



**OrangeTee**  
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Artist's Impression of Springleaf Residence



# July 2025

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## Monthly Developer Sales

A product by Realion Research

# New Home Sales Rebounded in July amid Five New Project Launches

## Overview

- New home transactions rebounded strongly in July, breaking the streak of four consecutive months of decline. The market resurgence was bolstered by the launch of five new projects (including executive condominiums or ECs), which is the highest release since November 2024, when six new projects (including ECs) were released.
- According to data from the Urban Redevelopment Authority (URA), new home sales (excluding ECs) more than tripled to 940 units in July 2025, marking a 245.6 per cent increase from 272 units in June 2025. Including ECs, new home sales similarly increased by 329.8 per cent from 305 units in June to 1,311 units in July 2025.
- Year-on-year, new home transactions (excluding ECs) climbed by 63.2 per cent from 576 units in July 2024.

Month	Sales Volume		Launches	
	(Excl. EC)	(Incl. EC)	(Excl. EC)	(Incl. EC)
Jul-24	576	613	616	616
Feb-25	1,597	1,626	1,694	1,694
Mar-25	729	1,510	555	1,315
Apr-25	675	771	1,344	1,344
May-25	312	336	20	20
Jun-25	272	305	103	103
Jul-25	940	1,311	1,675	2,275
M-o-M % Change	245.6%	329.8%	1,526.2%	2,108.7%
Y-o-Y % Change	63.2%	113.9%	171.9%	269.3%

Source: URA, Realion Research

## New Launches

- Five new projects were released for sale last month, namely the 348-unit The Robertson Opus, an executive condominium, the 600-unit Otto Place, the 343-unit LyndenWoods, the 301-unit UpperHouse at Orchard Boulevard and the 683-unit W Residences Marina View-Singapore.
- The Robertson Opus was among the top five best-selling projects last month, moving 149 out of 348 units during the launch month. The project's 999-year leasehold tenure enticed buyers seeking to preserve and grow their wealth over generations. Others may have been drawn to its prime location, being a short drive away from Orchard Road and the Central Business District.
- The other best-performing projects (including ECs) were Otto Place, LyndenWoods, and UpperHouse at Orchard Boulevard.



Artist's Impression of The Robertson Opus



Artist's Impression of Arina East Residences

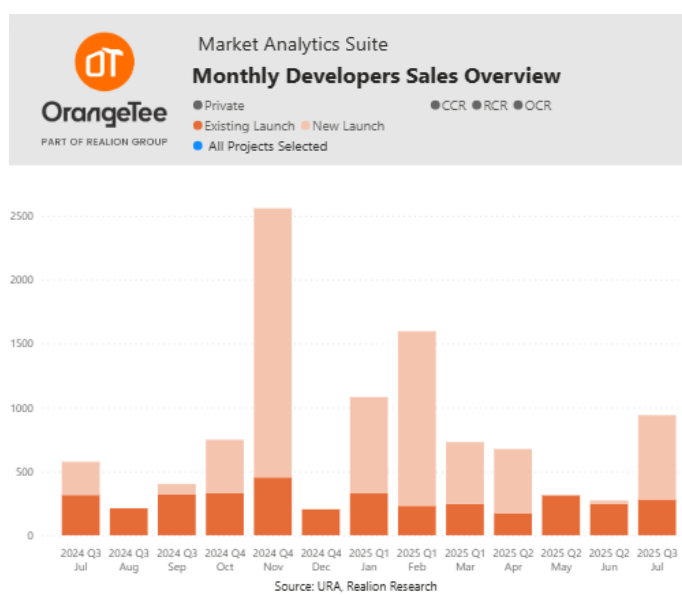
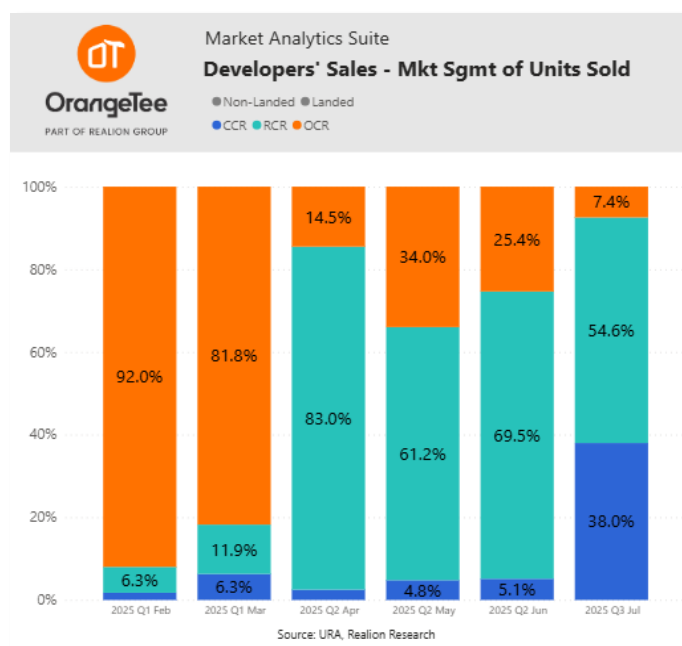
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## By Market Segment

