



INVESTMENT POTENTIAL OF PROMENADE PEAK

*Consumer investment playbook
2025*

01

PROMENADE PEAK

OrangeTee
Markets & Analytics

LUXURIOUS DEVELOPMENT DESIGNED FOR YOU

Location

Zion Road (Parcel B)
District 3

Developer

Allgreen
Properties

Tenure

99 Yr Leasehold

Expected TOP
2029

Unit Mix

596 units
1 BR + Study - 80 units
2 BR - 200 units
2 BR + Study - 120
3 BR - 80 units
3 BR Premium - 38 units
4 BR Premium - 57 units
5 BR Premium - 19 units
Penthouse - 2 units

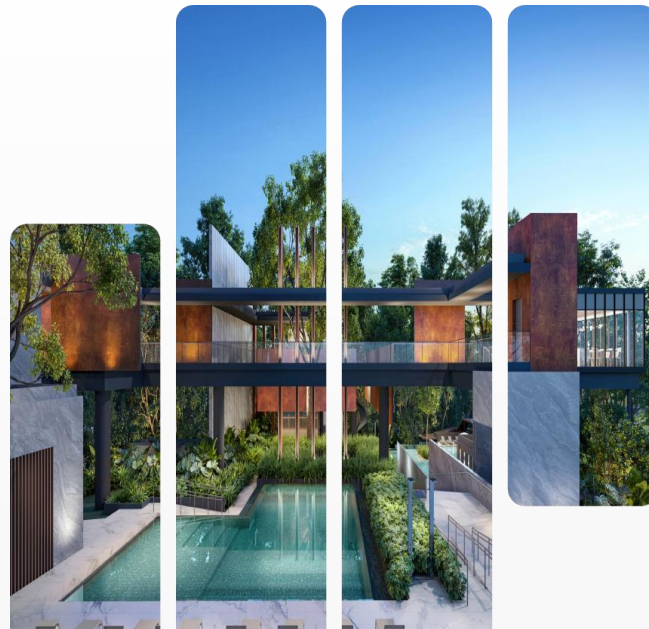




OrangeTee
Markets & Analytics

WATERSIDE ELEGANCE IN THE HEART OF THE CITY

Discover refined city living at **Promenade Peak**, an exclusive riverside address in coveted District 3. Nestled along the tranquil Singapore River and just minutes from Orchard and the CBD, this premium development offers a perfect balance of nature, culture, and urban convenience, all from the comfort of your waterfront sanctuary.



02

INVESTMENT ANALYSIS

CAPITAL APPRECIATION

The average prices PSF of new and resale condos in District 3 rose by 72.3% and 68.5% respectively from 2015 to 2024.

PROFITABILITY

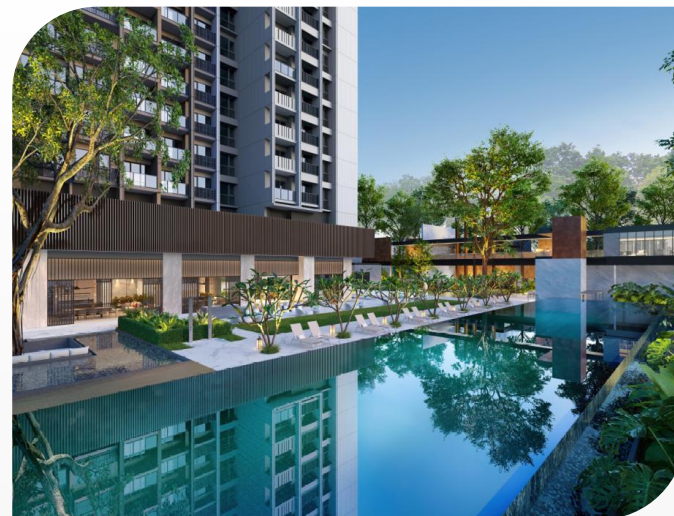
About 88.4% of private residential units were profitable in District 3, with average gross profits reaching approximately S\$336,654.

