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INVESTMENT POTENTIAL OF THE SEN

*Consumer Investment Playbook
2025*

01

THE SEN

LUXURIOUS DEVELOPMENT DESIGNED FOR YOU

Location

De Souza Avenue
District 21

Developer

Sustained Land
Pte Ltd

Tenure

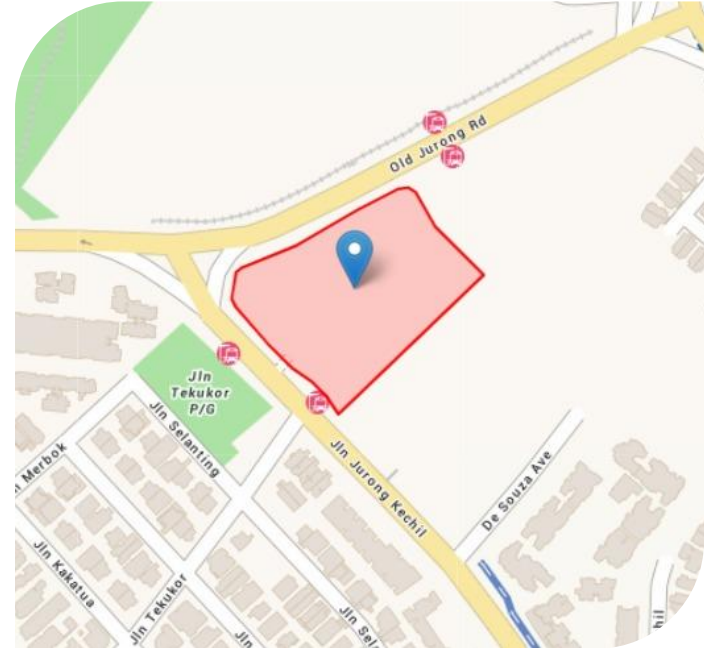
99-year Leasehold

Expected TOP

30 Apr 2029

Unit Mix

347 units
1 BR - 10 units
2 BR - 110 units
2 BR + Study - 57 units
3 BR - 90 units
3 BR premium - 40 units
4 BR premium - 40 units



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PINNACLE OF PRESTIGE LIVING



Step into a world of refined tranquility at The Sen, an exclusive development in District 21. Surrounded by lush greenery, The Sen offers discerning homeowners and investors an exclusive retreat with long-term value.

Whether you're drawn to timeless prestige, privacy, or the potential for capital appreciation, The Sen delivers on every front. Set amidst a tranquil landed enclave and surrounded by top-tier educational institutions, it appeals to both owner-occupiers and investors seeking attractive rental yield and investment growth.



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INVESTMENT ANALYSIS

CAPITAL APPRECIATION

The median price of new District 21 condos soared by an impressive 64.4 per cent in Q2 2025, when compared to the median prices in 2015.

PROFITABILITY

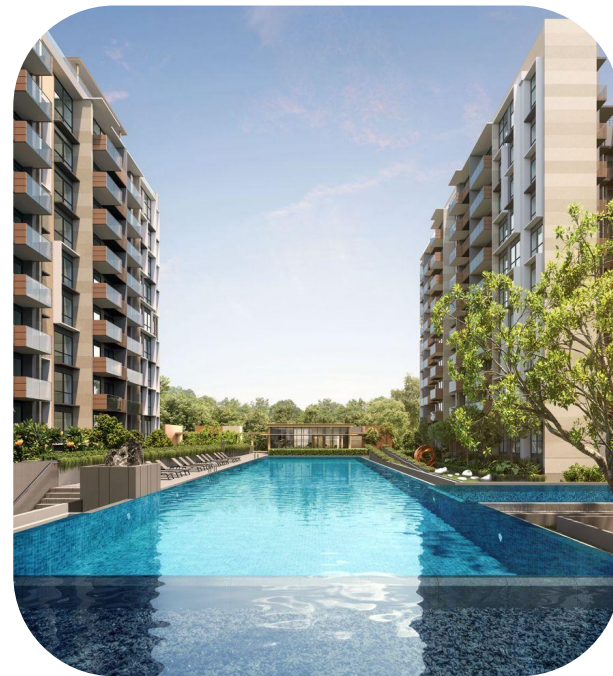
68.3 per cent of private residential transactions in District 21 were profitable, with around half yielding profits of at least S\$300,000.

RENTAL RETURNS

The median monthly rents of District 21 condos jumped by 55.6 per cent from 2020 to 1H 2025.

EXIT STRATEGY

With many potential buyers having the financial ability to upgrade, resale prices of younger HDB flats in Bukit Batok and Bukit Panjang grew by at least 39 per cent from 2015 to 1H 2025.

