Breakthrough and Winning Strategies for 2021

NEO CHEE SENG
Senior Division Director, ERA
ACTA Certified Trainer

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Outline

- Market Update
- Where are the opportunities?
- Strategies
- Skillsets
- Actions

Market Update

straitstimes.com/business/economy/weak-economy-high-uncertainty-mean-hard-adjustments

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Singapore recession deepens: Weak economy, high uncertainty mean hard adjustments

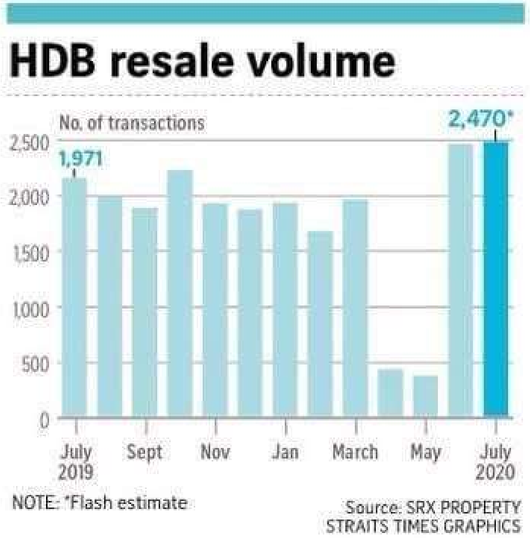
Vikram Khanna
Associate Editor

PUBLISHED AUG 12, 2020, 5:00 AM SGT

Gloomy economic prognosis is bad news for the job market, and efforts must continue to cushion impact on workers

Source: The Straits Times, 12 Aug 2020

HDB resale volume in July highest in two years; prices also up



Ng Keng Gene

The number of resale transactions of Housing Board (HDB) flats last month hit the highest in two years, even as prices crept up, according to flash data released by real estate portal SRX Property yesterday.

An estimated 2,470 HDB resale flats were sold last month, a 0.7 per cent increase from June when 2,453 units were sold.

July's sales estimates are the highest monthly figures in two years since July 2018, when 2,553 units were transacted.

The high sales for June and July came after exceptionally low numbers of 423 and 364 flats sold in April and May respectively, during the circuit breaker period that lasted from April 7 to June 1.

The July sales were concluded even as the latest estimates show HDB resale prices had increased 0.4 per cent last month compared with the month before, with the resale price index at 132.9 in July, up from 132.3 in June.

Property analysts said that despite the bleak economic outlook, the HDB resale market will likely weather the coronavirus pandemic.

ERA Realty's head of research and consultancy Nicholas Mak said: "Some home buyers prefer to purchase HDB flats during periods of economic uncertainties as they remain the most affordable housing."

He predicted that the resale price index is likely to rise gradually, and estimated that there would be an increase of between 0.6 per cent and 1.2 per cent by the end of this year owing partly to an increase in sales of newer flats.

Ms Wong Siew Ying, head of research and content at PropNex, said: "The strong resale volume in July would likely put to rest any doubts that June's sales spike was a blip caused by pent-up demand owing to the lockdown in April and May."

She added that the fact that HDB prices have held up in the recent quarters – amid the pandemic – also reflects the strength of the HDB resale market, where sellers still have sufficient financial holding power and are generally able to maintain their asking prices.

Ms Christine Sun, head of research and consultancy at OrangeTee & Tie, attributed the high sales volume to a backlog of transactions that were accumulated during the circuit breaker period.

She added that during the current economic slowdown, HDB resale numbers could remain high as buyers could be looking for more affordable homes.

Last month, four-room units were the most popular, making up 40.1 per cent of the flats sold, followed by three-room units at 25.1 per cent and five-room flats at 24.3 per cent.

Executive units made up 7.8 per cent, while the rest were two-room and one-room flats.

Looking forward, Ms Sun said: "Given that the HDB resale market has not been heavily battered by the pandemic, the road to recovery may not be a lengthy one."

kenggene@sph.com.sg

Source: The Straits Times, 07 Aug 2020

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In the rest of central region, the highest transacted price was $5.85 million for a unit at Reflections at Keppel Bay (above), while Skyline @ Orchard Boulevard once again took the top spot for the highest transacted price, with a unit resold for $14.99 million. ST PHOTO: GAVIN FOO

Condo resales rebound, with July volume nearly double that of June

Pent-up demand during circuit breaker helps push up numbers

Wong Shiying

The volume of resale condominiums changing hands nearly doubled last month, with about 978 units sold compared with 496 units in June.

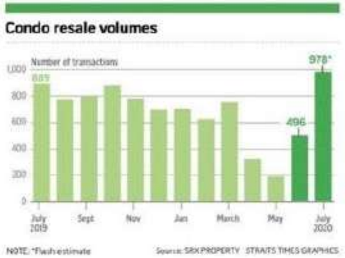
Resale volume last month was up 10 per cent from July last year, and 9.3 per cent higher than the five-year average volumes for the month of July, according to real estate portal SRX Property's flash estimates released yesterday.

Just over half of the units sold last month were located in the outside central region (OCR).

Units in the rest of central region (RCR) and core central region (CCR) accounted for 27.8 per cent and 18.6 per cent, respectively.

ERA Realty's head of research and consultancy Nicholas Mak said the transaction volume last month showed that the condominium resale market had made a full recovery from the effects of the circuit breaker.

He added that there had been pent-up demand during the circuit breaker period from April 7 to June 1.



In addition, he said, a large number of Housing Board flats had reached the five-year mark and become eligible to be sold in the open market.

"These flats, which have completed the five-year minimum occupation period (MOP) in 2019 and 2020, would result in growing buying demand (for private property) from HDB upgraders," he said.

"Some of these flat owners would need to buy completed resale condominiums for their own stay, hence contributing to the increase in resale condominium transactions."

An average of 26,600 additional HDB flats hit the five-year mark in each of the two years. This is triple the annual average of 8,800 HDB flats that fulfilled the MOP from 2008 to 2018.

Overall, condominium resale prices rose 0.1 per cent month on month over June.

However, year on year, overall prices were down 0.1 per cent last month. July prices for CCR and RCR resale units decreased by 1.7 per cent and 1.4 per cent, respectively. Units in the OCR rose by 1.6 per cent.

PropNex Realty's head of research and content Wong Siew Ying said the price trends continue to reflect the resilience of the OCR, or mass market, segment.

In this segment, prices tend to be more stable as they are supported by healthy demand from a larger pool of upgraders and owner-occupiers.

"In contrast, CCR and RCR resale prices could face more pressure amid a crisis as these regions boast pricier properties and would appeal to a relatively smaller group of buyers and investors compared with the mass market segment," Ms Wong said.

OrangeTee & Tie's head of research and consultancy Christine Sun said some buyers may find the current pricing level comfortable enough to enter the market, fearing a price rise later. "Others may view the current market slowdown to be an opportunity to negotiate a better deal with sellers," she added.

She said buyers are going for more affordable resale properties below $1.5 million.

According to URA Realis data, 61.9 per cent of non-landed resale homes sold last month were below $1.5 million, compared with 48.7 per cent in June this year and 56.3 per cent in June last year.

Skyline @ Orchard Boulevard once again took the top spot for the highest transacted price, with a unit resold for $14.99 million.

In the RCR, the highest transacted price was $5.85 million for a unit at Reflections at Keppel Bay.

As for the OCR, the highest transacted price was for a unit at Ocean Park, which was resold for $2.8 million. July's overall SRX transaction over X-value (TOX) data stands at negative $10,000, no change from the figures for June and May.

TOX measures how much a buyer is overpaying (positive value) or underpaying (negative value) for a property based on SRX's computer-generated market value.

The data covers districts with more than 10 resale transactions.

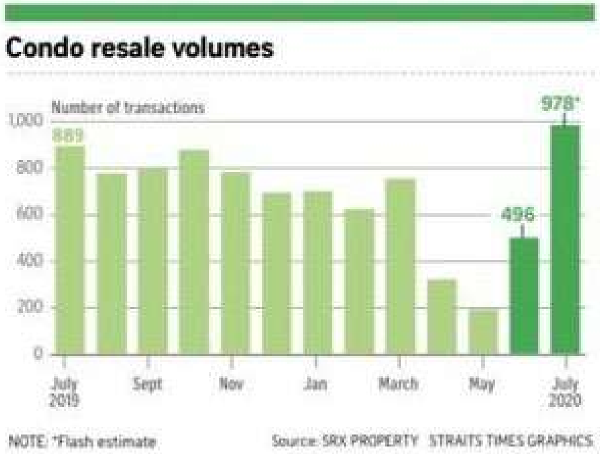
District 18 (Pasir Ris/Tampines) posted the highest median TOX at positive $9,500, followed by District 16 (Bedok/Upper East Coast) at positive $5,000.

The lowest medians were found in District 4 (Sentosa/HarbourFront) at negative $90,000 followed by District 10 (Tanglin/Holland/Bukit Timah) at negative $70,000.

ERA's Mr Mak said resale condominium transaction volume could return to a monthly sale volume of between 600 and 1,100 units in the coming months, assuming the Covid-19 pandemic is managed well in Singapore.

But he added that economic uncertainties would put a cap on property prices, causing the resale condominium price index to vary between +1.5 per cent and -1.0 per cent year on year for 2020.

sywong@sph.com.sg



Source: The Straits Times, 12 Aug 2020

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BUSINESS

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5TH BILLIONAIRE IN MALAYSIA FROM GLOVE-MAKING INDUSTRY B8

Visitors at the Treasure at Tampines show gallery. Last month's take-up was led by projects in the suburban sub-market (outside central region) with 548 sales, followed by 419 units sold in the city fringes or rest of central region, and 113 in the prime districts or core central region. PHOTO: SIM LIAN LAND

EXERCISING CAUTION

Developers need more time to recalibrate their pricing strategies as well as to (implement) safe management measures, especially for larger-scale projects.

MR ONG TECK HUI, senior director of research and consultancy at JLL, on the absence of new launches last month.

New private home sales up for 3rd month in row

July's 8.2% increase in number of units sold comes even as economic outlook worsens

Grace Leong
Business Correspondent

New home sales continued to rise for a third straight month amid a worsening economic outlook, with developers selling 1,080 non-landed private homes last month, up 8.2 per cent from June.

This is up from a near six-year low during the circuit breaker period in April, but sales were down 8.4 per cent from 1,179 a year ago.

There were 869 private homes launched in July, up nearly 46 per cent from 597 in June, but down 4.6 per cent from 911 a year ago.

The bulk of the units sold were from earlier launches, which accounted for 68 per cent of July's total sales, analysts say.

The figures, released by the Urban Redevelopment Authority (URA) yesterday, excluded executive condominium (EC) units, a public-private housing hybrid. Including EC units, 1,142 new non-landed homes were taken up last month, up nearly 11 per cent from June, but down about 27 per cent from 1,557 a year ago, the URA data showed.

Ms Wong Siew Ying, head of research at PropNex, noted that while the relatively brisk sales in recent months may seem at odds with the gloomy economic prognosis, the current downturn is not felt evenly across all sectors of the economy.

"Some sectors – such as financial services and tech – have held up better than others, and (those who) feel more secure about their job prospects or have built up substantial savings may see this as an opportune time to enter the market."

However, the absence of new launches last month shows caution among some developers. Although showflats reopened on June 19, they did not rush to launch new projects before the start of the Hungry Ghost month tomorrow, a period that typically sees a quieter market.

"Developers need more time to recalibrate their pricing strategies as well as to (implement) safe management measures, especially for larger-scale projects," said Mr Ong Teck Hui, senior director of research and consultancy at JLL.

Potentially affecting new launches and sales take-up for the rest of the year are factors like the severity of the recession and whether the pandemic remains under control, he added. Upcoming launches include Penrose in Sims Drive and The Landmark in Chin Swee Road.

Last month's take-up was led by projects in the suburban sub-market (outside central region) with 548 sales, followed by 419 units sold in the city fringes or rest of central region, and 113 in the prime districts or core central region.