RENTAL RETURNS

The median monthly rents for condos in District 3 increased by 37.1% from 2020 to 2024.

EXIT STRATEGY

Ready pool of HDB owners in the vicinity who have the financial means to upgrade to private housing; median HDB resale prices of newer 4-room and 5-room flats in nearby towns like Bukit Merah, Kallang/Whampoa, and Queenstown saw impressive growths over the past 10 years.





CAPITAL APPRECIATION



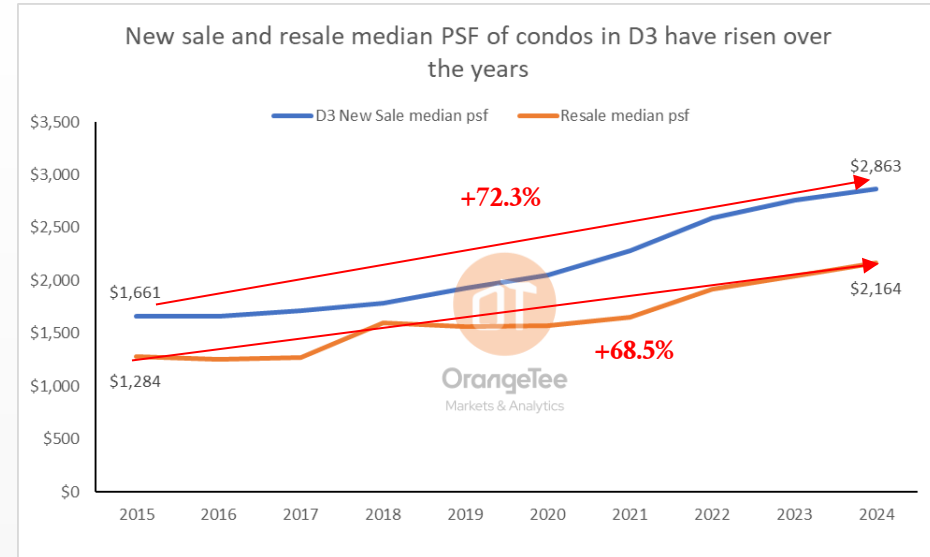
District 3 has experienced a healthy growth in both new home and resale prices over the past decade.



According to data from the Urban Redevelopment Authority (URA), the average prices PSF of new condos in District 3 rose by 72.3% from S\$1,661 psf in 2015 to S\$2,863 psf in 2024.



Resale prices PSF also grew at a similar rate, increasing by 68.5% from S\$1,284 psf to S\$2,164 over the past decade. This highlights the strength of properties in D3, which have risen steadily over the years.



Source: URA, OrangeTee & Tie Markets & Analytics



PROFITABILITY

District 3 offers strong potential for investors and homeowners alike. URA data from 1995 to 2024 shows that 90.1% of properties with matched caveats were sold at a profit. Majority were resold within a 10-year holding period. This makes District 3 a prime choice for those seeking reliable returns in a shorter timeframe.

Over half of the profitable units, or 1,133 condos, yielded gross profits of at least S\$300,000, and 220 condos made a gross profit of at least S\$800,000. Impressively, 109 units have generated profits of at least S\$1 million!

The highest profit was recorded for a condo at Regency Suites, purchased for about S\$2.25 million in 2006 and resold in 2018 for about S\$5.1 million, yielding a substantial gross profit of S\$2.85 million

The second-highest profit was for another unit at Domain 21, with a purchase price of about S\$1.61 million in 2006 and a resale price of S\$3.78 million in 2011, resulting in a gross profit of S\$2.17 million

HIGHEST PROFITS IN DISTRICT 3 (1995 to 2024)

