

OrangeTee
A member of Realion Group

INVESTMENT POTENTIAL OF CONDOMINIUM AT HOLLAND PLAIN GLS

Consumer investment playbook 2027

01

CONDOMINIUM AT HOLLAND PLAIN GLS

THE ESSENCE OF TRANQUIL LIVING

Location

Holland Plain
District 10

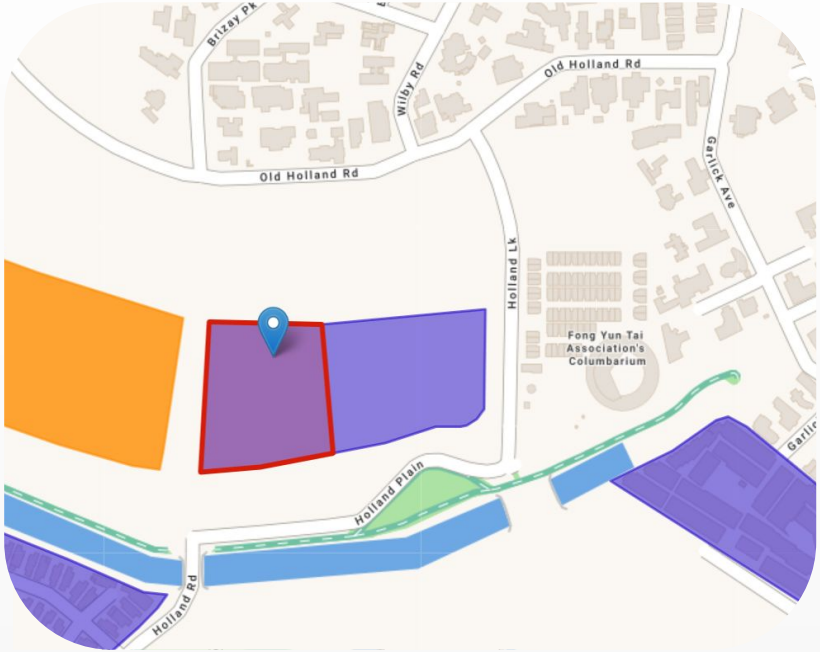
Developer

Sim Lian Group

Tenure
99 Yr Leasehold

Expected TOP
2031

Unit Mix
Est 280 units
2 BR
3 BR
4 BR
5 BR



BE THE FIRST OF A NEW PRECINCT

Nestled within the emerging 34-hectare Holland Plain residential precinct, the Holland Plain GLS development offers a sense of luxury and repose. Surrounded by floral & fauna, and situated near the prestigious Brizay Park Good Class Bungalow enclave, the low-rise development presents a lifestyle away from the urban bustle of Singapore.

As one of the first private residential developments launched within the precinct, prospective homeowners and investors can be part of Holland Plain's transformation. With Holland Green Linear Park, the nearby Rail Corridor and planned green connections, residents can enjoy a serene living environment without compromising convenience. Further, access to King Albert Park MRT station on the Downtown Line and the upcoming Cross Island Line combines the serenity of landed living with urban accessibility.



02

INVESTMENT ANALYSIS

CAPITAL APPRECIATION I - Leasehold vs Freehold Case Study

Selected new leasehold condominiums in District 10 have achieved prices comparable to freehold developments. UPPERHOUSE at Orchard Boulevard recorded a median price of S$3,512 psf, surpassing freehold The Giverny Residences at S$3,445 psf, highlighting the potential for long-term capital appreciation.

CAPITAL APPRECIATION II - Long Term Potential of D10

Median new sale prices of condominiums in District 10 increased by 48.7 per cent, from S$2,257 psf in 2016 to S$3,356 psf in 2026. Prices rose by 10.6 per cent year-on-year, reflecting sustained price resilience and long-term investment appeal.



PROFITABILITY

Selected freehold non-landed properties in District 10 recorded average gross profits of approximately S$298,000 after Seller's Stamp Duty, across 63 profitable matched resale transactions, of which 61.9 per cent were held for five years or less. Three transactions achieved gains of at least S$1 million, highlighting the potential for substantial capital appreciation.