So far this month, freehold Forett at Bukit Timah is the only new launch, selling 172 units at a median price of $1,931 psf, JLL said.

Ms Tricia Song, head of research for Singapore at Colliers International, noted that foreign buying slowed last month, with only 34 or 3.2 per cent of new sales caveats lodged by foreigners, compared with 47 or 4.9 per cent in June.

Disputing talk of discounts, Mr Wong Xian Yang, Cushman & Wakefield's associate director of research for Singapore and South-east Asia, said median prices of the top five selling projects in July were similar to or even higher compared with those from the time of their launch to July.

For instance, the median price for The Florence Residences from the time of its launch to July was $1,471 per sq ft (psf), but it rose to $1,559 psf in July, he pointed out.

Interest in pricier units has picked up, analysts say. This is despite Singapore suffering a deeper recession in the second quarter than expected, with the economy contracting 13.2 per cent year on year, sharper than a 12.6 per cent plunge earlier estimated and the worst on record, the Ministry of Trade and Industry said last week.

URA Realis data showed 147 deals transacted at more than $2 million each in July compared with 118 such deals in June, said CBRE's head of research for South-east Asia Desmond Sim. "There were also some large quantum deals of more than $5 million in luxury projects such as 15 Holland Hill last month."

gleong@sph.com.sg

1,080
Number of non-landed private homes sold by developers in July, up 8.2 per cent from June.

869
Number of private homes launched in July, up nearly 46 per cent from 597 units in June.

Top 10 selling projects in July (including EC)

Project name	Street name	Locality*	Units sold in the month	Median price ($psf) in the month	% sold to date (of total)
Treasure At Tampines	Tampines Lane	OCR	112	1,344	62%
Parc Clematis	Jalan Lempeng	OCR	87	1,649	57%
The Florence Residences	Hougang Avenue 2	OCR	78	1,559	58%
Jadescape	Shunfu Road	RCR	75	1,739	75%
Daintree Residence	Toh Tuck Road	RCR	56	1,641	60%
Parc Esta	Sims Avenue	RCR	50	1,710	96%
The Tapestry	Tampines Street 86	OCR	44	1,365	98%
Stirling Residences	Stirling Road	RCR	38	1,979	86%
Affinity At Serangoon	Serangoon North Avenue 1	OCR	34	1,534	73%
Piermont Grand (EC)	Sumang Walk	OCR	34	1,133	70%

Sources: COLLIERS INTERNATIONAL, URA
NOTE: *CCR: CORE CENTRAL REGION; RCR: REST OF CENTRAL REGION; OCR: OUTSIDE CENTRAL REGION
STRAITS TIMES GRAPHICS

Source: The Straits Times, 18 Aug 2020

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Source: The Straits Times,18 Aug 2020

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S'pore set for strong rebound in 2021: Report

GDP to grow 7% next year; recovery to begin taking shape this year, it says

Ovais Subhani

Singapore's economy is set for a strong recovery next year after a deeper-than-expected slump amid the coronavirus pandemic, according to a report by the Asean+3 Macroeconomic Research Office (Amro).

The Republic's gross domestic product (GDP) will expand by 7 per cent next year, after shrinking 6 per cent this year, Amro said in its August update of the Asean+3 Regional Economic Outlook 2020 report released yesterday.

The GDP growth forecast for 2020 was downgraded from Amro's earlier projection of 0.8 per cent released in March.

Amro's chief economist Hoe Ee Khor said Singapore's recovery will start to take shape in the second half of this year, aided by the manufacturing and financial service sectors, which have performed relatively better than other sectors.

As more migrant workers are tested for Covid-19 and cleared for work, the construction sector will also start to contribute to growth in earnest later this year and further boost the recovery for next year.

"We expect Singapore to bounce back strongly in the second half and into 2021," Dr Khor said in a virtual media briefing. However, service sectors such as tourism and hospitality will continue to suffer until a coronavirus vaccine is widely available to allow the lifting of curbs on international travel, he noted.

Shoppers at Jem mall in Jurong East in June after the Covid-19 circuit breaker ended. While the Singapore economy is expected to bounce back starting in the second half of this year, service sectors will likely continue suffering until a virus vaccine is widely available to allow the lifting of curbs on international travel, says an economist. ST PHOTO: KELVIN CHNG

The Ministry of Trade and Industry expects Singapore's GDP to shrink by 4 per cent to 7 per cent this year. So far, there is no official forecast for next year.

Across the 14-member Asean+3 region, Amro expects a U-shaped recovery, led by China. Growth across the region is expected to slow sharply this year to zero per cent, from 4.8 per cent last year, before rebounding strongly to 6 per cent next year.

Strict containment measures to prevent the virus from spreading caused economies to come to a standstill, leading to massive increases in unemployment, disruptions to businesses and widespread collapse in domestic demand. Bans on international travel have decimated the region's all-important tourism sector.

Nine of the 14 economies are expected to contract this year, with positive growth rates projected for China, Brunei, Laos, Myanmar, and Vietnam. Amro's growth trajectory is predicated on the effective containment of Covid-19, both regionally and globally.

The resurgence in infections in some parts of the region and elsewhere has heightened caution about another spate of lockdowns, which the Asean+3 economies can ill afford, even though most still have some fiscal and monetary space to provide support if needed, Amro said.

Dr Li Lian Ong, Amro's acting group head for regional surveillance, said: "The biggest challenge facing Asean+3 policymakers in the second half of 2020 will be balancing the trade-off between easing restrictions to revive their economies and risking another wave of infections."

Going forward, the manner in which the exit from the raft of pandemic policies is managed will be key to ensuring economic and financial stability, according to the report.

Governments would have to withdraw financial support to non-financial corporations and individuals to maintain the soundness of fiscal finance, while balancing against corporate bankruptcies and unemployment.

Similarly, financial regulators must design the exit from regulatory forbearance appropriately to avoid moral hazards, while guarding against any sudden shock to bank balance sheets.

Central banks should terminate their liquidity injections into the financial system to avoid the development of asset bubbles and inflationary pressures while guarding against an excessive tightening of credit conditions, the report added.

osubhani@sph.com.sg

Source: The Straits Times, 07 Aug 2020


Challenges


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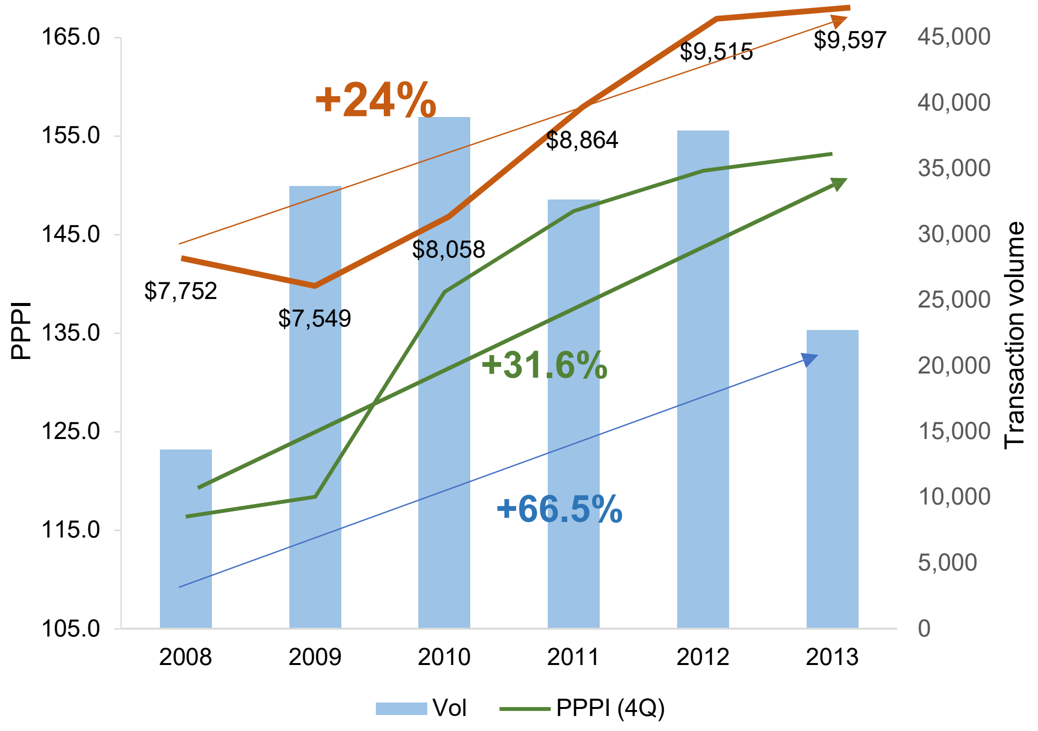
Run-up in prices from 2009 to 2013 ahead of Household Income growth



Source: URA, ERA Research & Consultancy

Price index grew by 31.6% in 2013 from the last low in 2008

Transaction volume grew 66.5% to 22,000 units in 2013

Household income only increased by 24%

Prudent Cooling Measures from 2009 – 2013, but not enough

- **Priced-out protection for locals** (ABSD for foreigners was only introduced in Dec 2011, followed by Dec 2012)
- **Deterrence against short term speculation** (3X review of SSD from 2009 to 2011)
- **Easy assess to credits in check** (5XLTV review, No TDSR)

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HDB Rolls Out Record Number of Flats for Sale

26 Nov 2013

Today, HDB launched 8,952 flats for sale in a mix of mature and non-mature towns/estates under the Nov 2013 joint Build-To-Order (BTO) and Sale of Balance Flats (SBF) exercise. This is HDB's largest joint BTO and SBF exercise so far.

2 This launch brings the total BTO flat supply in 2013 to 25,139 units, in line with HDB's commitment to launch 25,000 BTO flats for sale this year. Together with the 7,074 balance flats offered under the May and Nov 2013 SBF exercises, as well as an additional 1,355 bonus 2-room flats in the Jul and Sep 2013 BTO exercises, HDB has offered a total of 33,568 flats for sale in 2013 to meet the housing demand of our people.

BTO Exercise Offering 4,978 Flats

Bumper Launch to Meet Diverse Housing Needs

30 May 2013

Today, HDB launched 8,000 flats for sale under the joint Build-To-Order (BTO) and Sale of Balance Flats (SBF) exercise. Three new housing measures announced during the 2013 Committee of Supply debate to help first-timers, second-timers, divorcees, and the elderly will also take effect from this sales exercise.