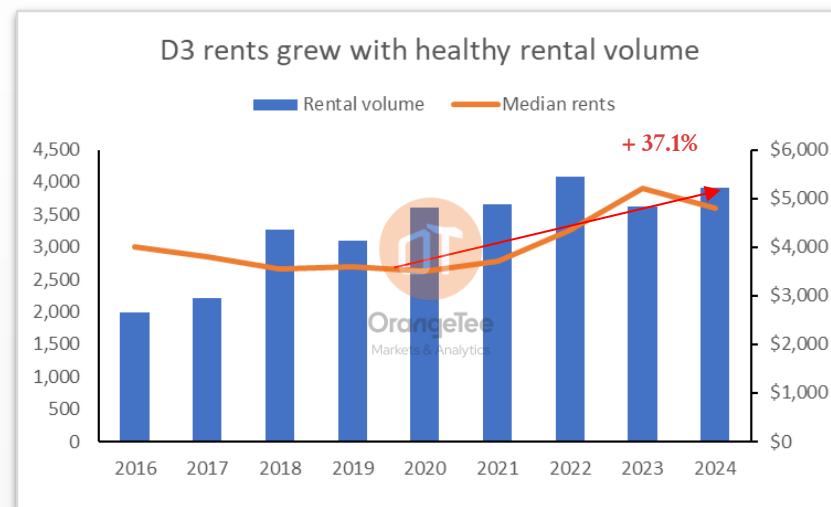
| Project Name | Bought Date (QQ-YYYY) | Bought Price | Sold Date (QQ-YYYY) | Sold Price | Gross Profit After SSD | Holding Period (Years) | Planning Area | Tenure | Property Type | Area (sqft) |
|------------------------------|-----------------------|--------------|---------------------|-------------|------------------------|------------------------|---------------|--------|---------------|-------------|
| REGENCY SUITES | Q1-2006 | \$2,250,000 | Q2-2018 | \$5,100,000 | \$2,850,000 | 12.2 | Bukit Merah | FH | Apartment | 4413.2 |
| DOMAIN 21 | Q1-2006 | \$1,610,000 | Q3-2011 | \$3,780,000 | \$2,170,000 | 5.3 | Bukit Merah | LH | Condominium | 2960.07 |
| REGENCY SUITES | Q4-2005 | \$970,000 | Q1-2023 | \$2,968,000 | \$1,998,000 | 17.2 | Bukit Merah | FH | Apartment | 1420.83 |
| DOMAIN 21 | Q1-2006 | \$1,610,000 | Q4-2010 | \$3,550,000 | \$1,940,000 | 4.6 | Bukit Merah | LH | Condominium | 2938.54 |
| TWIN REGENCY | Q3-2004 | \$990,000 | Q2-2023 | \$2,900,000 | \$1,910,000 | 18.8 | Bukit Merah | FH | Condominium | 1442.36 |
| THE REGENCY AT TIONG BAHRU | Q4-2006 | \$958,000 | Q1-2023 | \$2,850,000 | \$1,892,000 | 16.3 | Bukit Merah | FH | Condominium | 1280.9 |
| THE METROPOLITAN CONDOMINIUM | Q4-2006 | \$1,426,500 | Q1-2024 | \$3,265,000 | \$1,838,500 | 17.3 | Bukit Merah | LH | Condominium | 1894.45 |
| TWIN REGENCY | Q3-2004 | \$1,009,800 | Q2-2022 | \$2,830,000 | \$1,820,200 | 17.9 | Bukit Merah | FH | Condominium | 1442.36 |
| MERAPRIME | Q3-2005 | \$813,000 | Q3-2024 | \$2,580,000 | \$1,767,000 | 19.1 | Bukit Merah | LH | Condominium | 1313.2 |
| TWIN REGENCY | Q3-2004 | \$793,000 | Q2-2023 | \$2,495,000 | \$1,702,000 | 18.8 | Bukit Merah | FH | Condominium | 1216.32 |
| TWIN REGENCY | Q2-2004 | \$982,800 | Q2-2021 | \$2,638,000 | \$1,655,200 | 17.0 | Bukit Merah | FH | Condominium | 1442.36 |
| REGENCY SUITES | Q2-2006 | \$1,018,000 | Q4-2020 | \$2,670,000 | \$1,652,000 | 14.6 | Bukit Merah | FH | Apartment | 1420.83 |
| REGENCY SUITES | Q4-2005 | \$1,080,000 | Q1-2020 | \$2,700,000 | \$1,620,000 | 14.3 | Bukit Merah | FH | Apartment | 1420.83 |
| QUEENS | Q1-2002 | \$892,000 | Q2-2024 | \$2,480,000 | \$1,588,000 | 22.2 | Queenstown | LH | Condominium | 1410.07 |
| THE METROPOLITAN CONDOMINIUM | Q1-2007 | \$1,497,600 | Q2-2024 | \$3,080,000 | \$1,582,400 | 17.2 | Bukit Merah | LH | Condominium | 1743.75 |

