



Artist's Impression of Lucerne Grand

September 2026 Monthly Developer Sales

Sales Momentum Accelerates After Lunar Seventh Month

Overview | MDS September 2026

- New private home sales rebounded in September as buyers returned to the market following the conclusion of the Lunar Seventh Month. Sales momentum accelerated after 10 September 2026, with a widespread uptick in demand observed in a number of previously launched projects.
- According to Urban Redevelopment Authority (URA) data, new home sales (excluding ECs) rose by 93.5 per cent month-on-month, from 153 units in August 2026 to 296 units in September 2026. Including ECs, new home sales climbed by 86.5 per cent from 171 units to 319 units over the same period.
- On a year-on-year basis, new home sales (excluding ECs) increased by 16.1 per cent to 296 units, from 255 transactions in September 2025.
- Of the new homes (excluding ECs) transacted in September 2026, about two-thirds took place from 11 to 30 September, based on URA caveat data. The concentration of sales in the latter part of the month suggest a pickup in activity following the Lunar Seventh Month, pointing to a temporary seasonal slowdown. According to URA caveats downloaded on 15 October, the number of new sales for October at 380 has already surpassed the 296 deals in September.

New Launches

- Two new projects were launched last month - Amberwood at Holland and Luxus Hills. Amberwood at Holland transacted the most units with 24 out of the 70 units sold at its first phase of launch, representing a take-up rate of 34.3 per cent. Demand was primarily driven by owner-occupiers and families drawn to its spacious units and low-density living concept.
- The best-selling projects in September were Terra Hill, The Sen, Amberwood at Holland, Lentor Gardens Residences, Union Square Residences, Costa Cabana, Luxus Hills, and The Continuum.

Table 1: New Sales Volume and Launched Units

Month	Sales Volume		Launched Units	
	(Excl. EC)	(Incl. EC)	(Excl. EC)	(Incl. EC)
Sep-25	255	270	20	20
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
Sep-26	296	319	158	158
M-o-M % Change	93.5%	86.5%	36.2%	36.2%
Y-o-Y % Change	16.1%	18.1%	690.0%	690.0%

Source: URA, Realion (OrangeTee & ETC) Research



Artist's Impression of Amberwood at Holland



Artist's Impression of Lentor Gardens Residences

Luxury home sales rebound | MDS September 2026

By Market Segment

- The Rest of Central Region (RCR) accounted for the bulk of developer sales in September, making up 44.3 per cent or 131 units of the total 296 units sold (excluding ECs). This was followed by the suburbs or Outside Central Region (OCR) at 42.2 per cent or 125 units, and the prime areas or Core Central Region (CCR) at 13.5 per cent or 40 units.

Luxury Market

- Luxury home demand remained firm, with two new non-landed homes in the CCR sold for at least S\$5 million but below S\$10 million in September. This is up from one transaction in the preceding month. Both were 2,056 sqft units at UPPERHOUSE at Orchard Boulevard that sold for S\$7.8 million and S\$7.3 million respectively. An ultra-luxury condominium was sold for at least S\$10 million in September, compared to none in August. This was a 2,088 sqft unit at Skywaters Residences that sold for S\$11.5 million or S\$5,498 psf.
- Year-to-date, new luxury residential sales rebounded strongly in the first three quarters of 2026. New non-landed homes in CCR (excluding bulk deals of more than one transaction) that were sold for at least S\$5 million rose by 15.4 per cent to 75 units, up from 65 units over the same period in 2025. This is also higher than the 65 units sold in the full year of 2024.
- The growing demand for new luxury properties underscores Singapore's position as a premier investment hub, where affluent investors and wealthy individuals shore up safe-haven assets and park their wealth here.

