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Artist's Impression of Lucerne Grand

October 2026

Monthly Developer Sales

New Home Sales Jump On The Back Of Two Major Launches

A product by Realion (OrangeTee & ETC) Research

Overview | MDS October 2026

- New private home sales jumped in October, bolstered by two major project launches - Lucerne Grand and Thomson Reserve. Both projects achieved stellar sales with the latter selling more than 1,000 units within one weekend. The positive sales momentum seemed to have spilled over into the wider market, where other developments like Dunearn House and Union Square Residences registered more deals in October when compared to September.

- According to Urban Redevelopment Authority (URA) data, new home sales (excluding ECs) rose by 479.7 per cent month-on-month, from 296 units in September 2026 to 1,716 units in October 2026. Including ECs, new home sales climbed by 442.6 per cent from 319 units to 1,731 units over the same period. On a year-on-year basis, new home sales (excluding ECs) decreased by 29.2 per cent to 1,716 units, from 2,424 transactions in October 2025.

- Year-to-date, 7,053* new homes (excluding ECs) have been sold, putting 2026 on track to meet our projected 7,000 to 7,500 units.

Table 1: New Sales Volume and Launched Units

Month	Sales Volume		Launched Units	
	(Excl. EC)	(Incl. EC)	(Excl. EC)	(Incl. EC)
Oct-25	2,424	2,446	2,233	2,233
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
Oct-26	**1,716**	**1,731**	**2,058**	**2,058**
M-o-M % Change	479.7%	442.6%	1,202.5%	1,202.5%
Y-o-Y % Change	-29.2%	-29.2%	-7.8%	-7.8%

Source: URA, Realion (OrangeTee & ETC) Research
*Q1–Q3 URA Data (5,337 units) + Oct Monthly Developer Sales (1,716 units)

New Launches

- The strong sales were primarily driven by the 570-unit Lucerne Grand in the suburbs or Outside Central Region (OCR), and the 1,268-unit Thomson Reserve in the Rest of Central Region (RCR). Lucerne Grand sold 68.9 per cent of its entire project, while Thomson Reserve moved 81.2 per cent of its total units in October.

- Lucerne Grand garnered strong interest from investors and homeowners who were likely attracted to its convenient location and growth potential. The development is in proximity to Lakeside MRT station and near Jurong Lake Gardens, where they can enjoy scenic views and lush nature trails. Interest was also underpinned by buyers' confidence in the growth potential of Jurong Lake District, which is envisioned to be Singapore's second central business district (CBD).



Artist's Impression of Thomson Reserve



Artist's Impression of Union Square Residences

- For Thomson Reserve, it is the first mega-condo launch in the Upper Thomson neighbourhood since the release of Jadescape in 2018. Supply remains limited in the area, which may have led to significant pent-up demand for private housing.

- Other best-selling projects (including ECs) include Union Square Residences, Dunearn House, The Serra Residences, Lentor Gardens Residences, Coastal Cabana, One Marina Gardens, Narra Residences, Chuan Park and Hudson Place Residences.

By Market Segment

- The Rest of Central Region (RCR) accounted for the bulk of sales, making up 67.4 per cent or 1,157 units of the total 1,716 transactions (excluding ECs). This was followed by the suburbs or Outside Central Region (OCR) at 28.4 per cent or 488 units, and the prime areas or Core Central Region (CCR) at 4.1 per cent or 71 units.

Luxury Market

- Luxury home demand remained robust with six new non-landed homes in the CCR sold for at least S$5 million but below S$10 million in October, up from two deals in the preceding month. Of the six deals, four were 1,528 sq ft units at The Serra Residences sold for S$5.5 million each. The other two were 1,830 sq ft units at River Modern, which sold for S$6.9 million and S$7 million, with the latter being the highest-priced transaction in the development.

- New ultra-luxury segment (S$10 million and above) saw one new condominium sales in October. This is a 2,669 sq ft unit at The Serra Residences, which sold for S$11.2 million.