RENTAL RETURNS

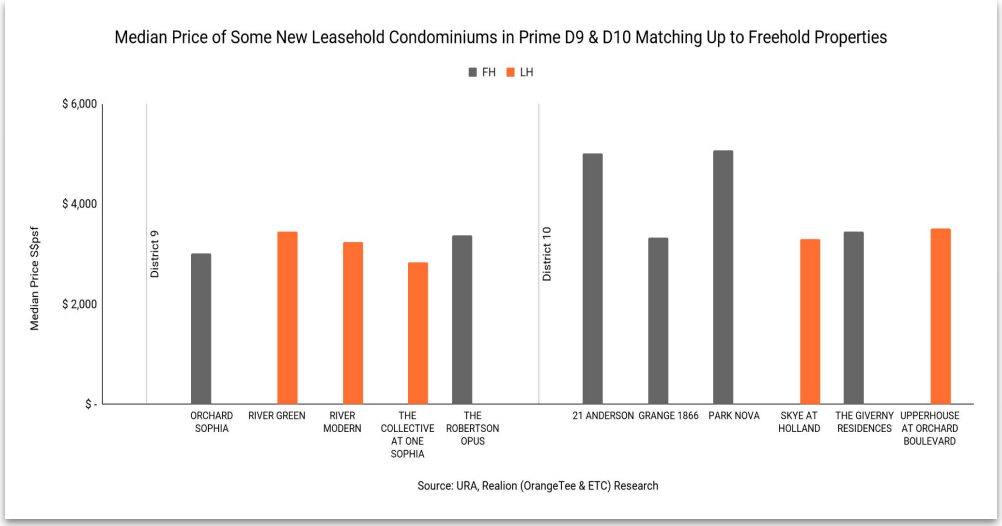
The median monthly rent for condominiums in District 10 increased by 37.8 per cent, from S$4,500 in 2020 to S$6,200 in 2026, reflecting sustained rental growth. With 8,022 leases recorded in 2025 and continued leasing activity in 2026, the district remains attractive to investors seeking recurring rental income.



CAPITAL APPRECIATION I - Leasehold vs Freehold Case Study (Selected New Projects In Districts 9 and 10)

The condominium at Holland Plain could offer an attractive investment opportunity due to its potential for a more competitive entry price. According to URA data, selected new freehold condominiums in District 10 recorded median prices ranging from S$3,323 psf at Grange 1866 to S$5,073 psf at Park Nova in 2026. These price benchmarks highlight the premium pricing of certain freehold developments in prime residential locations.

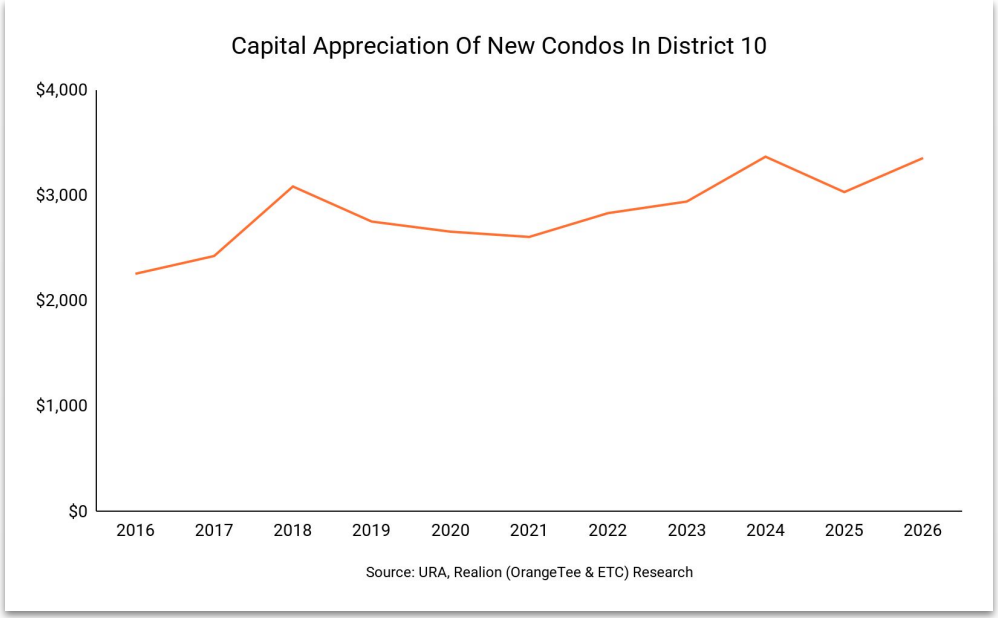
In comparison, selected new leasehold condominiums in District 10 recorded competitive median prices, with Skye at Holland achieving S$3,299 psf and UPPERHOUSE at Orchard Boulevard reaching S$3,512 psf. Notably, the latter surpassed freehold The Giverny Residences at S$3,445 psf, demonstrating that leasehold properties can command comparable prices and offer potential for long-term capital appreciation.