Extension of Parenthood Priority Scheme (PPS) to Expectant Mothers

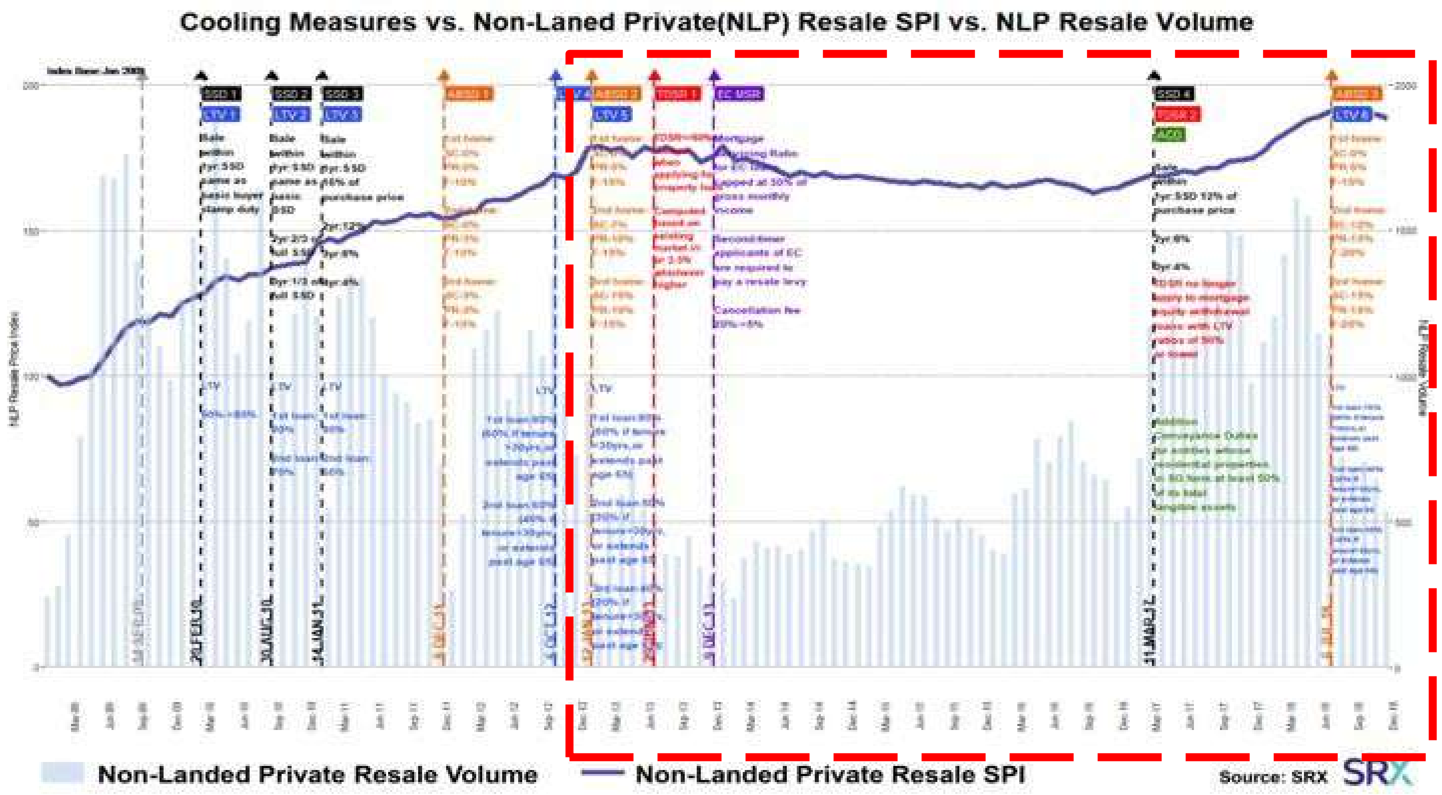
2 Under the existing Parenthood Priority Scheme (PPS), HDB sets aside 30% and 50% of the flat supply under BTO and SBF exercises, respectively, for first-timers who are married with a citizen child below 16 years old. To help more first-timers buy a flat earlier, HDB will extend the PPS to married first-timers who are expecting a child.

Doubling the Quota of 2- and 3-room BTO Flats for Second-Timers

Source: HDB

More Supply: Construction of BTO HDB Flat ramp up for local first-timers from 2013.

More Stringent Cooling Measures from 2013-2019: TDSR, MSR, ABSD, LTV



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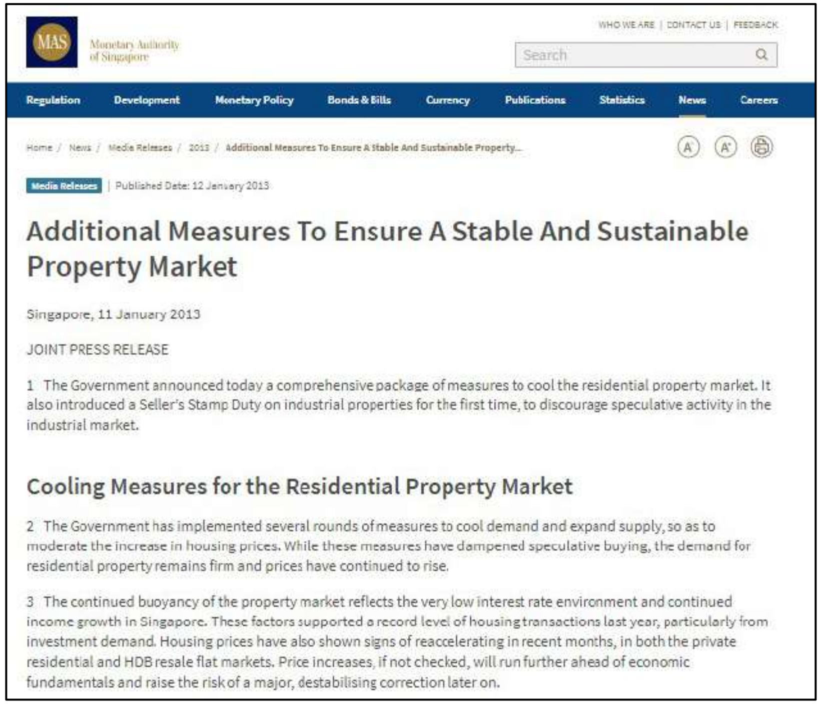
Additional Cooling Measures To Ensure A Stable And Sustainable Property Market



MAS Monetary Authority of Singapore

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Media Releases | Published Date: 12 January 2013

Additional Measures To Ensure A Stable And Sustainable Property Market

Singapore, 11 January 2013

JOINT PRESS RELEASE

1 The Government announced today a comprehensive package of measures to cool the residential property market. It also introduced a Seller's Stamp Duty on industrial properties for the first time, to discourage speculative activity in the industrial market.

Cooling Measures for the Residential Property Market

2 The Government has implemented several rounds of measures to cool demand and expand supply, so as to moderate the increase in housing prices. While these measures have dampened speculative buying, the demand for residential property remains firm and prices have continued to rise.

3 The continued buoyancy of the property market reflects the very low interest rate environment and continued income growth in Singapore. These factors supported a record level of housing transactions last year, particularly from investment demand. Housing prices have also shown signs of reaccelerating in recent months, in both the private residential and HDB resale flat markets. Price increases, if not checked, will run further ahead of economic fundamentals and raise the risk of a major, destabilising correction later on.

Source: MAS

- Anti-Speculation SSD
- Prudent Credit Limits Control TDSR review on tighten bank lending)
- Prevent Asset Inflation from local & foreign investment with ABSD.

Property prices would have increased by up to 15% in 2018 without cooling measures: Lawrence Wong

By JANICE LIM

Reuters file photo

Published 15 NOVEMBER, 2018 UPDATED 16 NOVEMBER, 2018

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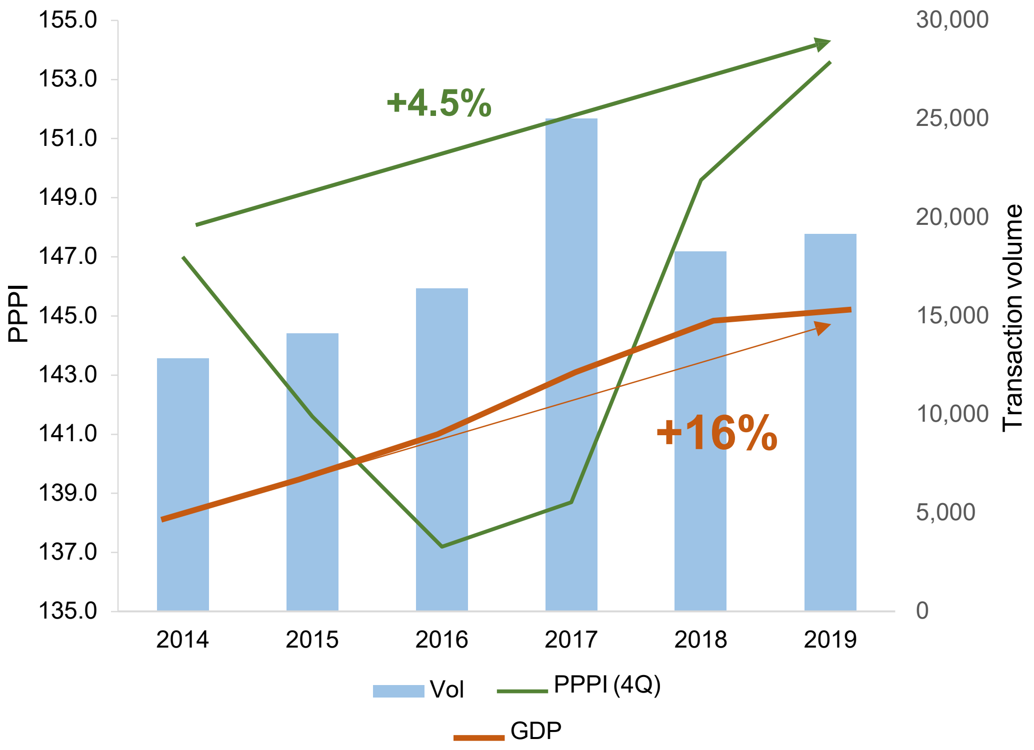
SINGAPORE — If the Government had not stepped in with measures in July to cool the property market such that there are now signs of moderation, property prices would have surged ahead, possibly going up by 10 to 15 per cent, National Development Minister Lawrence Wong said.

Property prices would have increased by up to 15% in 2018 without cooling measures.