- Last month's sales (excluding ECs) were predominantly in the city fringe or the Rest of Central Region (RCR), accounting for 54.6 per cent or 513 units of the total 940-unit transactions, followed by prime areas or CCR at 38.0 per cent or 357 units, and the suburban areas or Outside Central Region (OCR) at 7.4 per cent or 70 units.

## Luxury Market

- Demand for luxury homes continues to recover. 29 new non-landed homes of between S\$5 million and S\$10 million were sold last month, significantly higher than the 11 transactions in the preceding month. The 29 units were from The Robertson Opus, One Marina Gardens, UpperHouse at Orchard Boulevard, Watten House, Meyer Blue and The Reserve Residences.
- Buying activity for ultra-luxury condos was more subdued. There were only two non-landed private homes transacted above S\$10 million. Both units were from 21 Anderson – a 10,452-sq-ft unit sold for S\$52.3 million and a 4,489-sq-ft unit transacted at S\$21.1 million.



Artist's Impression of Aurelle of Tampines, Lenton Central Residences, Canninghill Piers and Parktown Residence



# Outlook

- The stellar sales performance of several newly launched projects, especially those in the prime locations, is expected to boost overall buying sentiment. The increased marketing activity and buying confidence of affluent investors will create a positive ripple effect in the broader market, motivating hesitant buyers or those waiting on the sidelines to invest.
- Demand is likely to stay resilient, given the continual moderation in interest rates, which have made mortgages more affordable. More high-net-worth individuals may park their funds in real estate, as macroeconomic uncertainties stemming from the US tariff policies persist.
- A robust pipeline of new project launches is expected in the third quarter of 2025, which would offer investors and local buyers more buying options.
- Some of the upcoming project launches include Springleaf Residence, The Sen, Faber Residence and Zyon Grand.

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* (%)
LyndenWoods	RCR	343	343	331	331	\$2,463	96.5%	96.5%
UpperHouse at Orchard Boulevard	CCR	301	301	178	178	\$3,259	59.1%	59.1%
The Robertson Opus	CCR	348	348	149	149	\$3,359	42.8%	42.8%
Grand Dunman	RCR	1,008	1,008	831	35	\$2,450	82.4%	82.4%
Bloomsbury Residences	RCR	358	358	187	32	\$2,549	52.2%	52.2%
Amber House	RCR	105	80	45	26	\$3,028	56.3%	42.9%
One Marina Gardens	RCR	937	937	502	24	\$2,970	53.6%	53.6%
Hill House	CCR	72	72	64	16	\$3,011	88.9%	88.9%
The Hill @One-North	RCR	142	142	118	12	\$2,485	83.1%	83.1%
Parktown Residence	OCR	1,193	1,193	1,090	11	\$2,321	91.4%	91.4%
Nava Grove	RCR	552	552	460	11	\$2,478	83.3%	83.3%

\*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 Research

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