



INVESTMENT POTENTIAL OF DISTRICT 15

*Consumer investment playbook
2025*

OrangeTee
Markets & Analytics

AN ENCLAVE OF ELEGANT LIVING

District 15 has undeniably been one of the most sought-after districts in Singapore over the past decade. Covering Katong, Joo Chiat, and Amber Road, many people enjoy living in the eastern part of Singapore for its sea views along East Coast Park, reputed schools, plentiful eateries, as well as its nostalgic Peranakan culture.





STRONG RESALE POTENTIAL

D15 is the second most popular district over the past decade.



STEADY CAPITAL APPRECIATION

Third fastest capital appreciation among all the districts in the city fringe.



PROFITABILITY

86.5% of private residential units were profitable in District 15, with 450 of them making profits of over a million dollars.



REVITALISATION PLANS IN DISTRICT 15

Revitalisation plans for D15 under the Master Plan is expected to enhance property values there.



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STRONG RESALE POTENTIAL

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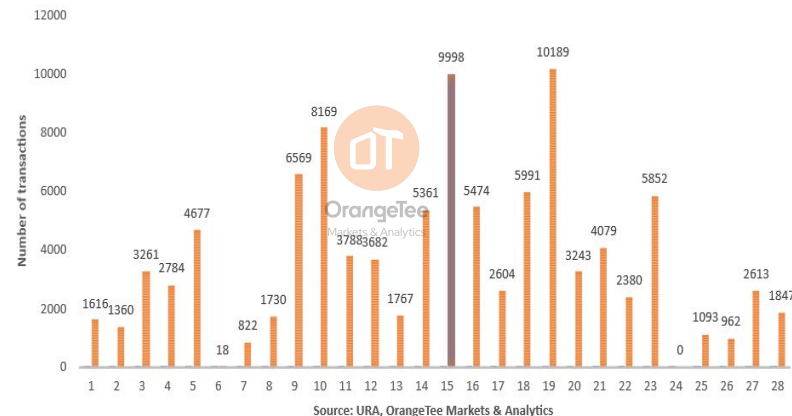


District 15 is a highly popular district with the second highest number of resale transactions, making it the perfect location for selling your home with ease.



Based on data from the Urban Redevelopment Authority (URA), 9,998 resale condos were sold in District 15 from 2015-2024 representing close to 10 per cent of the total market share. Including new and sub-sales, District 15 ranks second in Singapore with 16,219 total transactions.

DISTRICT 15 IS THE SECOND MOST POPULAR DISTRICT WITH
THE MOST RESALE TRANSACTIONS, 2015 TO 2024



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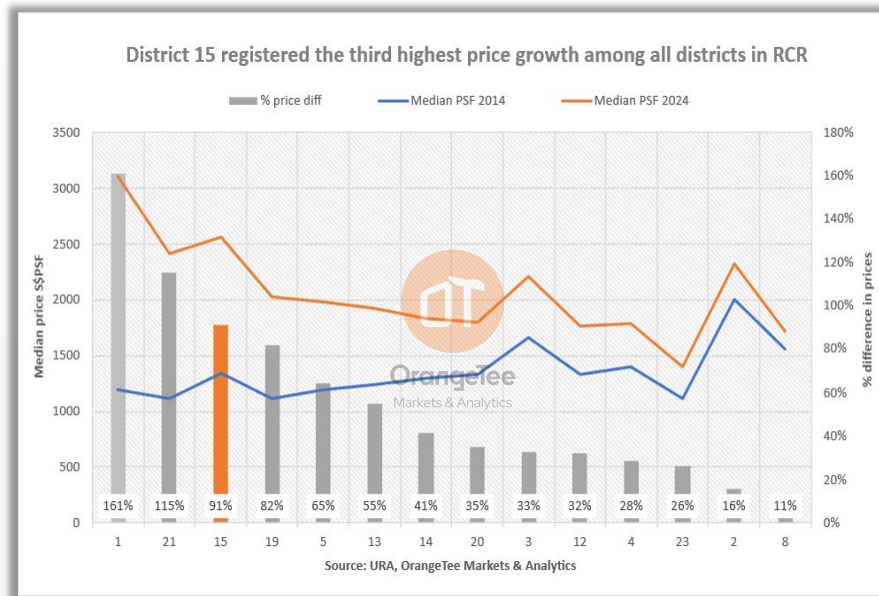
CAPITAL APPRECIATION

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Private homes in District 15 have seen the third highest capital appreciation in the city fringes.

