

Jump in November sales on the back of new launches

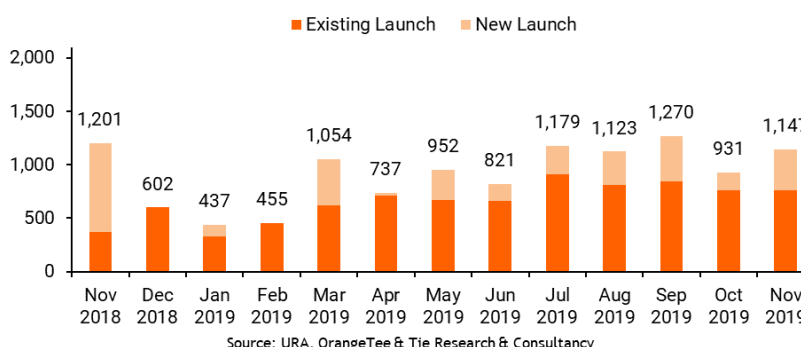
Developers are riding on the positive sales momentum with a final burst of launch activities before the year-end holidays. Last month, a number of projects were launched, including Dairy Farm Residences, One Holland Village Residences, Sengkang Grand Residences, The Iveria and Pullman Residences, Newton. A total of 740 private homes were launched in November. In comparison, 892 units were launched for sale in October.

Private home sales rebounded last month in view of a slew of property launches. According to developers' sales survey by the Urban Redevelopment Authority, 1,147 new homes were sold last month, up 23.2 per cent from the 931 units in October, and 4.5 per cent lower than the 1,201 units sold in November last year. Including executive condominiums (EC), developers sold 1,168 units last month, registering a 21.9 per cent m-o-m increase. The best-selling projects were Sengkang Grand Residences, Parc Esta, One Holland Village, Jadescape and Parc Botannia.

Developer home sales are expected to end on a stronger note this year. Our earlier optimism for the private residential market is proven to be true with more sales inked in the first 11 months of 2019 when compared to the whole of last year (8,795 units). Based on preliminary estimates using URA data, 9,547 new homes excluding executive condominiums were sold from January to November this year (i.e. 7,469 units sold in Q1-Q3, 931 units in October and 1,147 units in November). Given that the average number of units sold in the month of December for the last six years was about 380 units and taking into account lapsed options or 'returned units', we estimate that between 9,500 and 10,000 units could be sold in 2019.

The U.S. and China had reached a phase-one trade agreement in principle, which may help de-escalate trade tensions and boost market confidence. We anticipate that the next wave of inbound capital may continue to enter Singapore's property market next year with more Chinese capital flowing south. Further, an increasing pool of investors around the world are diversifying their investment portfolios by location and sectors, and Singapore will continue to be featured prominently as one of the top investment destinations. Further mortgage rates may remain low or clock in even lower next year, which may keep housing demand to 'cruise' at current levels. As such we estimate that between 9,000 and 9,800 new homes excluding executive condominiums could be transacted in 2020.

Private Residential Developer Sales (Excl. EC)

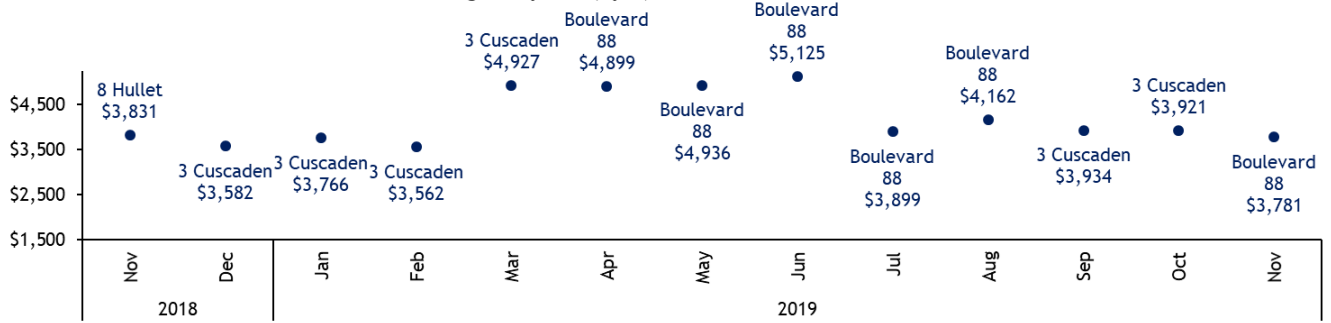


Note: New launch refers to units sold in projects that were launched in Mar 2019. Existing launch refers to units sold in projects that had been launched in prior months.

Month	Sales Volume		Launches	
	(Excl. EC)	(Incl. EC)	(Excl. EC)	(Incl. EC)
Nov-18	1,201	1,205	1,342	1,342
Oct-19	931	958	892	892
Nov-19	1,147	1,168	740	740
m-o-m % Change	23.2%	21.9%	-17.0%	-17.0%
y-o-y % Change	-4.5%	-3.1%	-44.9%	-44.9%

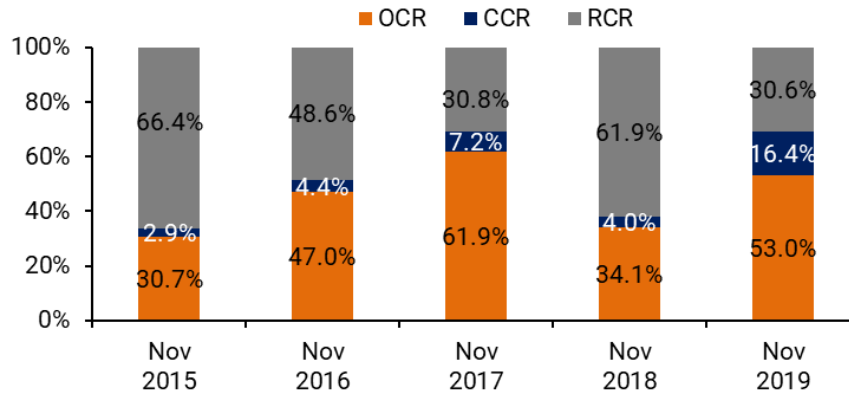
Source: URA, OrangeTee & Tie Research & Consultancy

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 Nov 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* (%)
Sengkang Grand Residences	OCR	680	280	235	235	\$1,741	83.9%	34.6%
Parc Esta	RCR	1,399	1,000	971	102	\$1,685	97.1%	69.4%
One Holland Village Residences	CCR	296	126	87	87	\$2,604	69.0%	29.4%
Jadescape	RCR	1,206	600	537	60	\$1,679	89.5%	44.5%
Parc Botannia	OCR	735	735	688	59	\$1,341	93.6%	93.6%
Treasure At Tampines	OCR	2,203	950	852	48	\$1,377	89.7%	38.7%
Parc Clematis	OCR	1,468	665	492	36	\$1,600	74.0%	33.5%
Affinity At Serangoon	OCR	1,052	700	645	35	\$1,498	92.1%	61.3%
Avenue South Residence	RCR	1,074	500	431	35	\$2,000	86.2%	40.1%
Dairy Farm Residences	OCR	460	40	35	35	\$1,564	87.5%	7.6%

^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

Source: URA, OrangeTee & Tie Research & Consultancy

Please contact us for further enquiries

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