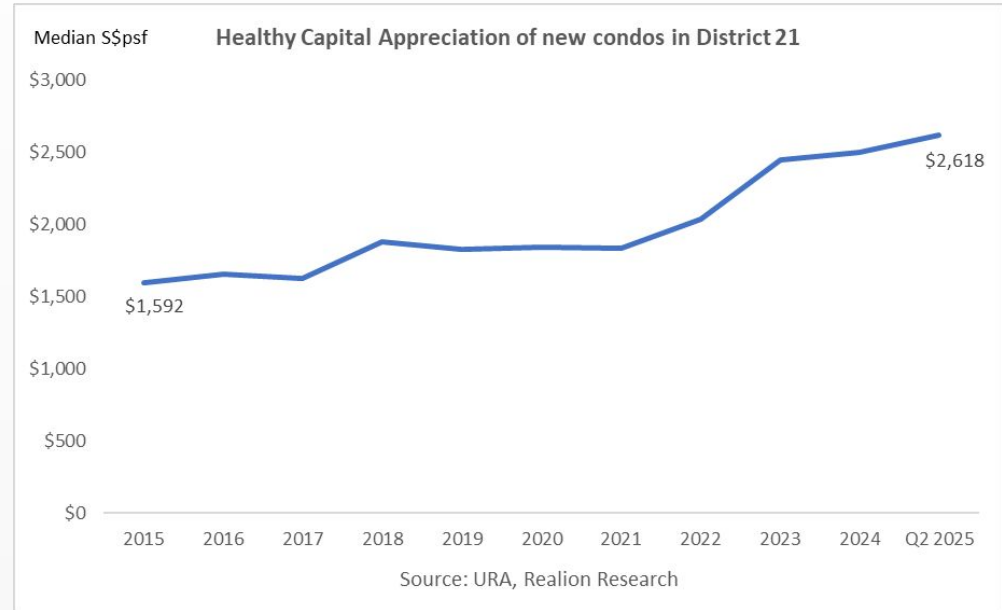


CAPITAL APPRECIATION

Private properties in District 21 have seen substantial price growth recently, making it an appealing area for buyers seeking long-term investment returns.

According to data from the Urban Redevelopment Authority (URA), the median price of new sale condos in District 21 rose by 64.4 per cent from S\$1,592 per square foot (psf) in 2015 to \$2,618 psf in Q2 2025.

Prices have been increasing steadily over the past decade. Consequently, the consistent growth and attractive capital appreciation make District 21 a compelling location for investment.





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PROFITABILITY

■ District 21 presents lucrative opportunities for both investors and homeowners. Based on URA data from 1995 to 1H 2025, 68.3 per cent of private properties were profitable. 30.4 per cent of these transactions yielded profits even after a short-holding period of five to ten years. This will attract investors seeking robust returns within a short to mid-term investment horizon.

■ Around half of the profitable units, or 1,087 condos, yielded gross profits of at least S\$300,000, of which 314 condos made a gross profit of at least S\$700,000. Impressively, 112 units were sold for at least S\$1 million profits.

■ The highest profit ever made in District 21 was for a condo at The Nexus, which was purchased for S\$1.091 million in 2006 and resold in 2024 for S\$3.183 million, yielding an astounding gross profit of S\$2.09 million.

■ The second-highest profit was for a unit at The Sterling, which was purchased at S\$1.38 million in 2000 and resold for S\$3.45 million in 2025, resulting in a gross profit of S\$2.07 million.



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HIGHEST PROFITS IN DISTRICT 21 (1995 to 1H2025)