Chart 1: Monthly sales by market segment

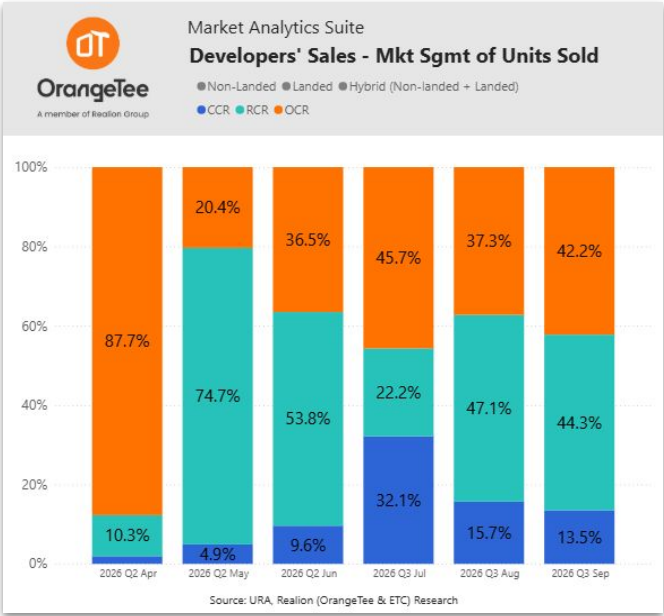
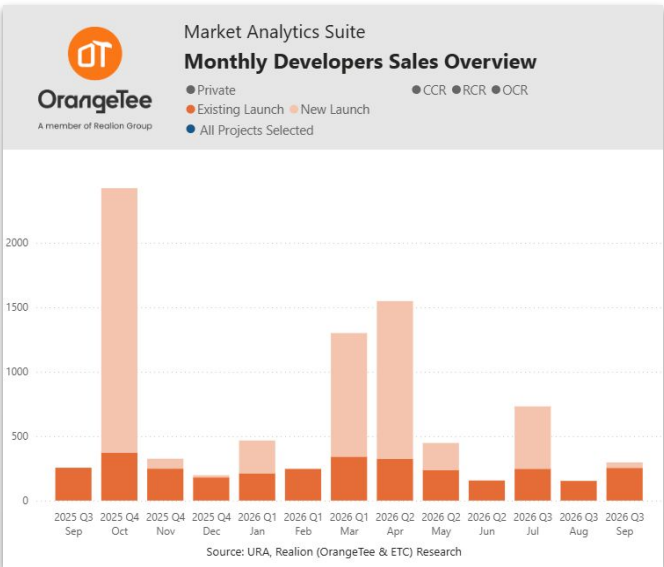


Chart 2: Monthly new home sales



- New private home sales are expected to rise in the last quarter of 2026 as developers are set to launch more projects before the year-end holidays. Notable launches include Lucerne Grand and Thomson Reserve.
- Lucerne Grand, launched at the start of October, will continue to attract healthy interest from investors and homeowners due to its proximity to Lakeside MRT station, offering excellent connectivity to various parts of the island. Residents can benefit from the growth potential of the Jurong Lake District, which is planned to be Singapore's second central business district (CBD). The project is close to Jurong Lake Gardens which offers scenic boardwalks, lush nature trails and panoramic water views.
- For Thomson Reserve, it is a highly anticipated new launch project due to the project size and marketing scale. The massive 1,268-unit mega project spans across a sprawling 5-hectare site, offering a wide variety of facilities. The development is within walking distance to Ai Tong Primary School and is near to Upper Thomson MRT Station and Thomson Plaza, which may appeal to families with young children. Nature lovers will also be attracted to its proximity to MacRitchie Reservoir and Windsor Nature Park.

Table 2: Best-selling new projects in September 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* (%)
Terra Hill	RCR	270	270	248	32	\$2,209	91.9%	91.9%
The Sen	RCR	347	347	180	25	\$2,386	51.9%	51.9%
Amberwood At Holland	CCR	212	70	24	24	\$3,021	34.3%	11.3%
Lentor Gardens Residences	OCR	499	499	304	22	\$2,348	60.9%	60.9%
Union Square Residences	RCR	366	366	242	21	\$2,813	66.1%	66.1%
Coastal Cabana	OCR	748	748	626	19	\$1,811	83.7%	83.7%
Luxus Hills	OCR	161	65	18	18	\$3,455	27.7%	11.2%
The Continuum	RCR	816	816	814	16	\$2,716	99.8%	99.8%
Chuan Park	OCR	916	916	900	10	\$2,708	98.3%	98.3%
Dunearn House	CCR	380	250	237	10	\$3,105	94.8%	62.4%

^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

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