CAPITAL APPRECIATION II - Long-Term Potential of District 10

District 10 has demonstrated resilient long-term price growth, reinforcing its position as an established prime residential district. The continued appreciation of new condominium prices reflects sustained buyer interest and the district's investment appeal. The upcoming Holland Plain development could benefit from this positive market backdrop, supporting its long-term capital appreciation potential.

According to data from URA, the median new sale price of non-landed residential properties in District 10 increased by 48.7 per cent, from S$2,257 psf in 2016 to S$3,356 psf in 2026. On a year-on-year basis, median prices rose by 10.6 per cent from S$3,033 psf in 2025, reflecting continued price resilience in the district's new condominium market.



PROFITABILITY

District 10 demonstrated lucrative opportunities for both investors and homeowners. Based on URA data of freehold condos bought and sold from 2017 to 2026, 63 profitable matched resale transactions involving freehold non-landed properties recorded an average gross profit of approximately S$298,000 per unit after Seller's Stamp Duty (SSD).

Notably, 61.9 per cent of these profitable transactions occurred within a holding period of five years or less. This highlights the potential for substantial resale gains within a medium-term investment horizon, without necessarily relying on extended holding periods.

Beyond the number of profitable transactions, selected properties also achieved sizeable gains. Ten transactions recorded gross profits exceeding S$500,000, while three generated gains of at least S$1 million after SSD, highlighting the potential for substantial capital appreciation among selected freehold properties in District 10.

A standout transaction in District 10 came from Boulevard 88, where a unit purchased for S$9.92 million in June 2019 was resold for S$13 million in July 2025. The sale generated a gross profit of approximately S$3.08 million, representing the highest gain among the matched transactions in the dataset.

More recently, a unit at Leedon Green recorded an estimated gross profit of S$1.04 million when it was resold for S$4.98 million in September 2026. Originally purchased for S$3.94 million in June 2021, the property was held for approximately five years, demonstrating the potential for substantial medium-term capital appreciation.

HIGHEST PROFITS FOR FREEHOLD CONDO IN DISTRICT 10 (2017 to 2026)

