



INVESTMENT POTENTIAL OF ONE MARINA GARDENS

*Consumer investment playbook
2025*

01

ONE MARINA GARDENS

LUXURIOUS DEVELOPMENT DESIGNED FOR YOU

Location

Marina Lane
District 1

Developer

Kingsford
Development
Pte Ltd

Tenure

99 Yr Leasehold

Expected TOP

30 Apr 2029

Unit Mix

937 units
1 BR - 240 units
2 BR - 418 units
3 BR - 128 units
3 BR premium - 111 units
4 BR premium - 40 units



OrangeTee
Markets & Analytics

PINNACLE OF PRESTIGE LIVING

Experience the pinnacle of prestige living beside the iconic Gardens By the Bay and right at the heart of the Central Business District. One Marina Gardens offer a perfect blend of nature and urban convenience in District 1, offering a diverse culinary scene, endless leisure activities, and an extensive MRT network. Live, work, and play in the epitome of urban convenience.



02

INVESTMENT ANALYSIS

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CAPITAL APPRECIATION

The average prices PSF of new condos in District 1 rose by 38.6 per cent from 2015 to 2024, despite selling only 510 new units in the same period.

PROFITABILITY

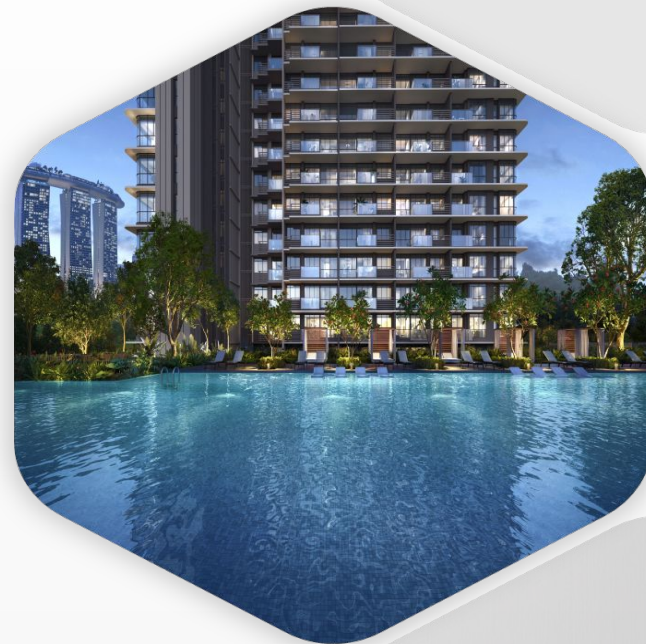
About 68.2% of private residential units were profitable in District 1, with average gross profits reaching approximately S\$694,000.

RENTAL RETURNS

The median monthly rents for condos in District 1 increased by 37.5 per cent from 2020 to 2024.

EXIT STRATEGY

Median HDB resale prices of younger 4-room and 5-room flats in nearby towns like Bukit Merah, Geylang, and Kallang/Whampoa saw impressive growth over the past 10 years.

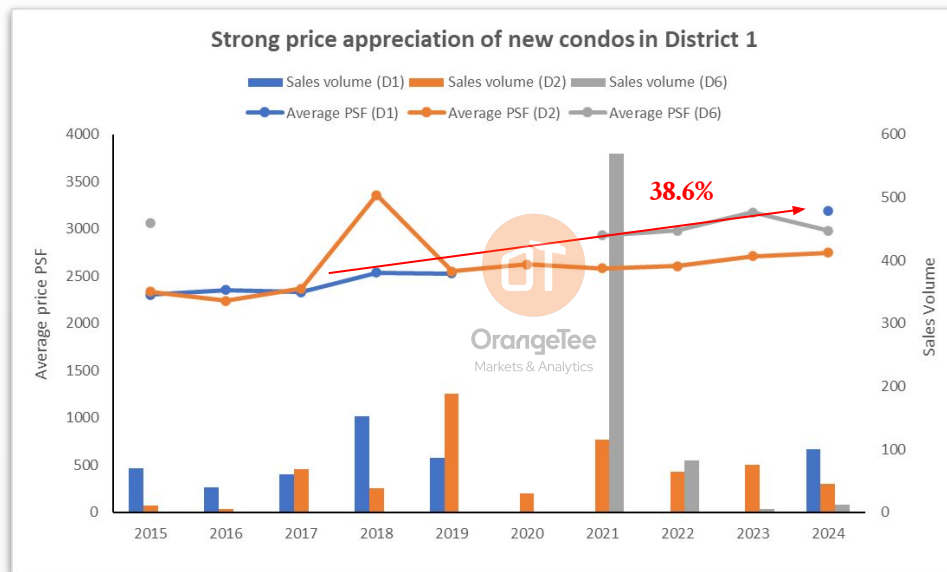


CAPITAL APPRECIATION

District 1 has experienced a healthy growth in new home prices over the past decade, despite a limited number of new project launches in the district.