Source: URA, OrangeTee Market & Analytics

RENTAL RETURNS

District 3 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 3 rose by 37.1% from a monthly rental of S\$3,500 in 2020 to S\$4,800 in 2024. This was supported by steady rental volumes over the years.

This outpaced the growth rate of median monthly condo rents in the nearby Core Central Region, which increased by 34.5% over the same period. This underscores the potential for lucrative condo rentals in District 3.



Source: URA, OrangeTee & Tie Markets & Analytics

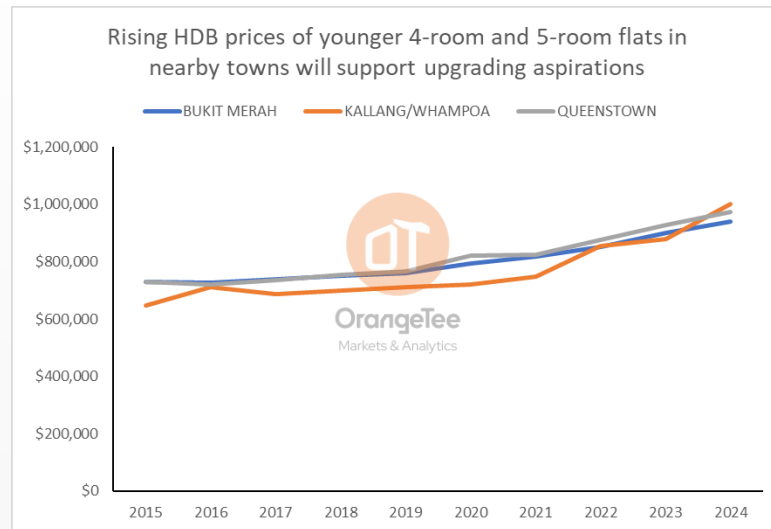
EXIT STRATEGY



In the future, we may expect the potential buyers of resale units at Promenade Peak 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, Kallang/Whampoa, and Queenstown have climbed significantly from 2015 to 2024.



Notably, prices of 4-room and 5-room flats in Bukit Merah climbed around 28% in the past 10 years to reach a median of S\$940,000, while prices in Kallang/Whampoa and Queenstown have both risen by over 54% and 33% to reach S\$1 million and S\$972,000, respectively. The rising HDB prices in these towns will help to support the upgrading aspirations of these homeowners.



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

03

URA MASTER PLAN FUTURE TRANSFORMATION

Nature, Connectivity & Wellness at Your Doorstep

Direct access to upcoming green trails and park connectors

With URA's enhanced green network plans, residents will enjoy scenic walkways, jogging paths, and cycling routes linked to Alexandra Canal, Singapore River, and the Rail Corridor, perfect for a healthy, active lifestyle.

City in Nature with riverside serenity

Promenade Peak is part of URA's "City in Nature" vision, offering tranquil waterfront views and easy access to lush green spaces, all while being minutes from the city core.





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

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