According to data from the Urban Redevelopment Authority (URA), the median prices of condos in District 15 have surged by a significant 91 per cent from S\$1,340 per square foot (psf) in 2014 to S\$2,566 psf in 2024.

This growth is just behind those of other districts in the city fringe or Rest of Central Region (RCR), such as District 1 at 161 per cent and District 21 at 115 per cent. This clearly indicated that properties in District 15 offer substantial long-term value.



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PROFITABILITY

PROFITABILITY

■ District 15 presents lucrative opportunities for investors and homeowners alike. URA data from 1995 to 2024 demonstrates that an impressive 86.5 per cent of properties with matched caveats in this district have proven to be profitable. This surpasses the island-wide condo profitability rate of 82.7 per cent.

■ 1,753 condominiums sold for gross profits of at least S\$500,000 before SSD, and 750 condos making a gross profit of at least S\$800,000, properties in District 15 are highly lucrative. In fact, 450 units have made at least S\$1 million!

■ The highest profit was recorded for a condo at Camelot By-The-Water, which was purchased for about S\$3.73 million in 2000 and resold in 2010 for S\$9 million, yielding a substantial gross profit of S\$5.26 million

■ The second-highest profit was for another unit at Pebble Bay, with a purchase price of about S\$2.17 million in 1995 and a resale price of S\$5.15 million in 2023, resulting in a gross profit of S\$2.98 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 Before SSD | Holding Period (Years) | Planning Area | Tenure | Property Type | Area (sqft) |
|----------------------|-----------------------|--------------|---------------------|-------------|-------------------------|------------------------|---------------|--------|---------------|-------------|
| CAMELOT BY-THE-WATER | Q2-2000 | \$3,734,050 | Q2-2010 | \$9,000,000 | \$5,265,950 | 10 | Kallang | LH | Condominium | 5834 |
| PEBBLE BAY | Q1-1995 | \$2,174,000 | Q3-2023 | \$5,150,000 | \$2,976,000 | 29 | Kallang | LH | Condominium | 2745 |
| CAMELOT BY-THE-WATER | Q2-2000 | \$2,208,260 | Q3-2021 | \$5,068,000 | \$2,859,740 | 21 | Kallang | LH | Condominium | 3035 |
| PEBBLE BAY | Q1-1995 | \$2,246,000 | Q1-2019 | \$5,100,000 | \$2,854,000 | 24 | Kallang | LH | Condominium | 2809 |
| CAMELOT BY-THE-WATER | Q2-2000 | \$2,242,700 | Q3-2020 | \$5,088,000 | \$2,845,300 | 21 | Kallang | LH | Condominium | 3035 |
| THE SEA VIEW | Q1-2006 | \$1,239,598 | Q4-2023 | \$3,960,000 | \$2,720,402 | 18 | Marine Parade | FH | Condominium | 1647 |
| CAMELOT BY-THE-WATER | Q4-2000 | \$2,417,400 | Q1-2021 | \$5,088,000 | \$2,670,600 | 20 | Kallang | LH | Condominium | 3035 |
| THE BELVEDERE | Q2-2005 | \$1,717,695 | Q2-2013 | \$4,370,000 | \$2,652,305 | 8 | Marine Parade | FH | Condominium | 2583 |
| CAMELOT BY-THE-WATER | Q2-2000 | \$2,482,850 | Q1-2019 | \$5,000,000 | \$2,517,150 | 19 | Kallang | LH | Condominium | 3035 |
| THE SEA VIEW | Q4-2005 | \$2,520,937 | Q2-2021 | \$5,000,000 | \$2,479,063 | 15 | Marine Parade | FH | Condominium | 2809 |
| PEBBLE BAY | Q1-1996 | \$1,653,240 | Q2-2024 | \$4,129,800 | \$2,476,560 | 28 | Kallang | LH | Condominium | 2088 |
| THE ESTA | Q1-2006 | \$1,156,140 | Q2-2024 | \$3,600,000 | \$2,443,860 | 18 | Marine Parade | FH | Condominium | 1593 |
| ONE AMBER | Q2-2006 | \$1,322,580 | Q3-2023 | \$3,750,000 | \$2,427,420 | 17 | Marine Parade | FH | Condominium | 1701 |
| CAMELOT BY-THE-WATER | Q3-2000 | \$2,478,600 | Q2-2018 | \$4,830,000 | \$2,351,400 | 18 | Kallang | LH | Condominium | 3035 |
| CAMELOT BY-THE-WATER | Q1-2001 | \$2,351,100 | Q1-2013 | \$4,688,000 | \$2,336,900 | 12 | Kallang | LH | Condominium | 3035 |