According to data from the Urban Redevelopment Authority (URA), the average prices PSF of new condos in District 1 rose by 38.6 per cent from S\$2,304 psf in 2015 to S\$3,194 psf in 2024, selling only 510 new units over the same period.

This outpaced the average price growth of new condos in neighbouring districts within the Central Area. For instance, average prices of new condos in District 2 only grew by 17.5 per cent, while it dipped by 2.7 per cent for new condos in District 6 over the same period. This was despite both districts recording more sales, respectively.



Source: URA, OrangeTee & Tie Markets & Analytics

PROFITABILITY

■ District 1 presents lucrative opportunities for investors and homeowners alike. URA data from 1995 to 2024 demonstrates that an impressive 68.2 per cent of properties with matched caveats in this district have proven to be profitable, with nearly half of the profitable units sold within a 10-year holding period. This makes District 1 an ideal location for individuals seeking to maximize profits within a short time frame.

■ Nearly 76 per cent of the profitable units, or 276 condos, yielded gross profits of at least S\$300,000, and 108 condos made a gross profit of at least S\$800,000. Impressively, 68 units have generated profits of at least S\$1 million!

■ The highest profit was recorded for a condo at The Sail @ Marina Bay, purchased for about S\$2.32 million in 2004 and resold in 2011 for about S\$6.23 million, yielding a substantial gross profit of S\$3.91 million

■ The second-highest profit was for another unit at The Sail @ Marina Bay, with a purchase price of about S\$1.94 million in 2004 and a resale price of S\$5.77 million in 2010, resulting in a gross profit of S\$3.83 million

HIGHEST PROFITS IN DISTRICT 1 (1995 to 2024)