- Lawrence Wong

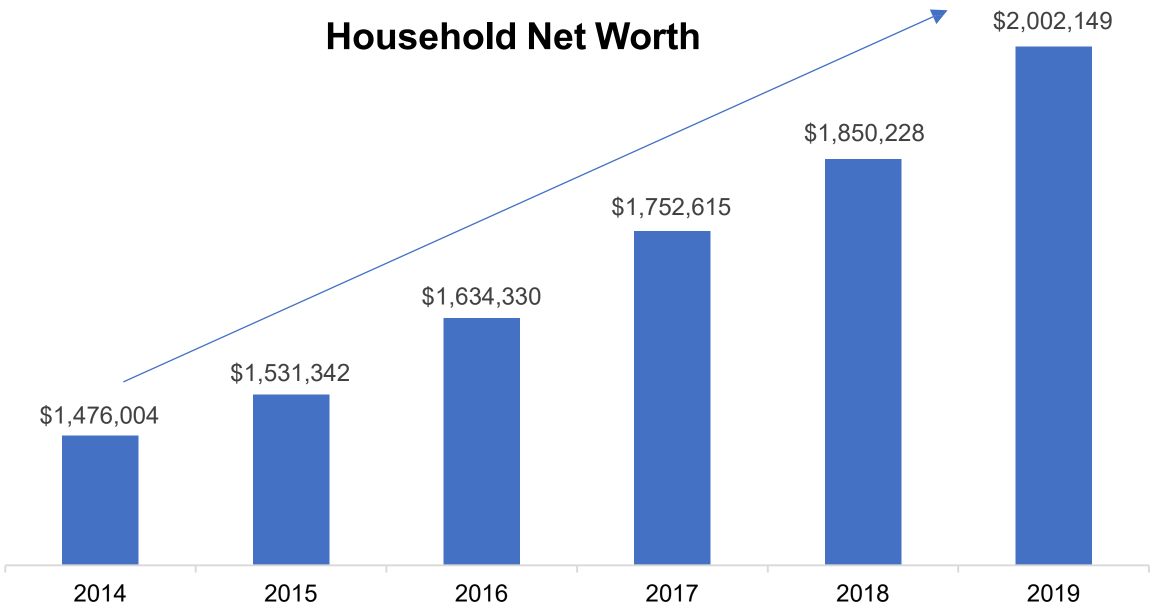
Source: Todayonline 15 Nov 2018

Private Home Price Growth (+4.5%) lags Economic Growth (+16%) from 2014 to 2019



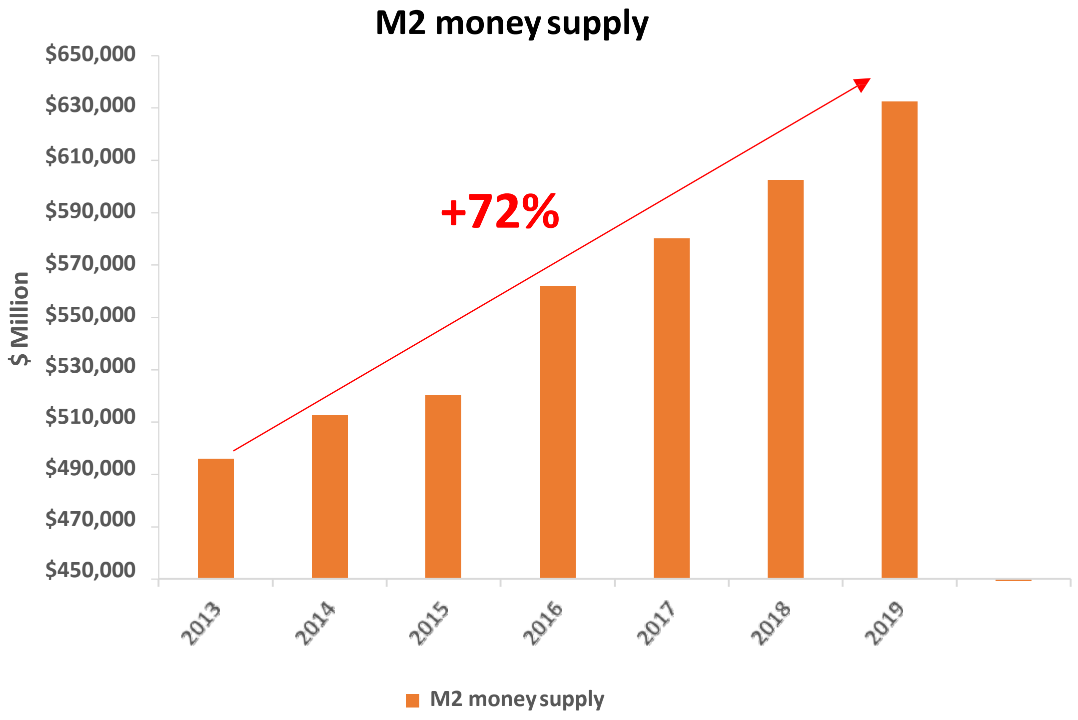
Source: URA, DOS, ERA Research & Consultancy

Private Home Price Growth (+4.5%) lags Household Net worth Growth (+36%) from 2014 to 2019



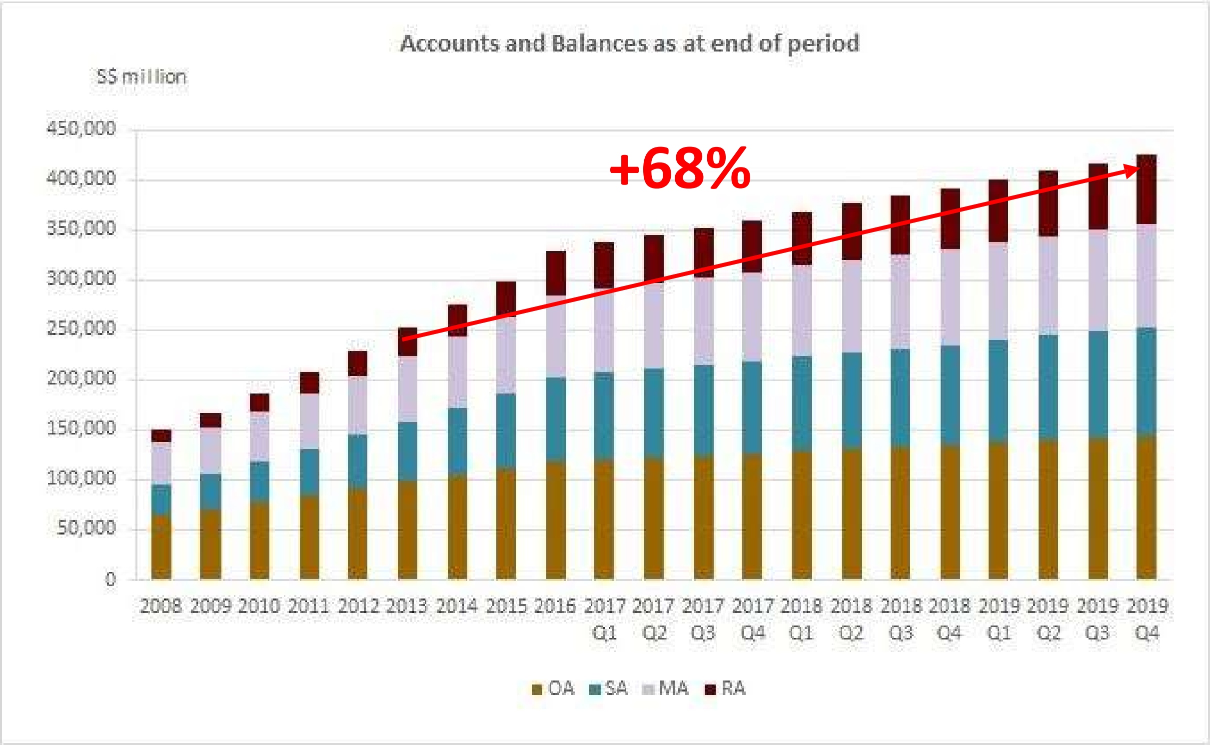
Source: DOS, ERA Research & Consultancy

More Savings from 2013 to 2019
Cash Deposits increase by 72%



Source: MAS, ERA Research & Consultancy

More Savings from 2013 to 2019
CPF Balance increase by 68%



Source: CPF, ERA Research & Consultancy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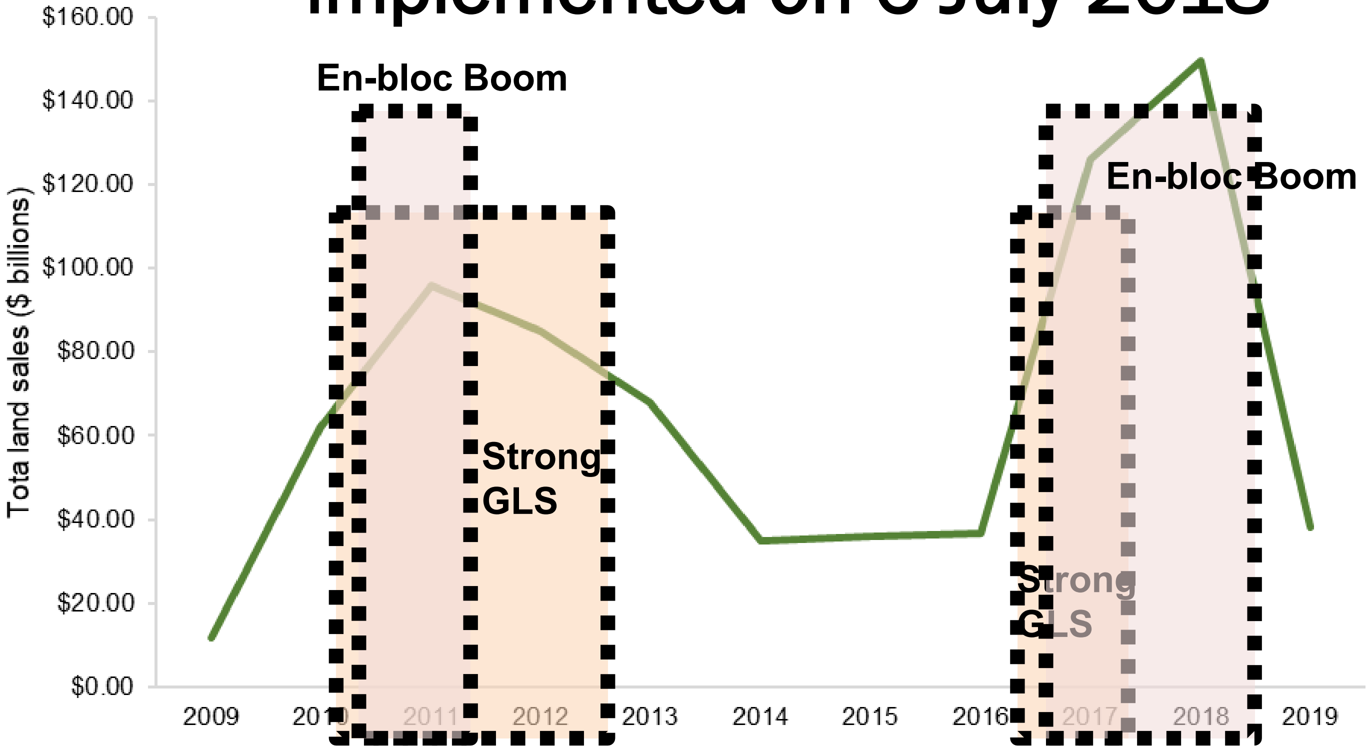
MARKET ANALYSIS 2: MARKET SUPPLY

Land sales has come off sharply post cooling measures implemented on 6 July 2018



Source: HDB, URA, ERA Research & Consultancy

Government Reduced GLS

THE BUSINESS TIMES

REAL ESTATE

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HOME REAL ESTATE

Private housing supply from H2 2019 GLS confirmed sites cut by 15%: MND

VIVIENNE TAY vtay@sph.com.sg @VivienneTayBT

THE government is reducing the supply of private residential units on its confirmed list for the second-half 2019 Government Land Sales (GLS) Programme, the Ministry of National Development (MND) said on Thursday morning.

Through the confirmed list, MND will release about 1,715 private residential units (including 480 executive condominium or EC units). This works out to be 15 per cent lower than the H1 2019 confirmed list of 2,025 private residential units (including 385 EC units).

MND said this was due to a large supply of around 44,000 private housing units in the pipeline, which consists of 39,000 unsold units from GLS and en-bloc sale sites with planning approval, and 5,000 units from sites pending planning approval.

There are also around 24,000 existing private housing units which are vacant, MND added.

Source: The Business Times, 06 Jun 2019

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Private housing supply cut due to Covid-19 fallout

Units from confirmed sites lowest since 2009; reduction calibrated to avoid shortfalls: MND

Michelle Ng

The supply of private residential housing from confirmed sites under the government land sales (GLS) programme for the second half of this year has been reduced to take into account the fallout from the global Covid-19 situation, the Ministry of National Development (MND) announced yesterday.

The private home supply of 1,370 units from three confirmed list sites is 405 units, or nearly 23 per cent, less than the 1,775 units from such sites under the first half of the 2020 GLS programme.

It is also the lowest number since the second half of 2009, during the global financial crisis when no confirmed list sites were released, said Ms Christine Li, Cushman & Wakefield's head of research for Singapore and South-east Asia.

The confirmed list includes one executive condominium site at Tengah Garden Walk that can yield 615 units.

Together with eight reserve list sites that can accommodate another 5,300 residential units, the total potential supply of private housing for the second half of this year comes to 6,670 units, slightly more than the 6,490 units under the GLS programme for the first half-year.

One hotel site in River Valley Road, which can yield 530 hotel rooms, has been carried over from the first half-year GLS programme and rounds up the reserve list.

MND said that it also will not introduce any new sites for predominantly commercial or hotel use, given the economic contraction and uncertain business outlook resulting from the pandemic.

As to residential supply, MND said it had "to calibrate the reduction carefully to avoid potential supply shortfalls over the medium to longer term". "Hence we have maintained a good selection of sites with additional supply in the reserve list that developers can initiate for development if they assess that there is demand," it said.

MND said it has provided a "moderate supply" in the confirmed list this time round, as the number of the unsold inventory of private housing units has declined by a cumulative 20 per cent between the first half of last year and this year.

"Together with the supply of units already in the pipeline, this will cater to the housing needs of the population when completed in about four to five years' time," it added.

Ms Li said the "err on the side of caution" move is in line with the current market conditions where there is an expected demand shock to the residential market, coupled with ample unsold inventory due to dampened investment sentiment and employment prospects.

MND said the sites on the confirmed list will be launched only in the last quarter of this year. Each will also be given a longer tender period of about six months to allow developers more time to make their assessment in view of the ongoing Covid-19 situation. More time has already been given to confirmed list sites in the first half-year, with the last of three sites to be launched for sale by the end of this month.

While a lowered housing supply could lead to higher prices in theory, PropNex head of research and content Wong Siew Ying said it is not necessarily the case, given the current market headwinds.