Chart 1: Monthly sales by market segment

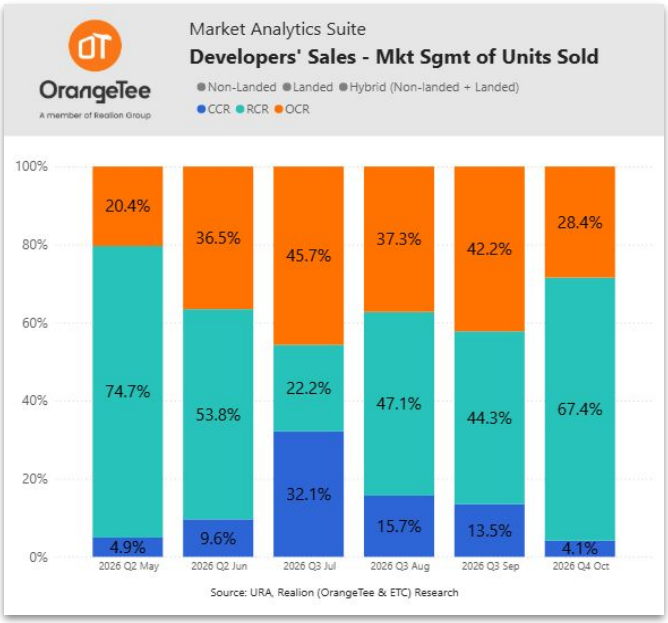
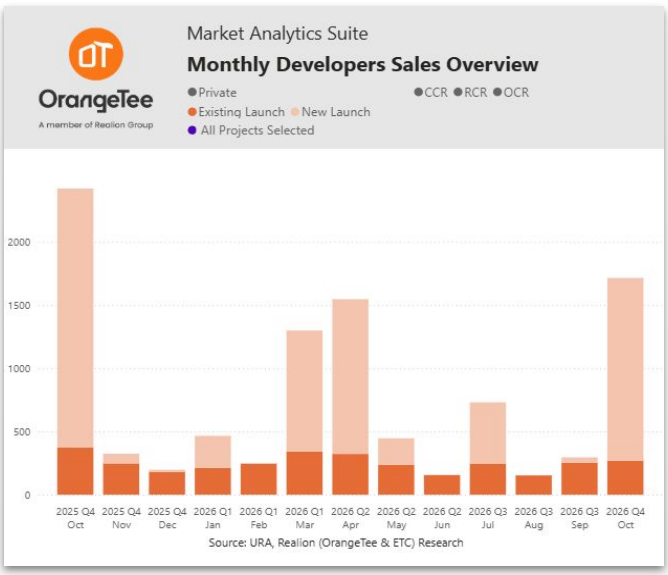


Chart 2: Monthly new home sales





Artist's impression of Lentor Gardens Residences, Amberwood at Holland, Dunearn House, Vela Bay

- The market exuberance observed in October following the launch of Thomson Reserve may spill over to other projects. Developers may also step up efforts to clear some units ahead of the year-end holiday season. Therefore, healthy sales may occur in November.

- In 2027, a slew of attractive projects is slated for launch. With over 30 projects, including 5 ECs, expected to be launch-ready, around 16,800 new homes could be released. Excluding ECs, around 14,800 units could enter the market in 2027, marking the highest level since 2013, when 15,885 units were launched.

- Many developments may pique consumers' interest – including integrated project Hougang Central Residences, as well as Government Land Sales (GLS) sites at Bayshore Drive and Dunearn Road Plot 2. Other projects to watch include the Loyang Valley enbloc redevelopment, Bedok Rise GLS, Upper Thomson Road Parcel A GLS, Lentor Signature and One Chuan Grove.

- Driven by more project launches and elevated land acquisition costs, the average new home prices are projected to climb faster at around 3 to 5 per cent in 2027, up from the 1 to 2 per cent in 2026.

Table 2: Best-selling new projects in October 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* (%)
Thomson Reserve	RCR	1,268	1,268	1,029	1,029	$2,865	81.2%	81.2%
Lucerne Grand	OCR	570	570	393	393	$2,496	68.9%	68.9%
Union Square Residences	RCR	366	366	282	41	$2,869	77.0%	77.0%
Dunearn House	CCR	380	380	264	27	$3,108	69.5%	69.5%
The Serra Residences	CCR	133	90	25	25	$3,311	27.8%	18.8%
Lentor Gardens Residences	OCR	499	499	324	21	$2,414	64.9%	64.9%
Coastal Cabana	OCR	748	748	635	14	$1,820	84.9%	84.9%
One Marina Gardens	RCR	937	937	685	14	$3,071	73.1%	73.1%
Narra Residences	OCR	540	540	229	13	$2,148	42.4%	42.4%
Hudson Place Residences	RCR	327	327	238	10	$2,618	72.8%	72.8%

^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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