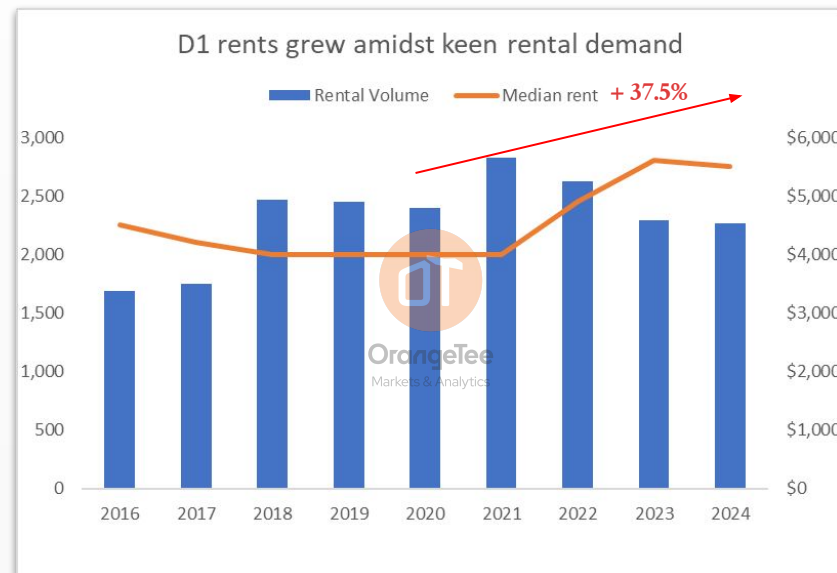
Project Name	Bought Date (QQ-YYYY)	Bought Price	Sold Date (QQ-YYYY)	Sold Price	Gross Profit After SSD	Holding Period (Years)	Planning Area	Tenure	Property Type	Area (sqft)
THE SAIL @ MARINA BAY	Q4-2004	\$2,318,624	Q2-2011	\$6,231,000	\$3,912,376	6.4	Downtown Core	LH	Apartment	2077.4327
THE SAIL @ MARINA BAY	Q4-2004	\$1,942,247	Q3-2010	\$5,768,642	\$3,826,395	5.8	Downtown Core	LH	Apartment	1872.9186
THE SAIL @ MARINA BAY	Q4-2004	\$2,346,520	Q2-2012	\$5,761,100	\$3,414,580	7.6	Downtown Core	LH	Apartment	2174.3078
THE SAIL @ MARINA BAY	Q4-2004	\$2,211,480	Q1-2010	\$5,242,800	\$3,031,320	5.2	Downtown Core	LH	Apartment	2055.9049
MARINA BAY RESIDENCES	Q4-2006	\$4,839,300	Q3-2017	\$7,700,000	\$2,860,700	10.6	Downtown Core	LH	Condominium	2378.8219
THE SAIL @ MARINA BAY	Q1-2005	\$1,814,994	Q3-2009	\$4,528,000	\$2,713,006	4.4	Downtown Core	LH	Apartment	1776.0435
THE SAIL @ MARINA BAY	Q4-2004	\$2,299,176	Q4-2023	\$5,000,000	\$2,700,824	19.0	Downtown Core	LH	Apartment	2055.9049
MARINA BAY RESIDENCES	Q1-2007	\$4,799,000	Q1-2015	\$7,459,200	\$2,660,200	8.1	Downtown Core	LH	Condominium	2368.058
THE SAIL @ MARINA BAY	Q4-2004	\$1,659,152	Q1-2010	\$4,163,920	\$2,504,768	5.2	Downtown Core	LH	Apartment	1679.1684
THE SAIL @ MARINA BAY	Q4-2004	\$2,164,590	Q3-2009	\$4,452,800	\$2,288,210	4.6	Downtown Core	LH	Apartment	2023.6132
MARINA BAY RESIDENCES	Q4-2006	\$5,185,800	Q2-2013	\$7,351,110	\$2,165,310	6.5	Downtown Core	LH	Condominium	2378.8219
THE SAIL @ MARINA BAY	Q4-2004	\$997,216	Q1-2010	\$3,000,000	\$2,002,784	5.1	Downtown Core	LH	Apartment	936.4593
THE SAIL @ MARINA BAY	Q4-2004	\$1,035,408	Q4-2011	\$2,980,000	\$1,944,592	7.0	Downtown Core	LH	Apartment	1033.3344
MARINA BAY RESIDENCES	Q4-2006	\$3,407,126	Q4-2017	\$5,348,700	\$1,941,574	10.9	Downtown Core	LH	Condominium	1980.5576
THE SAIL @ MARINA BAY	Q4-2004	\$929,250	Q2-2011	\$2,869,750	\$1,940,500	6.6	Downtown Core	LH	Apartment	882.6398
THE SAIL @ MARINA BAY	Q4-2004	\$1,160,896	Q4-2010	\$3,019,200	\$1,858,304	5.9	Downtown Core	LH	Apartment	1184.029
THE SAIL @ MARINA BAY	Q4-2004	\$1,891,208	Q4-2015	\$3,700,000	\$1,808,792	10.9	Downtown Core	LH	Apartment	1840.6269
THE SAIL @ MARINA BAY	Q4-2006	\$1,820,992	Q2-2011	\$3,600,000	\$1,779,008	4.3	Downtown Core	LH	Apartment	1184.029

Source: URA, OrangeTee Market & Analytics

RENTAL RETURNS

District 1 has experienced strong rent appreciation in recent years, making it an appealing option for investors seeking alternative income sources. According to data from the Urban Redevelopment Authority (URA), the median monthly rents for condos in District 1 rose by 37.5 per cent from a monthly rental of S\$4,000 in 2020 to S\$5,500 in 2024. This was supported by healthy rental volumes over the years.

This outpaced the growth rate of median monthly condo rents in the entire Core Central Region, which increased by 34.5 per cent over the same period. This underscores the potential for lucrative condo rentals in District 1.

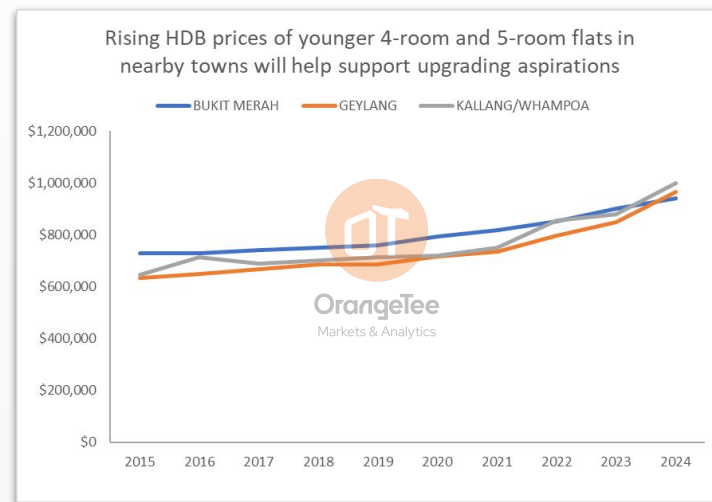


Source: URA, OrangeTee & Tie Markets & Analytics

EXIT STRATEGY

■ In the future, we may expect the potential buyers of resale units at One Marina Gardens to come from HDB upgraders from the nearby towns. The rising resale prices of younger 4-room and 5-room flats in towns such as Bukit Merah, Geylang, and Kallang/Whampoa have climbed significantly from 2015 to 2024.