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)
THE NEXUS	Q1-2006	\$1,091,400	Q3-2024	\$3,183,000	\$2,091,600	18.7	Bukit Timah	FH	Condominium	1345
THE STERLING	Q2-2000	\$1,379,600	Q2-2025	\$3,450,000	\$2,070,400	25.0	Bukit Timah	FH	Condominium	1528
THE STERLING	Q2-2000	\$1,359,324	Q3-2024	\$3,294,000	\$1,934,676	24.3	Bukit Timah	FH	Condominium	1464
SIGNATURE PARK	Q4-1995	\$1,235,560	Q2-2025	\$3,050,000	\$1,814,440	29.4	Bukit Timah	FH	Condominium	1701
THE HILLSIDE	Q4-1998	\$909,800	Q2-2024	\$2,700,000	\$1,790,200	25.3	Bukit Batok	FH	Condominium	1582
TERRENE AT BUKIT TIMAH	Q3-2010	\$2,541,000	Q4-2024	\$4,250,000	\$1,709,000	14.2	Bukit Timah	FH	Condominium	2691
THE NEXUS	Q1-2007	\$1,188,000	Q1-2024	\$2,874,000	\$1,686,000	17.0	Bukit Timah	FH	Condominium	1335
SUMMERHILL	Q2-2000	\$1,118,720	Q3-2024	\$2,770,000	\$1,651,280	24.4	Bukit Batok	FH	Condominium	1604
THE HILLSIDE	Q2-1997	\$1,383,680	Q2-2025	\$3,030,000	\$1,646,320	28.1	Bukit Batok	FH	Condominium	1776
THE STERLING	Q2-2000	\$1,240,000	Q1-2024	\$2,880,000	\$1,640,000	23.8	Bukit Timah	FH	Condominium	1313
FLORIDIAN	Q4-2009	\$2,250,000	Q3-2024	\$3,880,000	\$1,630,000	14.8	Bukit Timah	FH	Condominium	1679
THE BEVERLY	Q3-2009	\$1,507,000	Q1-2024	\$3,100,000	\$1,593,000	14.6	Bukit Timah	FH	Apartment	2024
THE STERLING	Q3-1997	\$2,191,266	Q4-2021	\$3,780,000	\$1,588,734	24.3	Bukit Timah	FH	Condominium	1948
PARC PALAIS	Q3-1996	\$1,114,200	Q3-2024	\$2,700,000	\$1,585,800	27.9	Bukit Batok	FH	Condominium	1485
THE NEXUS	Q1-2007	\$1,096,000	Q2-2022	\$2,680,000	\$1,584,000	15.2	Bukit Timah	FH	Condominium	1335

Source: URA, Realion Research



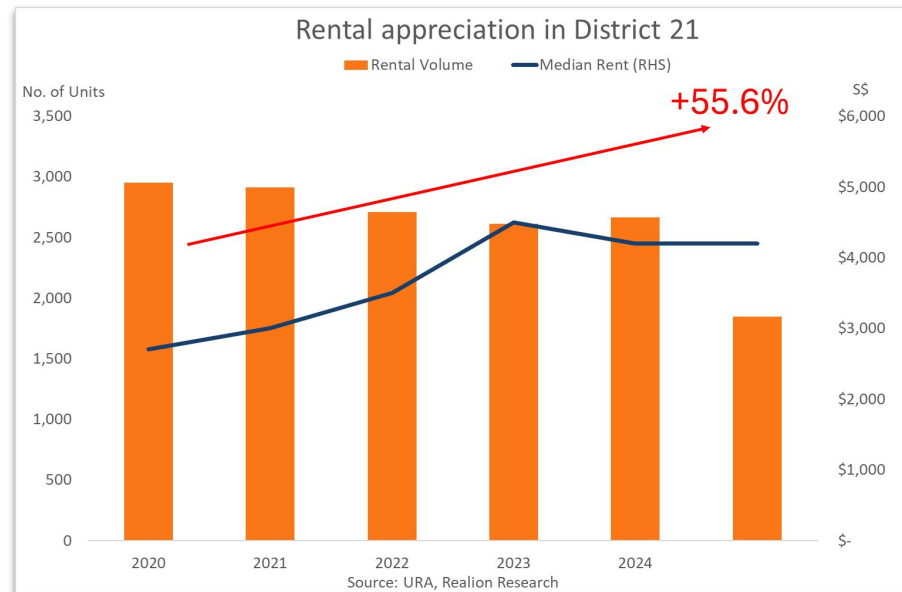
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RENTAL RETURNS

In recent years, private properties in District 21 witnessed remarkable growth in rental prices, making this area increasingly attractive to savvy investors.

According to data from the Urban Redevelopment Authority (URA), the median monthly rents for condos in District 21 increased by 55.6 per cent from 2020 to H1 2025, outpacing the price growth of the entire city fringe area or Rest of Central Region, which rose by 46.6 per cent over the same period. This underscores the potential for landlords to reap lucrative condo rental returns in District 21.





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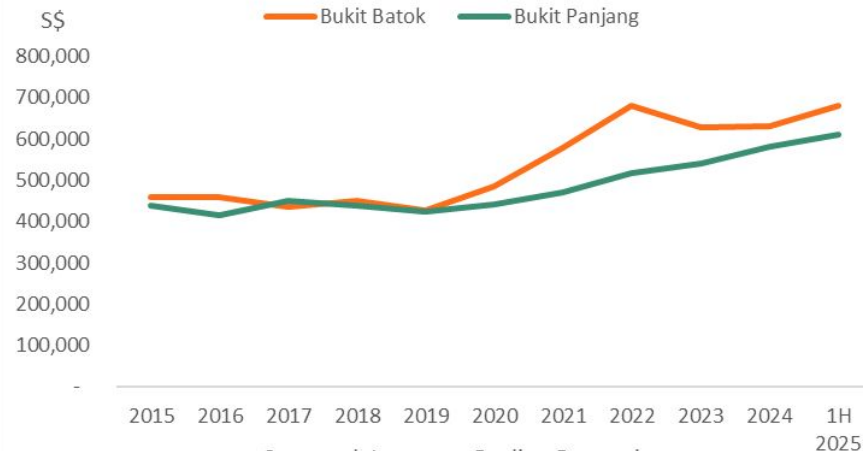
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EXIT STRATEGY

