Artist's Impression of Lucerne Grand

July 2026

Monthly Developer Sales

New Home Demand Returns After June Holidays

A product by Realion (OrangeTee & ETC) Research

Overview | MDS July 2026

- New private home sales rebounded strongly in July, breaking the two-month streak of sales decline. The resurgence was bolstered by the launch of two major project launches - Dunearn House and Lentor Gardens Residences.

- According the Urban Redevelopment Authority (URA) data, new home sales (excluding ECs) more than quadrupled from 156 units in June 2026 to 731 units in July 2026. Including ECs, new home sales surged by 312 per cent from 184 units in June to 758 units in July 2026.

- On a year-on-year basis, the volume of new home sales (excluding ECs) decreased by 22.2 per cent, down from the 940 units recorded in July 2025.

- The number of launched units (excluding EC) increased to 889 units in July 2026, from zero units in June.

Table 1: New Sales Volume and Launched Units

Month	Sales Volume		Launched Units	
	(Excl. EC)	(Incl. EC)	(Excl. EC)	(Incl. EC)
July-25	940	1,311	1,092	1,692
Feb-26	246	266	15	15
Mar-26	1,300	1,937	1,043	1,615
Apr-26	1,548	1,649	1,426	1,426
May-26	447	493	357	357
Jun-26	**156**	**184**	**0**	**0**
July-26	**731**	**758**	**889**	**889**
M-o-M % Change	368.6%	312.0%	NA	NA
Y-o-Y % Change	-22.2%	-42.2%	-18.6%	-47.5%

Source: URA, Realion (OrangeTee & ETC) Research

New Launches

- The strong sales were primarily driven by the 380-unit Dunearn House in the prime area or Core Central Region (CCR), and the 499-unit Lentor Gardens Residences in the suburbs or Outside Central Region (OCR). Both Dunearn House and Lentor Gardens Residences achieved healthy take-up rates of 55.8 per cent and 54.1 per cent, respectively.

Artist's Impression of Dunearn House

- As the first private residential launch in the new Turf City Precinct, Dunearn House attracted many buyers seeking first-mover advantage, underpinned by expectations of strong future capital and rental appreciation. Buyer confidence was further supported by the precinct's development plans and proximity to the Sixth Avenue MRT station and the upcoming Turf City MRT station. The project is also near many popular schools, which probably appealed to many families with young children.

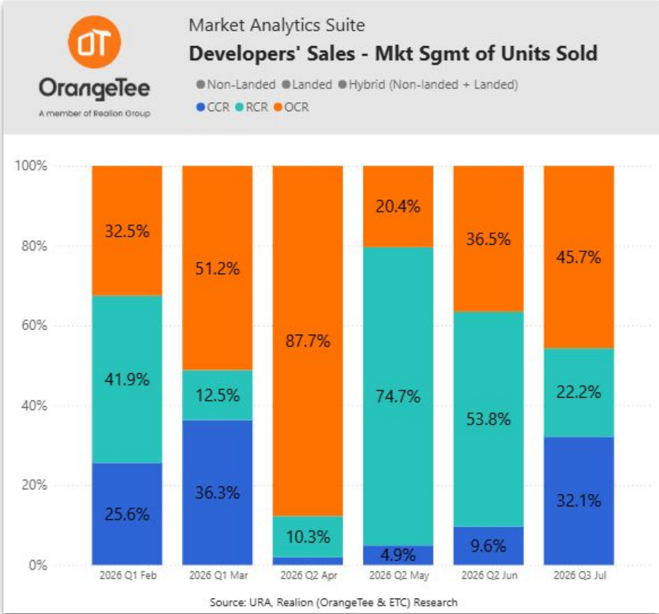
Artist's Impression of Lentor Gardens Residences

Ultra-luxury sales rebounded | MDS July 2026

- Lentor Gardens Residences' efficient unit layouts and palatable price quantum appealed to young couples and singles purchasing their first home. Others may have been drawn to its convenient location, which is within a short walk from the Lentor MRT station and the Lentor Modern Mall.

- The other best-selling projects in July 2026 (including ECs) were Union Square Residences, Hudson Place Residences, Coastal Cabana, One Marina Gardens, and The Continuum.