Project Name	Bought Date (QQ-YYYY)	Bought Price	Sold Date (QQ-YYYY)	Sold Price	Gross Profit After SSD	Holding Period (Years)	Planning Area	Tenure	Property Type	Area (sqft)
BOULEVARD 88	Q2-2019	S$9,922,000	Q3-2025	S$13,000,000	S$3,078,000	6.0	Orchard	FH	Apartment	2,777
BOULEVARD 88	Q3-2020	S$6,682,500	Q3-2025	S$7,800,000	S$1,117,500	5.0	Orchard	FH	Apartment	1,776
LEEDON GREEN	Q2-2021	S$3,936,000	Q3-2026	S$4,980,000	S$1,044,000	5.3	Bukit Timah	FH	Condominium	1,496
BOULEVARD 88	Q2-2019	S$10,258,200	Q3-2025	S$11,079,000	S$820,800	6.3	Orchard	FH	Apartment	2,799
LEEDON GREEN	Q2-2021	S$2,835,000	Q2-2026	S$3,650,000	S$815,000	4.9	Bukit Timah	FH	Condominium	1,044
15 HOLLAND HILL	Q2-2022	S$5,399,990	Q4-2025	S$6,026,000	S$626,010	3.5	Bukit Timah	FH	Apartment	1,798
15 HOLLAND HILL	Q2-2021	S$5,531,071	Q4-2024	S$6,150,000	S$618,929	3.6	Bukit Timah	FH	Apartment	1,862
LEEDON GREEN	Q1-2022	S$2,959,000	Q1-2026	S$3,568,000	S$609,000	4.1	Bukit Timah	FH	Condominium	1,044
BOULEVARD 88	Q3-2019	S$4,673,700	Q3-2026	S$5,200,000	S$526,300	7.1	Orchard	FH	Apartment	1,313
ONE DUCHESS	Q2-2017	S$2,100,000	Q1-2021	S$2,620,000	S$520,000	3.9	Bukit Timah	FH	Apartment	1,249
GOODWOOD GRAND	Q3-2017	S$2,968,000	Q2-2023	S$3,450,000	S$482,000	5.8	Newton	FH	Apartment	1,227
BOULEVARD 88	Q2-2021	S$6,681,500	Q2-2025	S$7,150,000	S$468,500	4.0	Orchard	FH	Apartment	1,776
LEEDON GREEN	Q1-2021	S$2,713,200	Q2-2026	S$3,150,000	S$436,800	5.2	Bukit Timah	FH	Condominium	1,044
THE HYDE	Q3-2020	S$3,715,000	Q2-2025	S$4,100,000	S$385,000	4.8	Tanglin	FH	Condominium	1,249
JUNIPER HILL	Q2-2021	S$2,188,000	Q1-2026	S$2,562,000	S$374,000	4.8	Tanglin	FH	Apartment	915
ONE DUCHESS	Q3-2017	S$1,630,140	Q3-2026	S$1,993,290	S$363,150	9.0	Bukit Timah	FH	Apartment	807

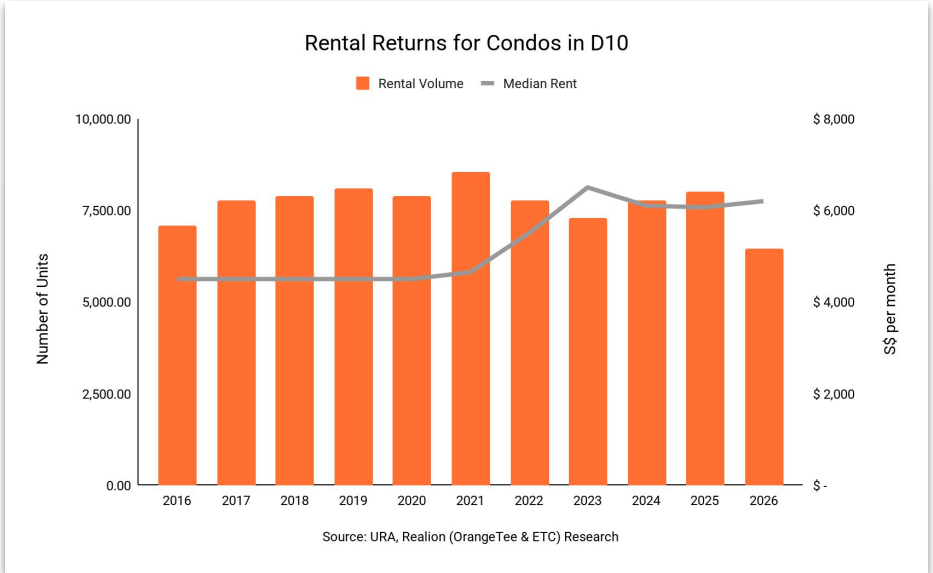
Source: URA, Realion (OrangeTee & ETC) Research

RENTAL RETURNS

District 10 has experienced stable rental appreciation in recent years, making it a safe option for investors seeking alternative income sources.