■ Notably, prices of 4-room and 5-room flats in Bukit Merah have climbed around 28 per cent in the past 10 years to reach a median of S\$910,000, while prices in Geylang and Kallang/Whampoa have both risen by over 51 per cent and 54 per cent to reach S\$964,500 and S\$1 million respectively. The rising HDB prices in these towns will help to support the upgrading aspirations of these homeowners, and may contribute to realising your capital appreciation in the future.



Source: data.gov.sg, OrangeTee & Tie Markets & Analytics

03

URA MASTER PLAN FUTURE TRANSFORMATION

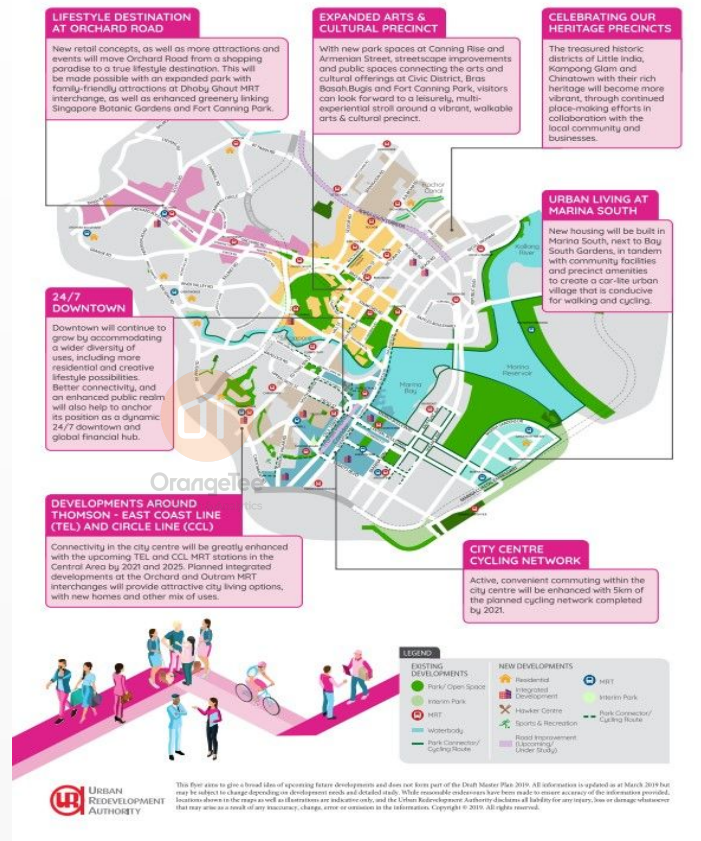
IMPROVED CONNECTIVITY & TRANSPORTATION

The development of the Greater Southern Waterfront (GSW) will see the relocation of port operations in Tanjong Pagar, freeing up prime waterfront land for new residential, commercial, and recreational developments

Areas like Marina Bay and Tanjong Pagar will see a greater blend of housing, retail, and entertainment offerings, creating a more balanced and lively urban core.

New stations along the Thomson-East Coast line such as Marina Bay and Shenton Way has created better connectivity to the north and eastern parts of the island.

Furthermore, the completion of the Circle Line by 2026 will create a fully connected loop, easing travel between HarbourFront, the downtown core, and other key destinations. This significantly improves accessibility and reliance on private transport.



RESIDENTIAL LIFESTYLE & GREEN SPACES

Improvements in streetscape design, wider walkways, shaded boulevards, and the integration of more greenery to create a pleasant pedestrian experience will be introduced.

New park connectors and green corridors will also better link the downtown area with surrounding districts, encouraging a healthier and more sustainable lifestyle for residents, workers, and visitors.

New housing developments in Marina South, adjacent to Marina Bay will be built in the years to come. This push for mixed-use developments in the area ensures that amenities such as retail, dining, and entertainment are integrated into daily life, turning District 1 into a self-sufficient and lively neighbourhood.





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

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