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Artist's Impression of Amberwood at Holland

August 2026

Monthly Developer Sales

Fewer New Home Sales As Developers Held Back Launches During The Lunar Seventh Month

A product by Realion (OrangeTee & ETC) Research

Overview | MDS August 2026

- New private home sales slowed in August as developers delayed launches during the lunar seventh month. Furthermore, some consumers held back their purchases as it is traditionally regarded as an inauspicious period to purchase big-ticket items. Other potential buyers may be waiting for the launch of several new projects after the seventh lunar month.

- According to Urban Redevelopment Authority (URA) data, new home sales (excluding ECs) fell to 153 units in August 2026, recording a 79.1 per cent drop from 731 transactions in the preceding month. Including ECs, new home sales fell by 77.4 per cent from 758 units in July to 171 units in August 2026.

- On a year-on-year basis, new home sales (excluding ECs) decreased by 92.9 per cent, from 2,142 transactions in August 2025.

- August 2026 reflected a more substantial year-on-year sales decline as the lunar seventh month started earlier on 13 August. Comparatively, the lunar seventh month started later on 23 August 2025, giving developers more time to launch a flurry of five projects with almost 2,500 units before the start of the lunar seventh month, thus recording more sales then.

Table 1: New Sales Volume and Launched Units

Month	Sales Volume		Launched Units	
	(Excl. EC)	(Incl. EC)	(Excl. EC)	(Incl. EC)
Aug-25	2,142	2,338	2,496	2,496
Sep-25	255	270	20	20
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
Aug-26	**153**	**171**	**116**	**116**
M-o-M % Change	-79.1%	-77.4%	-87.0%	-87.0%
Y-o-Y % Change	-92.9%	-92.7%	-95.4%	-95.4%

Source: URA, Realion (OrangeTee & ETC) Research

Artist's Impression of Lentor Gardens Residences

New Launches

- No new project launches (including ECs) were recorded for the month of August. August sales were primarily driven by existing launches.

- The best-selling projects including ECs with the highest number of transactions include Dunearn House, Lentor Gardens Residences, The Sen, Coastal Cabana, and Union Square Residences.

Artist's Impression of Dunearn House

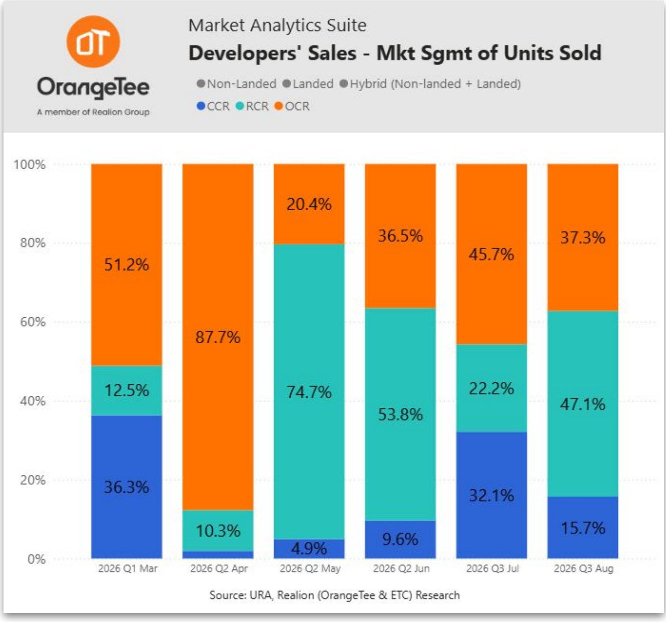
Muted buying activity in the luxury market | MDS August 2026

- Dunearn House and Lentor Gardens Residences, both launched in July, sold more units last month. Dunearn House moved a total of 227 units or 59.7 per cent of the 380 units as of August 2026, while Lentor Gardens Residences moved a total of 282 units or 56.5 per cent of the 499 total units.