According to URA data, median monthly rents for condominiums in District 10 increased by approximately 37.8%, from S$4,500 in 2020 to S$6,200 in 2026. This also represents a 2.2% increase from S$6,065 in 2025, reflecting sustained rental growth.

Leasing demand in District 10 remained healthy, with 8,022 leases recorded in 2025, exceeding the annual average of 7,848 leases between 2020 and 2024. A further 6,462 leases were recorded in 2026, indicating continued leasing activity within the district.



03

URA MASTER PLAN FUTURE TRANSFORMATION

CONNECTED FOR THE FUTURE

The new condo in Holland Plain offers residents convenient connections to the Downtown Core, Changi, and other key destinations across Singapore via King Albert Park MRT station along the Downtown Line.

The upcoming Cross Island Line near King Albert Park will significantly boost connectivity in the area. This new line will allow residents easy access and lower travel time to areas like Jurong Lake District, West Coast, and the aviation and tech hubs in the East.

Expected to launch from 2030 onwards, the future Cross Island Line and King Albert Park interchange will widen resident's connectivity to key western precincts, including Jurong Lake District and West Coast. As Holland Plain continues to develop, greater emphasis is being placed on creating a walkable neighbourhood surrounded in nature. Dedicated pedestrian and cycling routes along Holland Green Linear Park will connect residents to the Rail Corridor and surrounding amenities.



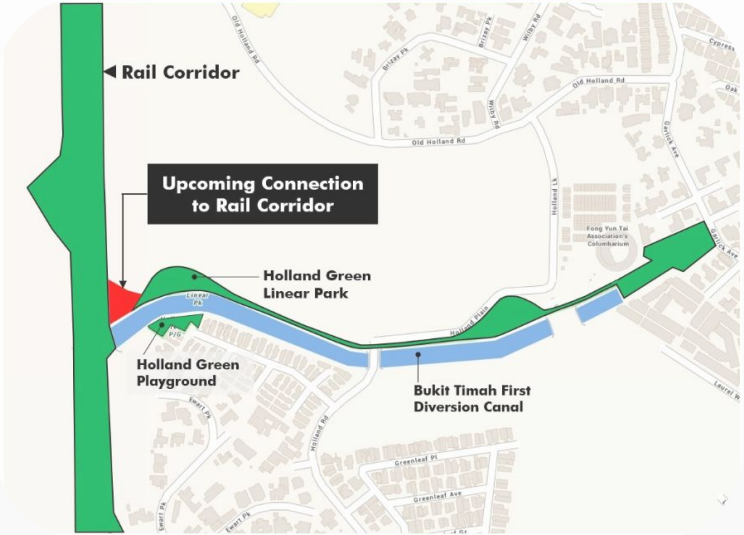
Source: LTA

YOUR HOME NESTLED IN NATURE

Under the URA Master Plan, approximately a third of Holland Plain will be dedicated to parks and green spaces. The redevelopment will incorporate native planting and water features to support biodiversity and help support the surrounding environment.

Complemented by the low density GCB residential enclave, the site offers convenient access to the historic Rail Corridor and Bukit Timah First Diversion Canal, contributing to the area's distinctive character, alongside its lush greenery and rich local heritage

A new wetland park and central community plan will offer residents opportunities for outdoor recreation and relaxation, providing shared spaces to unwind and connect with nature. Together, these features will form part of the emerging 34-hectare Holland Plain residential precinct, an address where the boundaries between your home and nature gently fade.



Source: NParks



FOR THE PLEASURE OF HOME OWNERSHIP, PLEASE CONTACT YOUR PREFERRED ORANGETEE SALES ADVISOR.

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