"Buyers also remain price sensitive, perhaps more so in the current economic climate. Developers would be well aware of these factors and are unlikely to be overly bullish with their land bids."

ngmich@sph.com.sg

The private home supply of 1,370 units from three confirmed list sites is 405 units, or nearly 23 per cent, less than the 1,775 units from such sites under the first half of the 2020 GLS (government land sales) programme.

Second-half 2020 government land sales programme

CONFIRMED LIST

RESIDENTIAL SITES

Northumberland Road

Ang Mo Kio Avenue 1

Location	Site area (ha)	No. of units	Estimated launch date
Northumberland Road	0.83	385	Oct 2020
Ang Mo Kio Avenue 1	1.26	370	Nov 2020

Tengah Garden Walk (EC)

Location	Site area (ha)	No. of units	Estimated launch date
Tengah Garden Walk (EC)	2.2	615	Nov 2020

RESERVE LIST

RESIDENTIAL SITES

Location	Site area (ha)	No. of units	Estimated available date
Dairy Farm Walk	1.56	385	Available
Dunman Road	2.52	1,035	Available
Hillview Rise	1.03	335	Available
Tampines Street 62 (EC)	2.37	590	Available
Lentor Central	1.72	610	Dec 2020

WHITE SITES

Location	Site area (ha)	No. of housing units	Commercial space (sq m)
Kampong Bugis	8.29	1,000	10,000
Marina View**	0.78	905	2,000
Woodlands Avenue 2	2.75	440	78,000

HOTEL SITES

Location	Site area (ha)	No. of hotel rooms	Estimated available date
River Valley Road	1.02	530	Available

**Includes 540 hotel rooms.

Source: MINISTRY OF NATIONAL DEVELOPMENT STRAITS TIMES GRAPHICS

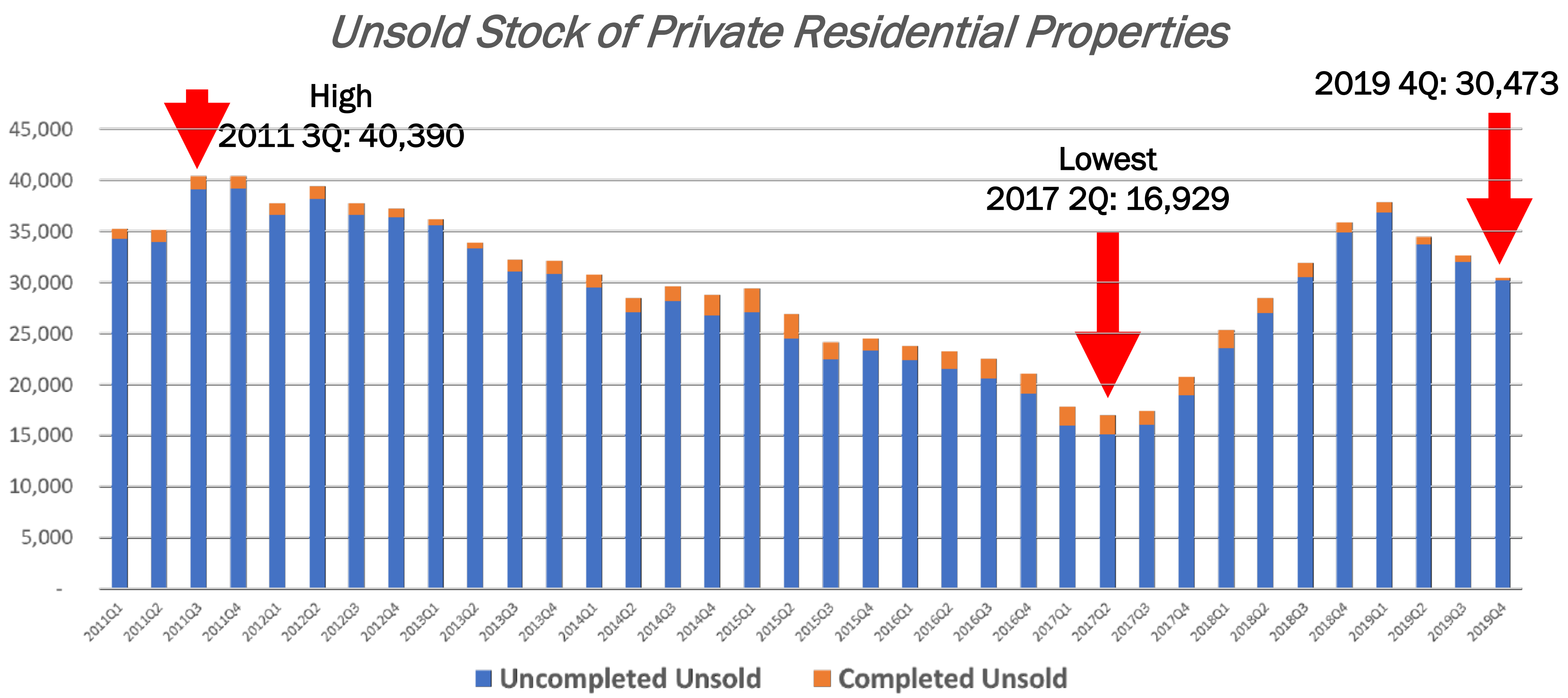
Source: The Straits Times,25 Jun2020

Current URA GLS Sites

No	Location	Site Area (Ha)	Gross Plot Ratio	Status
Residential Sites				
1	Tanah Merah Kechil Link	0.88	2.8	Open for Tender
2	Northumberland Road	0.83	4.2	Oct 2020*
3	Ang Mo Kio Avenue 1	1.26	2.5	Nov 2020*
Commercial & Residential Sites				
4	Jalan Anak Bukit	3.21	3.0	Open for Tender
* Estimated launch date. Detailed sales conditions will be made available when the site is launched for sale.				

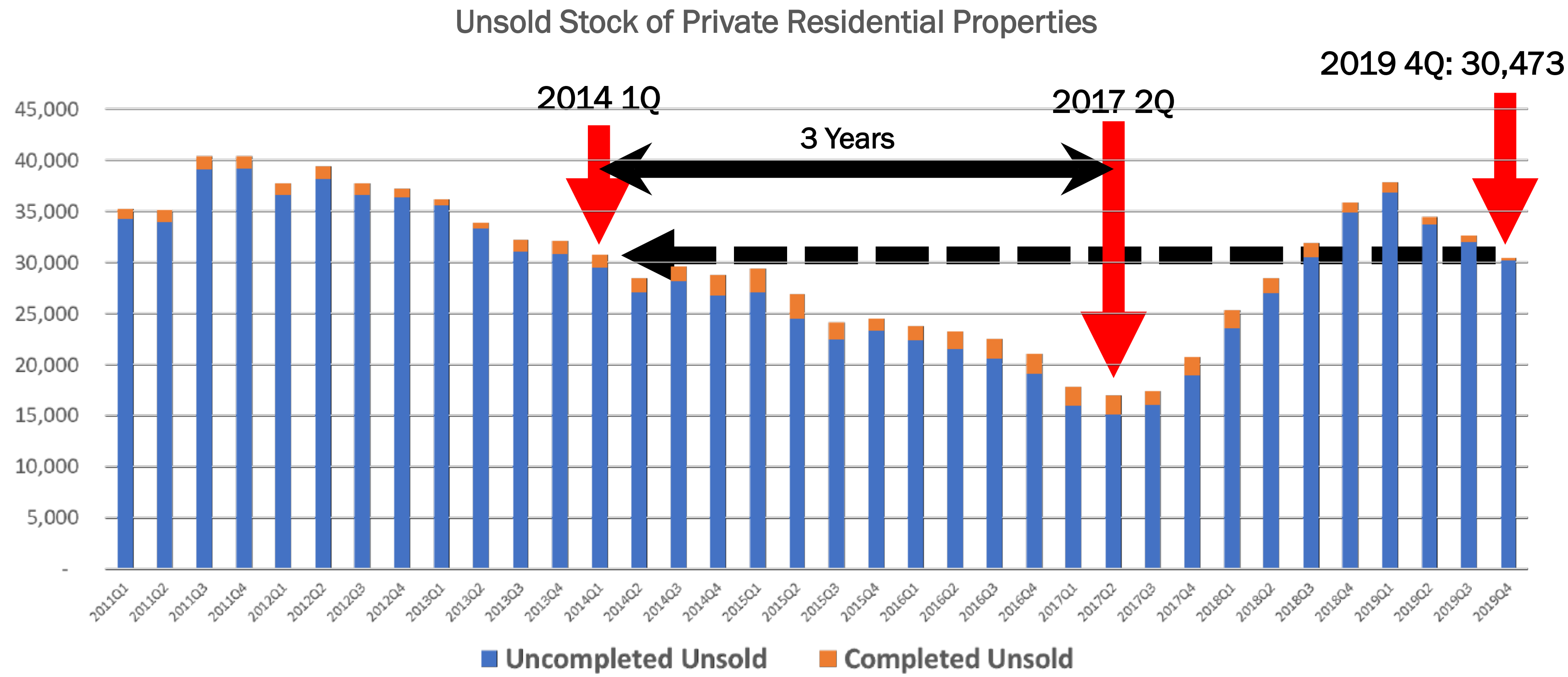
Source: URA, 30 Aug 2020

Is there an Oversupply of Private Housing Now?