By Market Segment

- The Rest of Central Region (RCR) accounted for the bulk of developer sales in August, making up 47.1 per cent or 72 units of the total 153 units sold (excluding ECs). This was followed by the suburbs or Outside Central Region (OCR) at 37.3 per cent or 57 units, and the prime areas or Core Central Region (CCR) at 15.7 per cent or 24 units.

Chart 1: Monthly sales by market segment

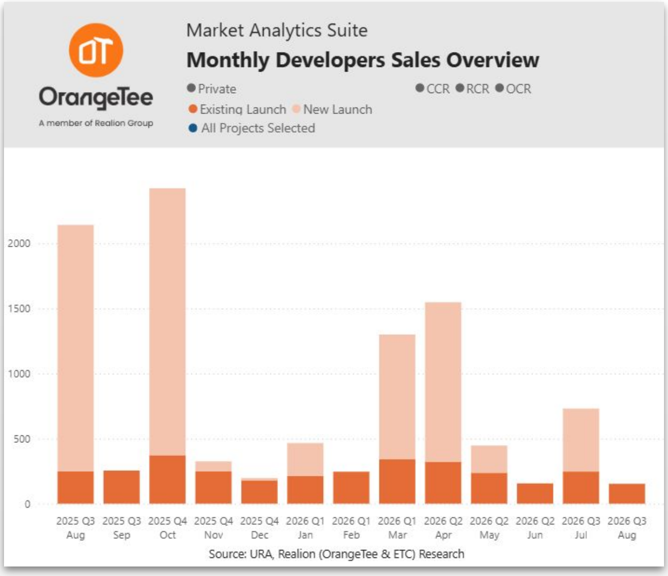


Luxury Market

- 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 August. This is the same as the number of transactions registered in the preceding month for the same price range. The luxury home was a 1,830 sqft unit at River Modern sold for S$6.842 million.

- No ultra-luxury condominium of at least S$10 million was sold in August.

Chart 2: Monthly new home sales



Artist's impression of Lucerne Grand, River Modern, Vela Bay, W Residences Marina View

Outlook | MDS August 2026

- New home sales are expected to rebound as a few key projects will be launched in September, including Amberwood at Holland and Lucerne Grand. Sales are expected to be robust, underpinned by the projects' attractive locations and strong price growth potential.

- For Lucerne Grand, the project is located near Lakeside MRT station and Jurong Lake Gardens, offering excellent connectivity to various parts of the island. Investors and homeowners are expected to benefit from the growth potential of the Jurong Lake District, which is planned to be Singapore's second central business district (CBD).

- Amberwood at Holland is the first condominium to be launched in the new Holland Plain precinct. As prime land in district 10 is highly limited, investors and homeowners looking to buy a private home in a new residential area might be drawn to this project. Buyers are also expected to enjoy a first-mover advantage in this emerging luxury enclave, potentially enabling them to sell or lease their units ahead of buyers in subsequent GLS sites within the same precinct.

Table 2: Best-selling new projects in August 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* (%)
Dunearn House	CCR	380	250	227	18	$3,008	90.8%	59.7%
Lentor Gardens Residences	OCR	499	499	282	15	$2,367	56.5%	56.5%
The Sen	RCR	347	347	155	12	$2,305	44.7%	44.7%
Coastal Cabana	OCR	748	748	614	12	$1,830	82.1%	82.1%
Union Square Residences	RCR	366	366	221	10	$2,762	60.4%	60.4%
Hudson Place Residences	RCR	327	327	221	9	$2,640	67.6%	67.6%
Arina East Residences	RCR	107	107	93	8	$2,718	86.9%	86.9%
Rivelle Tampines	OCR	572	572	558	6	$1,944	97.6%	97.6%
Narra Residences	OCR	540	540	208	6	$2,129	38.5%	38.5%
Chuan Park	OCR	916	916	890	6	$2,708	97.2%	97.2%

^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

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