in the months of June from 2015 to 2017. We foresee that the World Cup season has limited impact on the market as the buying sentiment is currently strong and many of the matches are not held in the wee hours of the night. Therefore, we expect sales to remain healthy in June.

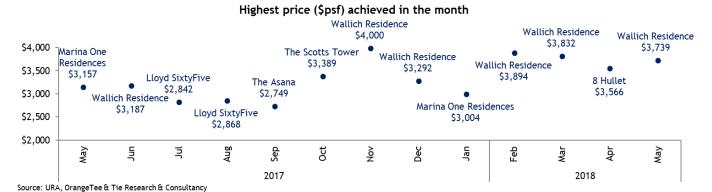


Note: New launch refers to units sold in projects that were launched in May 2018. Existing launch refers to units sold in projects that had been launched in prior months.

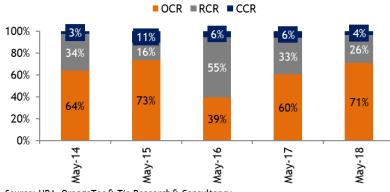


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Months	Sales Volume				
Months	(Excl. EC)	(Incl. EC)			
May-17	1,039	1,416			
Jun-17	820	1,064			
Jul-17	1,112	2,092			
Aug-17	1,246	1,587			
Sep-17	657	906			
Oct-17	761	972			
Nov-17	788	937			
Dec-17	431	531			
Jan-18	527	627			
Feb-18	384	476			
Mar-18	716	788			
Apr-18	732	1,328			
May-18	1,121	1,257			
m-o-m % Change	53.1%	-5.3%			
y-o-y % Change	7.9 %	-11.2%			



Number of Units Sold in the Month



Source: URA, OrangeTee & Tie Research & Consultancy

Best Selling Projects in May 18

Project Name	Locality	Total No. of Units	Cumulative Units Launched to-date	Cumulativ e Units Sold to- date	Sold in the month	Median Price (\$psf)	Take up Rate^ (%)	Sold out status* (%)
Twin Vew	OCR	520	520	454	454	\$1,385	87.3%	87.3%
Amber 45	RCR	139	100	86	86	\$2,378	86.0%	61.9 %
Le Quest	OCR	516	415	357	73	\$1,462	86.0%	69.2 %
The Tapestry	OCR	861	500	430	59	\$1,388	86.0%	49.9 %
Seaside Residences	OCR	841	717	700	59	\$1,896	97.6 %	83.2%
Sixteen35 Residences	RCR	60	60	45	45	\$1,511	75.0%	75.0%
Parc Botannia	OCR	735	552	416	43	\$1,361	75.4%	56.6%
The Verandah Residences	RCR	170	170	163	29	\$1,810	95.9 %	95.9 %
Kingsford Waterbay	OCR	1,165	1,165	1,114	27	\$1,360	95.6 %	95.6 %
Artra	RCR	400	299	288	25	\$1,875	96.3 %	72.0%

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