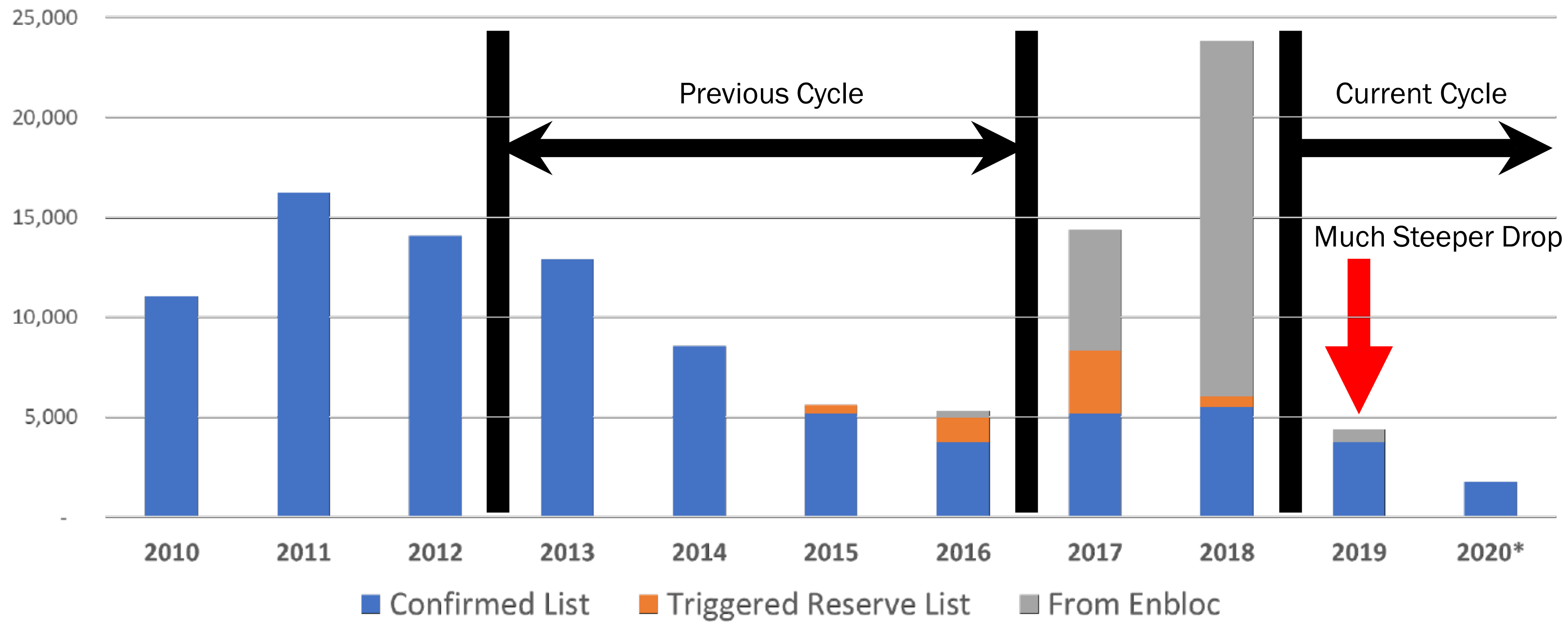
Source: URA, ERA Research & Consultancy

Unsold Stock of Private Residential Properties



Source: URA, ERA Research & Consultancy

Land Sales from GLS & Enbloc



Source: URA, ERA Research & Consultancy

ERA REAL ESTATE

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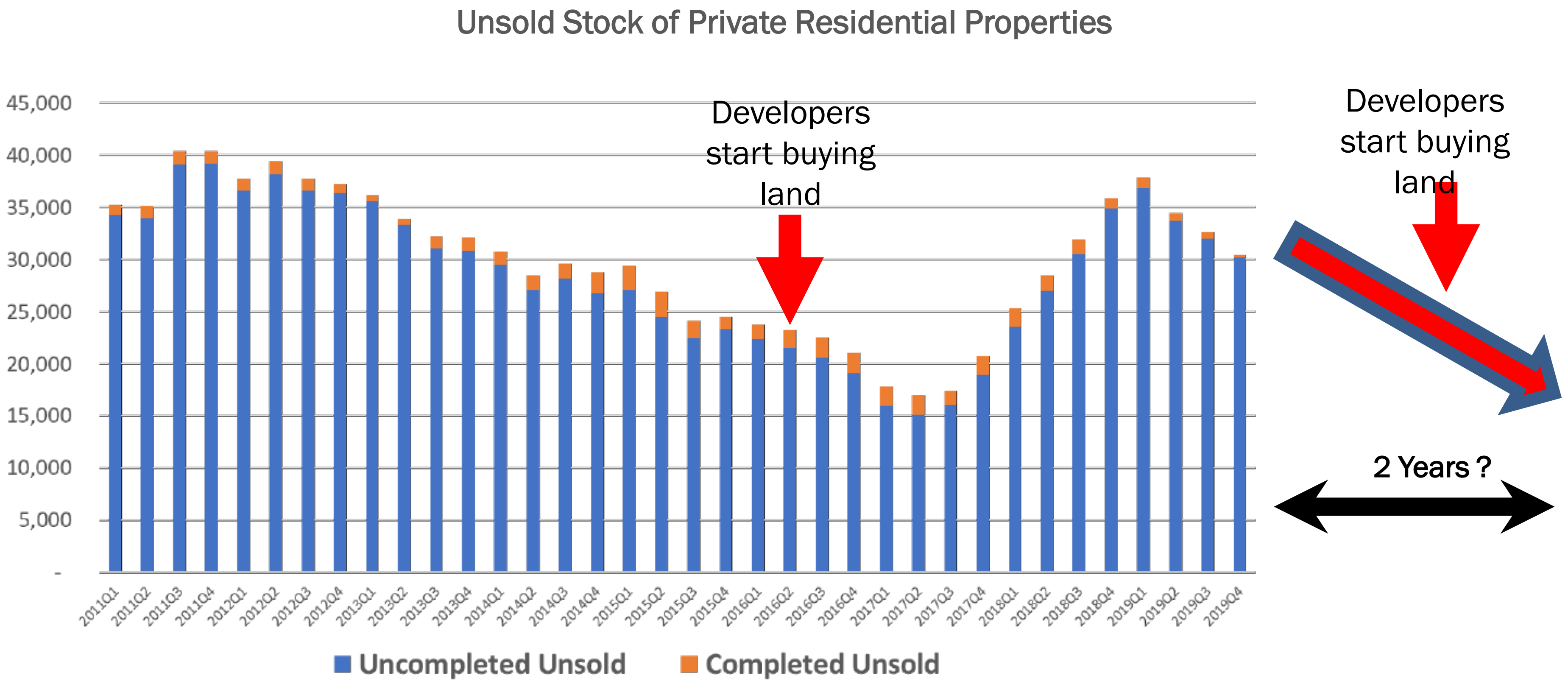
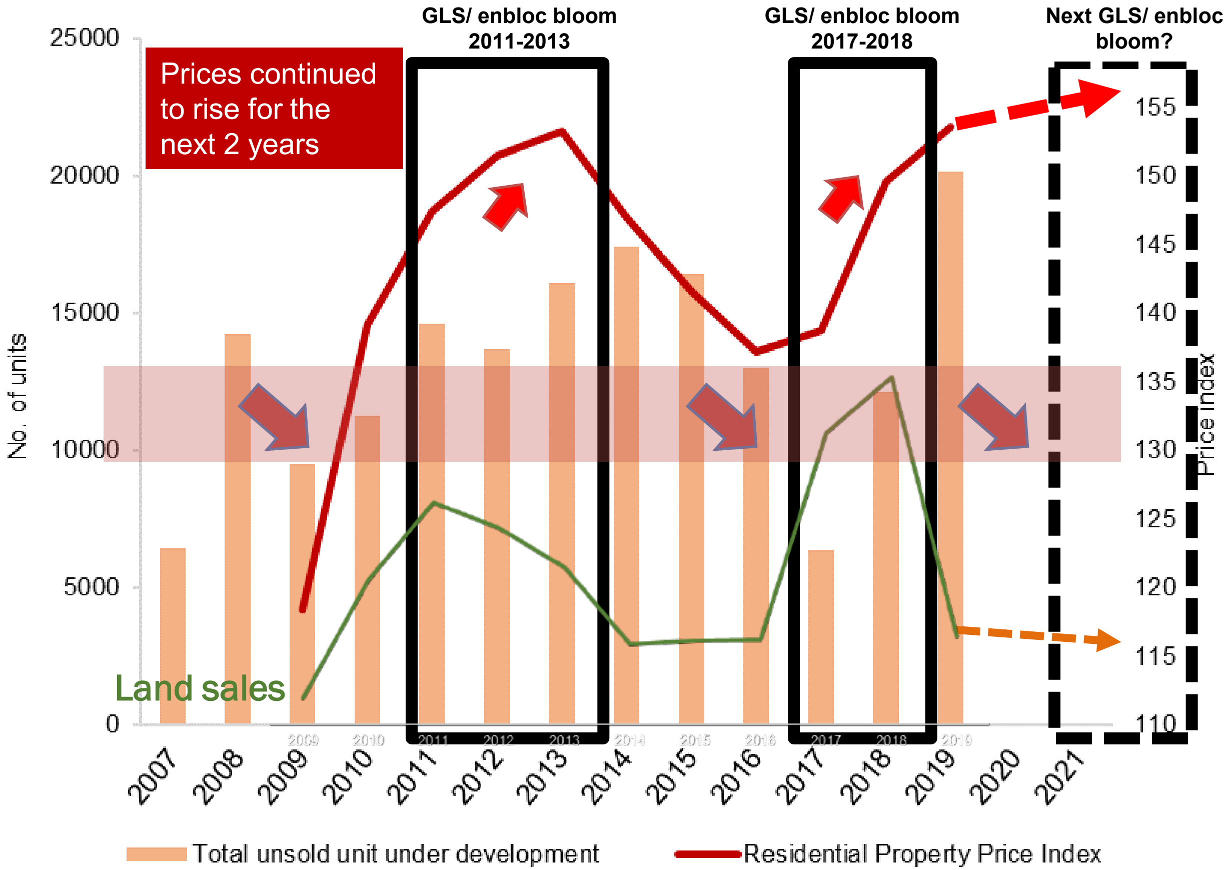
Unsold Stock of Private Residential Properties



Source: URA, ERA Research & Consultancy



Will prices continue to rise in 2020 & beyond?

Land sales will increase when UNSOLD units under development is low

Source: HDB, URA, ERA Research & Consultancy


MARKET ANALYSIS 3: MARKET DEMAND

More HDB Owners are Selling Newer Flats

Sales of newer flats hit 9-year high in 2019

4,578 units that were less than 10 years old changed hands, 33.4% up from previous year

Michelle Ng

Increasing numbers of home owners have been selling their Housing Board flats the moment they hit the minimum occupancy mark.

Sales of HDB flats less than 10 years old hit a nine-year high last year, when 4,578 units changed hands – 33.4 per cent up on the 3,432 moved in 2018. The low point was in 2014 when only 1,021 units were sold.

Owning an HDB flat – more often than not, a Build-To-Order (BTO) unit – is a significant a rite of passage for many young Singaporeans.

But the growing number of newer flats being sold raises the question of whether this new generation of owners see their flats as a home for life or an investment that they can let go of at any time if the price is right.

Property experts told The Straits Times that the trend reflects the changing lifestyles and upgrading aspirations of younger people.

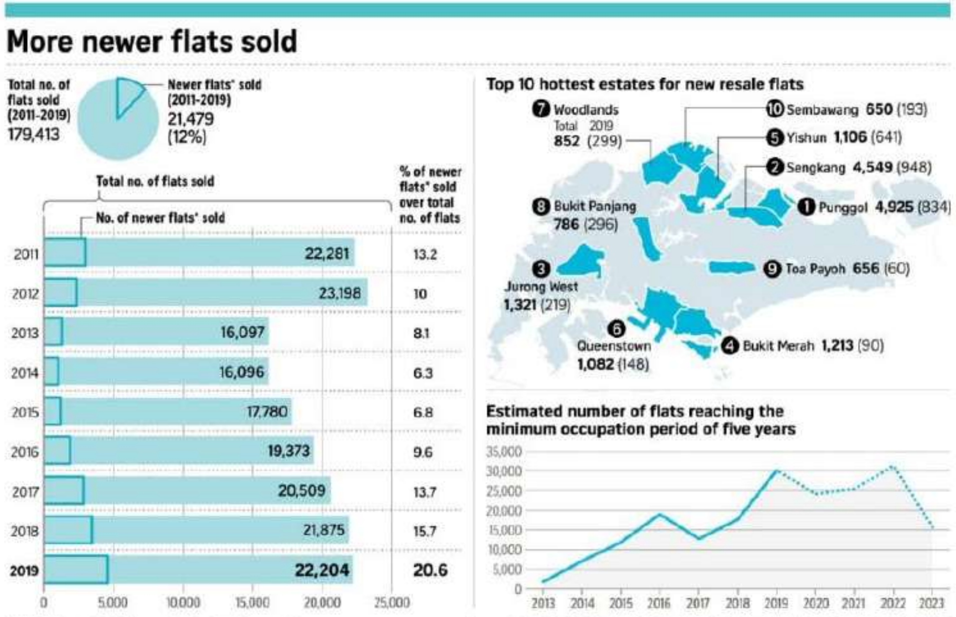
Ms Christine Sun, head of research and consultancy at OrangeTee & Tie, said: "With higher education and rising income, it's unsurprising that the younger generation of home owners are desiring to upgrade to a bigger flat or a private property, after their first BTO purchase."

Mr Nicholas Mak, head of research and consultancy at ERA Realty, added that some may like the idea of climbing the property ladder to improve both quality of life and to upgrade to a bigger home with more privacy and amenities.

Changes in financial or family circumstances may also factor into reasons for selling, he added.

"In that five to eight years of waiting for the BTO to be completed and actually living in it, their family size might have grown. They may want to move closer to their preferred primary school or their parents or in-laws," noted Mr Mak.

BTO flat dwellers have to fulfil a five-year minimum occupation period (MOP) before they can sell their units on the resale market.



NOTE: * "Newer flats" refers to flats below 10 years old

Sources: DATA.GOV.SG, ORANGETEE & TIE RESEARCH & CONSULTANCY STRAITS TIMES GRAPHICS

CHANGE IN FAMILY NEEDS

In that five to eight years of waiting for the BTO to be completed and actually living in it, their family size might have grown. They may want to move closer to their preferred primary school or their parents or in-laws.

MR NICHOLAS MAK, from ERA Realty, on why owners may choose to sell their flats.