Source: URA, OrangeTee Market & Analytics

Markets & Analytics

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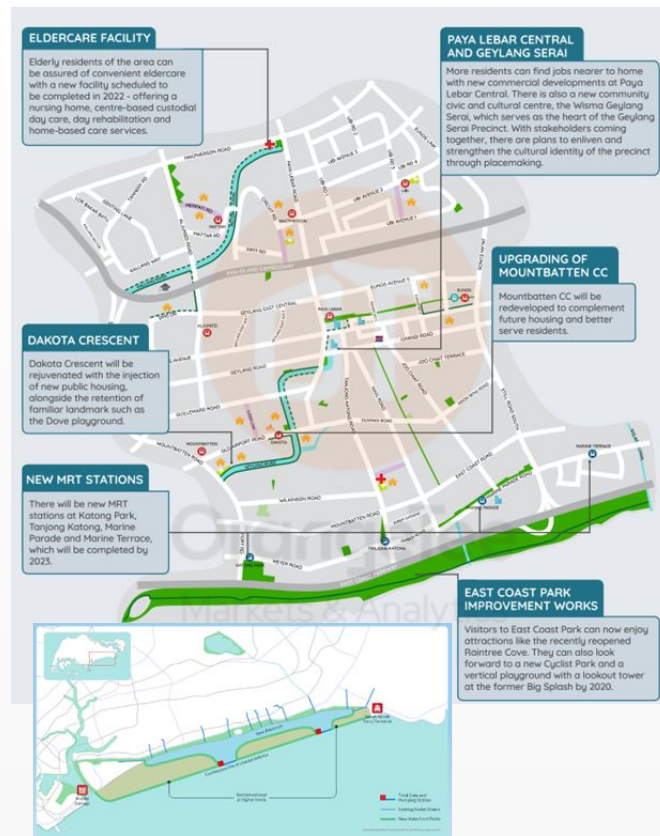
URA MASTER PLAN FUTURE TRANSFORMATION

IMPROVED CONNECTIVITY & GREENERY

Massive redevelopments will be happening in District 15 under the URA Master Plan. Exciting business and employment opportunities are available for Singaporeans through the development of Paya Lebar Central and Geylang Serai. Residents can expect more jobs to be created in the vicinity as they seek to work closer to their homes. Home investors can also benefit from the bigger tenant pool

Furthermore, there will be improved mobility and connectivity with the completion of new MRT stations, such as the Tanjong Katong MRT station on the Thomson-East Coast Line (TEL) in June 2024. New stations on the Cross Island Line (CRL) will also be built nearby in the East in the Upcoming years

Moreover, the government announced in November 2023 that it will be reclaiming the “Long Island” off the East Coast. Residents can look forward to the integration of scenic greenery with recreational spaces. The new waterfront living concepts can be an attractive proposition for families.



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



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HOME OWNERSHIP,
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