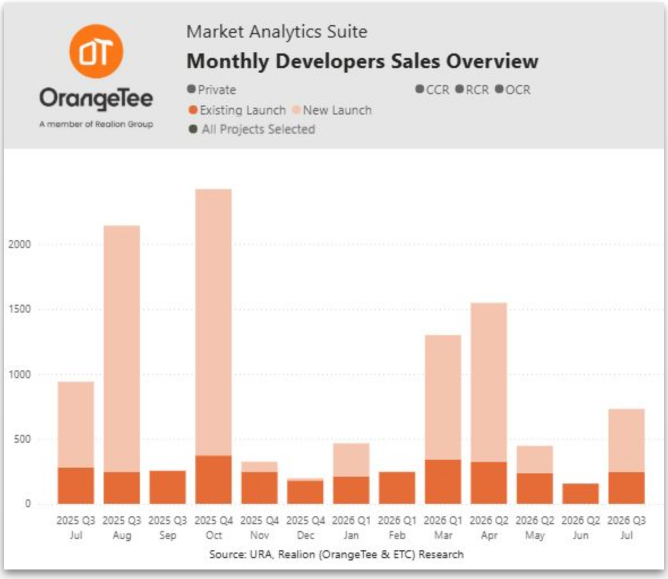
Chart 1: Monthly sales by market segment



By Market Segment

- The suburbs or OCR accounted for the bulk of developer sales in July, making up 45.7 per cent or 334 units of the total 731 units sold (excluding ECs). This was followed by CCR, at 32.1 per cent or 235 units, and the RCR at 22.2 per cent or 162 units.

Chart 2: Monthly new home sales



Luxury Market

- One new non-landed home in CCR (excluding bulk deals of more than one transaction) was sold for at least S$5 million but below S$10 million in July.

- In the ultra-luxury segment, one new condominium unit of at least S$10 million was sold in July. Comparatively, no units were transacted in the preceding month. This was a 2,949 sqft unit at Skywaters Residences sold for S$17.3 million or S$5,880 psf. This is higher than a similar-sized 2,896 sqft unit in the same project transacted for S$14.5 million or S$5,001 psf in May.

Artist's impression of Grand Dunman, Promenade Peak, Union Square Residences, Newport Residences

- The healthy sales performance at Dunearn House and Lentor Gardens Residences has given the property market a positive start to the second half of 2026. The sales momentum will likely carry through the rest of the months, further supported by the still low interest rates.

- Investor interest is expected to be strong, as more high-net-worth individuals may look to park their funds in real estate. Against the backdrop of the Middle East conflict and macroeconomic uncertainties, real estate may be seen as a more attractive option for parking funds compared with other forms of investment.

- Notable launches to watch include Amberwood at Holland and Lucerne Grand. Amberwood at Holland is the first condo to be launched in the new Holland Plain precinct. As prime land is highly limited, investors and homeowners looking to buy a private home in a new area will consider this project.

- Lucerne Grand is located near Lakeside MRT station and Jurong Lake Gardens, offering residents excellent connectivity to various parts of the island. The project is expected to benefit from the ongoing transformation of the Jurong Lake District which is planned to be Singapore's second central business district (CBD). These factors will draw buyers looking to capitalise on the growth potential of the area.

Table 2: Best-selling new projects in July 2026

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* (%)
Lentor Gardens Residences	OCR	499	499	270	270	$2,357	54.1%	54.1%
Dunearn House	CCR	380	250	212	212	$3,111	84.8%	55.8%
Union Square Residences	RCR	366	250	212	34	$2,798	84.8%	57.9%
Hudson Place Residences	RCR	327	327	213	21	$2,612	65.1%	65.1%
Coastal Cabana	OCR	748	748	617	18	$1,829	82.5%	82.5%
One Marina Gardens	RCR	937	937	659	18	$3,033	70.3%	70.3%
The Continuum	RCR	816	816	797	16	$2,791	97.7%	97.7%
Grand Dunman	RCR	1,008	1,008	917	11	$2,515	91.0%	91.0%
The Sen	RCR	347	347	143	11	$2,357	41.2%	41.2%
Narra Residences	OCR	540	540	202	10	$2,185	37.4%	37.4%

^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, Realion (OrangeTee & ETC) Research

A product by Realion (OrangeTee & ETC) Research

OrangeTee

A member of Realion Group

OrangeTee & Tie Pte Ltd

430 Lorong 6 Toa Payoh #01-01

OrangeTee Building

Singapore 319402

www.orangetee.com

For sales enquiries, speak with your preferred OrangeTee agent.

For research enquiries, kindly reach out to Realion (OrangeTee & ETC) Research below.

Christine Sun
Chief Researcher & Strategist
christine.sun@realion.com

Timothy Eng
Manager
timothy.eng@realion.com

Yuvana Mahendran
Assistant Manager
Yuvanalakshmi.m@realion.com

Kenneth Tan
Senior Research Analyst
kenneth.tan@realion.com

Patricia Lim
Research Analyst
patricia.limsq@realion.com