The MOP is calculated from the date that owners collect the keys and excludes any period where the owners do not occupy the unit, such as when he or she is based overseas for work.

An increasing number of flats have reached their MOP in recent years.

The HDB had boosted the supply of new flats following a housing shortage, with more than 25,000 flats launched each year from 2011 to 2013. As a result, more than 80,000 flats will be eligible for resale in the coming three years, as these units reach their MOP.

Last year, around 30,000 flats reached their MOP. This year, there will be 24,000, and 2022 is likely to have a bumper crop of 31,000 flats or more.

In contrast, only around 1,700 flats reached their MOP in 2013.

Demand for newer flats has also steadily risen from 2014, when units less than 10 years old formed just 6.3 per cent of the total number of flats sold.

Last year, it was 20.6 per cent. The figure was 15.7 per cent in 2018 and 13.7 per cent in 2017.

Punggol and Sengkang had the highest number of newer flats sold from 2011 to last year. This coincides with the rising number of flats in both areas that have reached their MOP in recent years.

The next three were Jurong West, Bukit Merah and Yishun.

Ms Sun said the number of newer flats being sold will likely continue to rise in tandem with the number reaching their MOP.

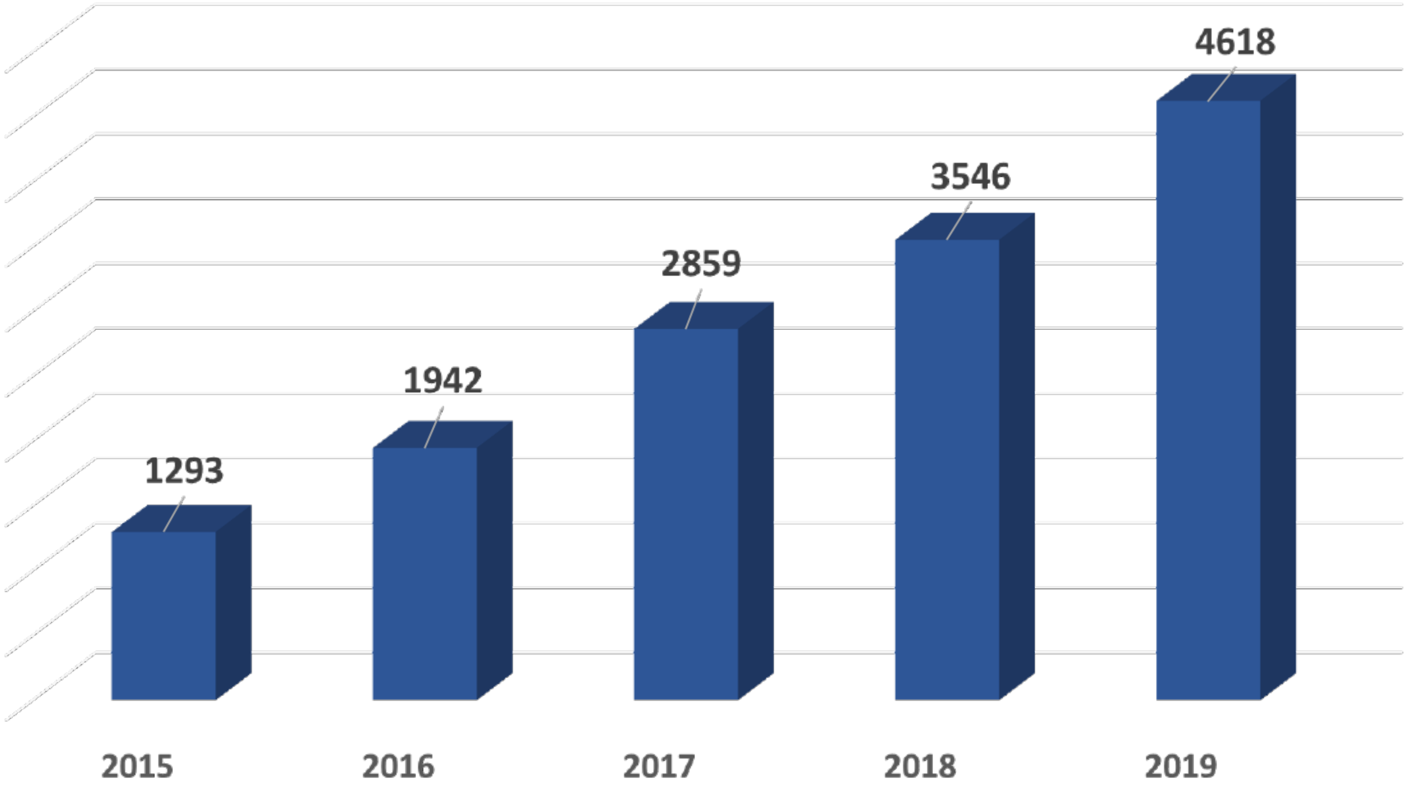
"The increase in flat supply may have some downward pressure on the selling price, so price growth could be limited in the coming years" she said.

"On the bright side, this means buyers will have more options to choose from."

ngmich@sph.com.sg

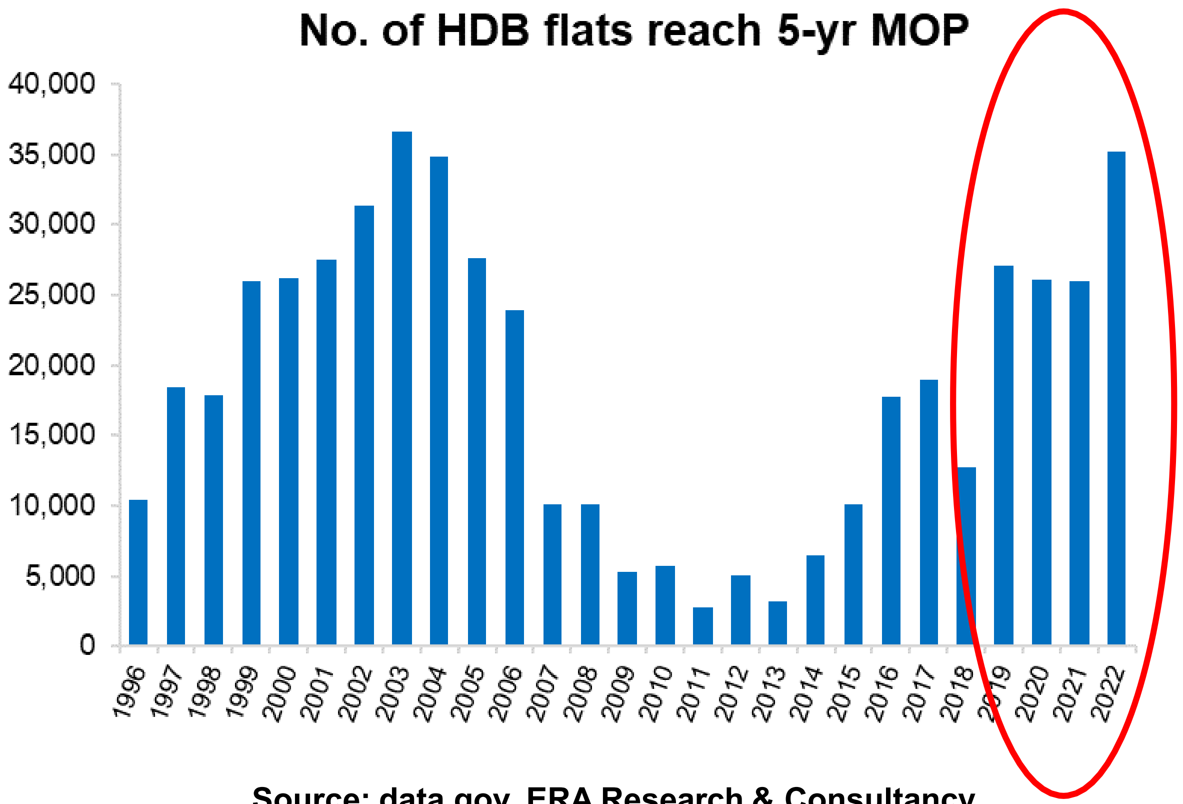
Source: The Straits Times, 20 Jan 2020

Increasing no. of flats sold in the first 10 years



Source: HDB, ERA Research and Consultancy

Potentially higher numbers of HDB upgraders



Source: data.gov, ERA Research & Consultancy

A large number of flats reaching 5-year Minimum Occupation Period and can be sold in the resale market.

HDB 99-YR LEASE TICKING CLOCK BEGINS…

THE STRAITS TIMES

SINGAPORE

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Don't assume all old HDB flats will become eligible for Sers, cautions Lawrence Wong

Blocks 1, 2 and 3 in East Coast Road. These blocks are about 48 years old, and there are 82 households in total. In the Selective En bloc Redevelopment Scheme (Sers), residents are compensated for their existing homes and given discounts on brand new flats. PHOTO: ST FILE

PUBLISHED MAR 24, 2017, 2:24 PM SGT | UPDATED MAR 24, 2017, 8:18 PM

SINGAPORE - National Development Minister Lawrence Wong has cautioned home buyers not to assume that all old Housing Board flats will be automatically eligible for the Selective En bloc Redevelopment Scheme (Sers).

He said in a blog post on Friday (March 24) that the Government will continue to maintain the strict selection criteria for blocks eligible for Sers, noting that only 4 per cent of HDB flats have been identified for Sers since it was launched in 1995.

'…less than 4% eligible for SERS since 1995'

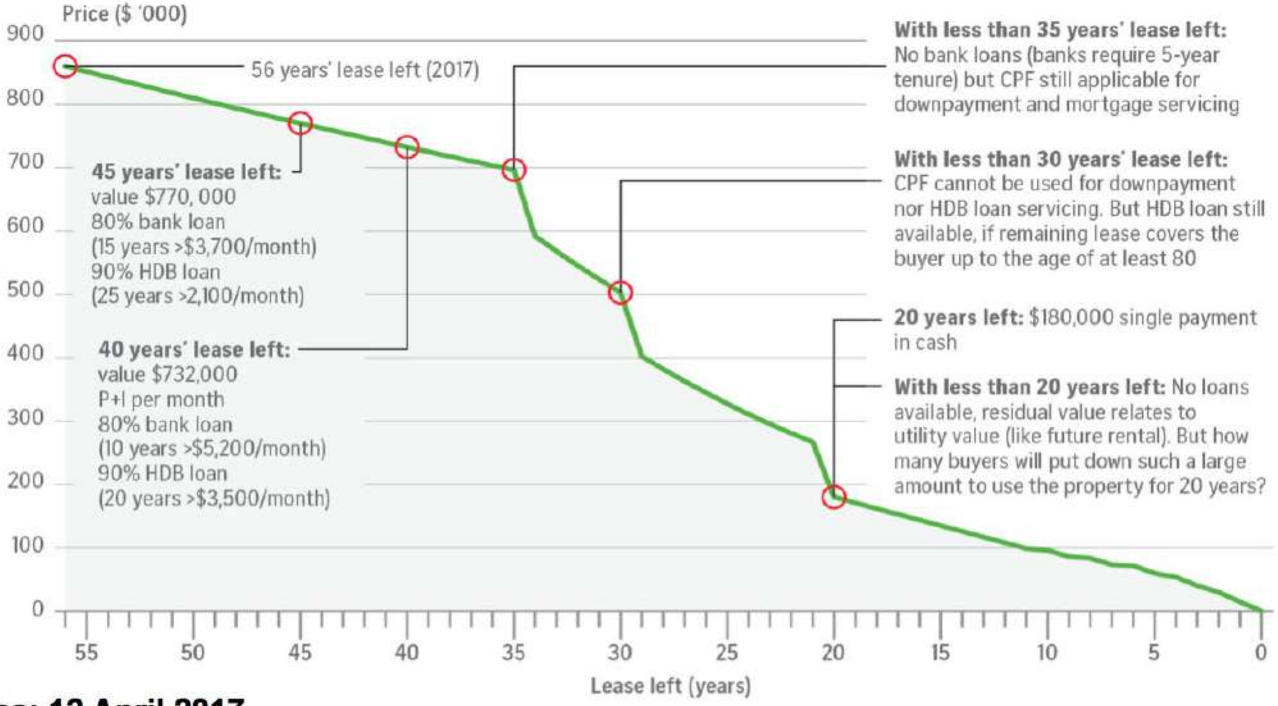
"For the vast majority of HDB flats, the leases will eventually run out, and the flats will be returned to HDB, who will in turn have to surrender the land to the State."
- National Development Minister Lawrence Wong

The Straits Times: 24 March 2017

*When the lease of a HDB flat expires, its **Value** will be **ZERO***

How a HDB flat might depreciate over time

Assume HDB 5 room flat, bought for $860,000 in 2017



The Straits Times: 12 April 2017

Source: INTERNATIONAL PROPERTY ADVISOR, SOH YUN YEE   STRAITS TIMES GRAPHICS

ERA REAL ESTATE

DFG DYNAMIC FORCE GROUP

MOP not up yet, but family already eyeing a bigger flat

His Choa Chu Kang flat will reach the five-year minimum occupation period (MOP) only in a few months from now, but chief engineer Haikal Aziz has already engaged a property agent to suss out potential buyers.