Rising HDB resale prices of flats in the nearby towns of Bukit Batok and Bukit Panjang will provide HDB owners the financial means to upgrade to a private home. For example, the median resale price of younger HDB flats (below 20 years old) climbed by 48.5 per cent to S\$680,000 in Bukit Batok and 39.3 per cent to S\$610,000 in Bukit Panjang from 2015 to 1H 2025.

Moreover, many flats will be reaching MOP in these two towns and they will likely form the bulk of future HDB upgraders purchasing the resale units in The Sen. Based on HDB data, approximately 1,000 4-room and 5-room flats will reach MOP between 2027 and 2029 in these two towns.

Significant price growth of younger HDB flats in Bukit Batok and Bukit Panjang



Source: data.gov.sg, Realion Research

03

URA MASTER PLAN FUTURE TRANSFORMATION



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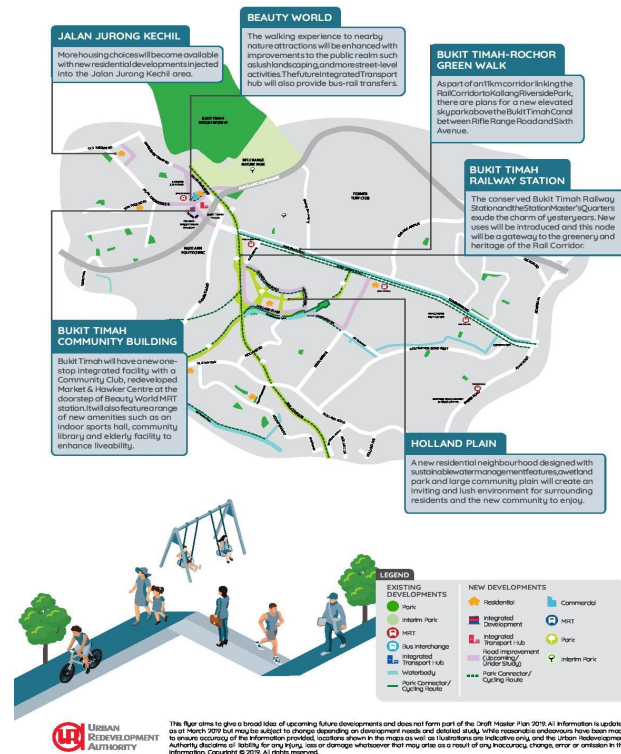
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INTEGRATED COMMUNITY & URBAN TRANSFORMATION

The upcoming Bukit Timah Community Building is located next to Beauty World MRT. This integrated facility will serve as a new focal point for residents as it will house a modern community club, a redeveloped market and hawker centre, an indoor sports hall, and elderly-friendly amenities,

Beauty World will have an Integrated Transport Hub (ITH) by 2028, which will include a new air-conditioned bus interchange connected directly to the Beauty World MRT station. The ITH will be part of a larger mixed-use development, encompassing retail, residential, and community spaces.

The former Bukit Timah Fire Station will also be transformed into a new community space for recreation, learning, and co-living in 2025. It will connect the Rail Corridor to Bukit Batok Nature Park via a new elevated pedestrian bridge, and serve as a starting point for visitors to access nature trails and heritage attractions nearby.





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NATURE CONSERVATION AND GREEN SPACES

■ The upcoming 11 km Bukit Timah–Rochor Green Corridor will run above the Bukit Timah Canal, linking Jurong Lake Gardens, Singapore Botanic Gardens, and Gardens by the Bay. With shaded walkways and cycling paths, the Corridor will strengthen outdoor recreation and connectivity across key green spaces.

■ A 4 km Rail Corridor stretch between Hillview and Bukit Timah was reopened in March 2021 after enhancement works. Restored railway heritage elements and enriched greenery now provide visitors with a more accessible, nature-rich trail.

■ Rifle Range Nature Park, encompassing 66 hectares as a green buffer adjacent to Bukit Timah Nature Reserve, was inaugurated in Nov 2022. In conjunction with the Rail Corridor, it enhances recreational accessibility while protecting sensitive habitats. This initiative supports Singapore's broader commitment to integrating biodiversity within urban environments.





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