Mr Haikal, 32, wants to upgrade to an executive flat nearby to cater to his family's growing needs.

When he and wife Rashidah Ahmat, 32, a dental assistant, first applied for the four-room Build-To-Order (BTO) flat in 2012, the couple had just two children. Now they have three, aged 14, 11 and three.

An executive flat is typically around 130 sq m, while a four-room unit is about 90 sq m.

The Housing Board has granted him permission to sell his flat early.

Mr Haikal said he is not in a rush to move out and will take his time for the right offer to come along, adding that competition is tough as some of his neighbours are also planning to sell their units.

"We just need a bigger space to live in. If we can make some profit out of the sale, good. If not, break even is okay too, as long as I don't lose money," he said.

Property agents The Straits Times spoke to said sellers these days have to temper their expectations as newer flats may not fetch the same high prices that they did in the past.

The prices of flats under 10 years old have been sliding over the years. The average resale price of such flats dipped 6.5 per cent from $510,042 in 2018 to $476,945 last year.

Four-room flats are the most commonly sold unit type as there is a higher proportion of these built in most BTO projects.

Property agent Susan Mariam said that over 60 per cent of her clients are owners looking to sell their flats that are reaching or have reached the MOP.

However, she noted that 10 years ago, such newer flats could easily be sold for a healthy profit of between $100,000 and $200,000. These days, she said, it fluctuates between $50,000 and $120,00, depending on location and the remaining lease.

"Sellers know that buyers now have so many options to choose from, so even though a $50,000 profit is quite little, some will still go for it. People just don't want to make a loss," said Ms Susan, who has 21 years of experience in the real estate industry.

Investment analyst Mike Wan, 36, said the daily 90-minute journey on a feeder bus and MRT from his flat in Yishun to his workplace in Raffles Place was the factor that pushed him to put it on the market.

He and his wife, who also works in Raffles Place, bought their four-room BTO flat in 2010 for $267,000 and are hoping to sell it for slightly above $400,000.

But because they are looking to move into a four-room flat in a more central location such as Toa Payoh, Novena or Queenstown, where resale flats typically cost above $400,000, they understand they will likely have to fork out more cash.

Mr Wan said a shorter travelling time to their workplaces will be worth it and hopes they will live in their next flat for a longer period.

He said: "We see the flat as a home, not an investment. It is a roof over your head and your loved ones'. I don't think it's good to keep moving here and there, trying to make a profit out of it."

Michelle Ng

Mr Haikal Aziz, his wife Rashidah Ahmat, daughter Nur Atiqah Natasya (in blue T-shirt) and sons Md Khalish Rizqin and Md Hayyan Rizqin (on bicycle), in their four-room BTO flat in Choa Chu Kang. They are looking to upgrade to an executive flat nearby to cater to the family's growing needs. ST PHOTO: KEVIN LIM

A SMALLER PROFIT IS BETTER THAN A LOSS

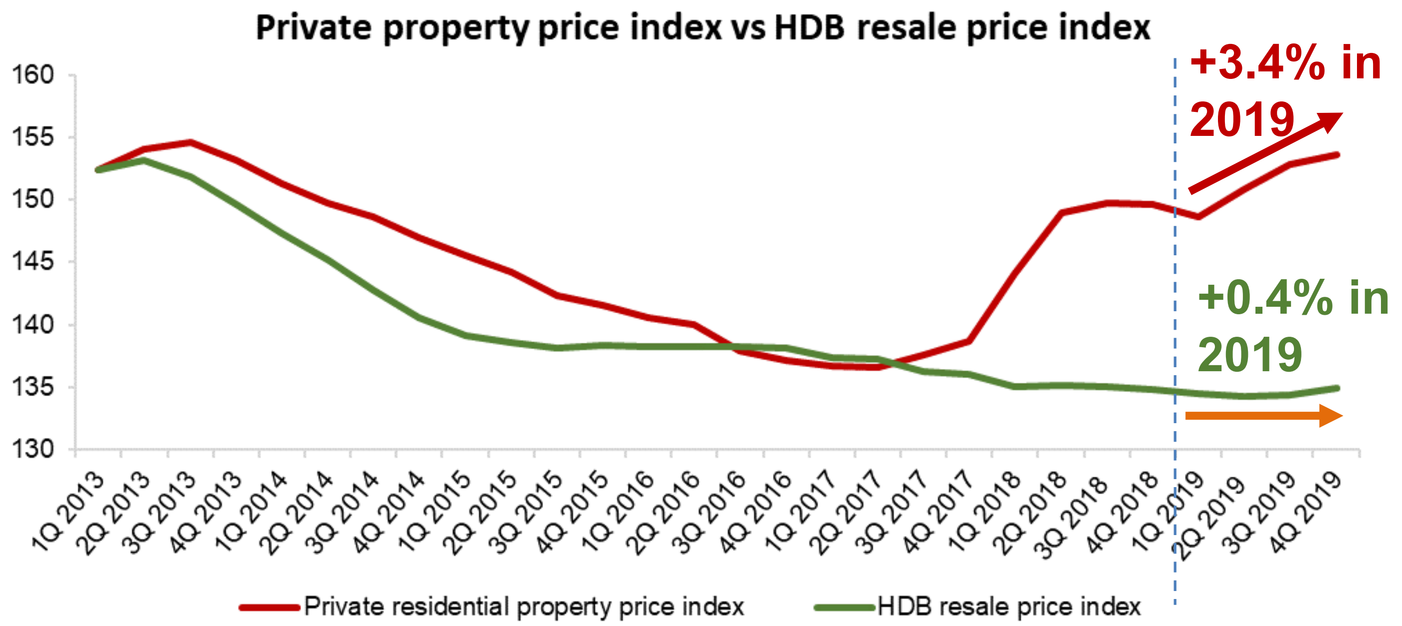
Sellers know that buyers now have so many options to choose from, so even though a $50,000 profit is quite little, some will still go for it. People just don't want to make a loss.

PROPERTY AGENT SUSAN MARIAM, who has 21 years of experience in the real estate industry

… even though a $50,000 profit is quite little, some will still go for it. People just don't want to make a loss

Source: The Straits Times, 30 Jan 2020

Upgrade to private properties for better growth potential



Private condo prices have higher growth potential

HDB resale prices remain moderately flat.

Source: HDB, URA, ERA Research and Consultancy

Another Potential Source of Demand

Executive Condominiums

Check out the list of Executive Condominium (EC) projects and their Temporary Operation Permit dates. Do keep a lookout for the upcoming ECs and find out whether any land plots are available for sale as a future EC site.

Available EC projects

Upcoming EC development

List of EC Temporary Occupation Permit (TOP) dates

These are the TOP dates for completed ECs. Please be reminded that ECs can only be sold in the open market after the 5-year Minimum Occupation Period (from TOP date) has been met.

EC	Location	TOP Date
Hundred Palms Residences	Yio Chu Kang Road	18 December 2019
iNz Residence	Choa Chu Kang Avenue 5	30 April 2019
NorthWave	Woodlands Avenue 12	11 February 2019
Treasure Crest	Anchorvale Crescent	14 September 2018
The Visionaire	Sembawang Road/ Canberra Link	14 June 2018
Sol Acres	Choa Chu Kang Grove	12 March 2018*
WaterColours	Pasir Ris Drive 3/ Pasir Ris Linkg	31 December 2014
Blossom Residences	Segar Road	5 September 2014
Arc at Tampines	Tampines Avenue 8	5 August 2014
RiverParc Residence	Punggol Drive/ Punggol East	19 June 2014
Belysa		28 May 2014
Austville Residen		22 April 2014
The Canopy		14 January 2014
Esparina Residences	Buangkok Drive/ Compassvale Bow	11 September 2013
Privé	Punggol Field	17 July 2013
La Casa	Woodlands Drive 16	22 February 2008* 23 April 2008*
The Quintet	Choa Chu Kang Street 64	23 October 2006
The Esparis	Pasir Ris Drive 4	22 June 2005^
Whitewater	Pasir Ris Street 72	31 January 2005*

No EC TOP btw 2008 to 2013

Source: www.hdb.gov.sg, 16 Apr 2020

5- year MOP ECs in 2019:

Ave. 25% profit

Name of EC	Location	5-year MOP date	Nos. of units	District	Median launch price ($psf)	Median resale price in 4Q 2019 ($psf)	Est. Price growth ($psf)	Est. Price growth %	Est. Profit*
The Canopy	Yishun Avenue 11	14-Jan-19	406	27	$657	$829	$172	26%	$185,220
Austville Residences	Sengkang East Avenue/ Buangkok Drive	22-Apr-19	540	19	$720	$888	$168	23%	$181,440
Belysa	Pasir Ris Drive 1/ Elias Road	28-May-19	315	18	$699	$882	$183	26%	$197,640
RiverParc Residence	Punggol Drive/ Punggol East	19-Jun-19	504	19	$694	$877	$183	26%	$197,640
Arc at Tampines	Tampines Avenue 8	5-Aug-19	574	18	$734	$935	$201	27%	$216,540
Blossom Residences	Segar Road	5-Sep-19	602	23	$703	$895	$192	27%	$206,820
WaterColours	Pasir Ris Drive 3/ Pasir Ris Linkg	31-Dec-19	416	18	$737	$854	$117	16%	$126,360

* Assume the area of a typical 3-bedroom unit to be 1080 sqft

Source: HDB, URA, ERA Research & Consultancy

5- year MOP ECs in 2020:

Sitting on unrealised profits

Name of EC	Location	5-year MOP date	Number of units	Distric t	Median launch price ($psf)	Median resale price for the same district in 4Q 2019 ($psf)	Potential price growth ($psf)	Potential price growth %	Unrealise d gain*
The Tampines Trilliant	Tampines Central 7	6-Feb-20	670	18	$805	$890	$85	11%	$91,800
The Rainforest	Choa Chu Kang Drive	6-Mar-20	466	23	$758	$966	$208	27%	$224,640
Twin Waterfalls	Punggol Way/ Punggol Field	2-Jun-20	728	19	$737	$1,055	$318	43%	$342,900
1 Canberra	Yishun Avenue 7/ Canberra Drive	19-Sep-20	665	27	$722	$865	$143	20%	$153,900
Heron Bay	Upper Serangoon View/ Upper Serangoon Road	7-Oct-20	394	19	$739	$1,055	$316	43%	$340,740
Waterwoods	Punggol Field Walk/ Punggol East	1-Dec-20	373	19	$802	$1,055	$253	31%	$272,700

* Assume the area of a typical 3-bedroom unit to be 1080 sqft

Source: URA, HDB, ERA Research & Consultancy

Where are the Opportunities?

- Right Sizing: People affected by Job Security
- Upgraders: BTO MOP met Owners
- Upgraders: EC MOP met Owners
- High Comm for New Launches
- High Tagging Fee

Strategies

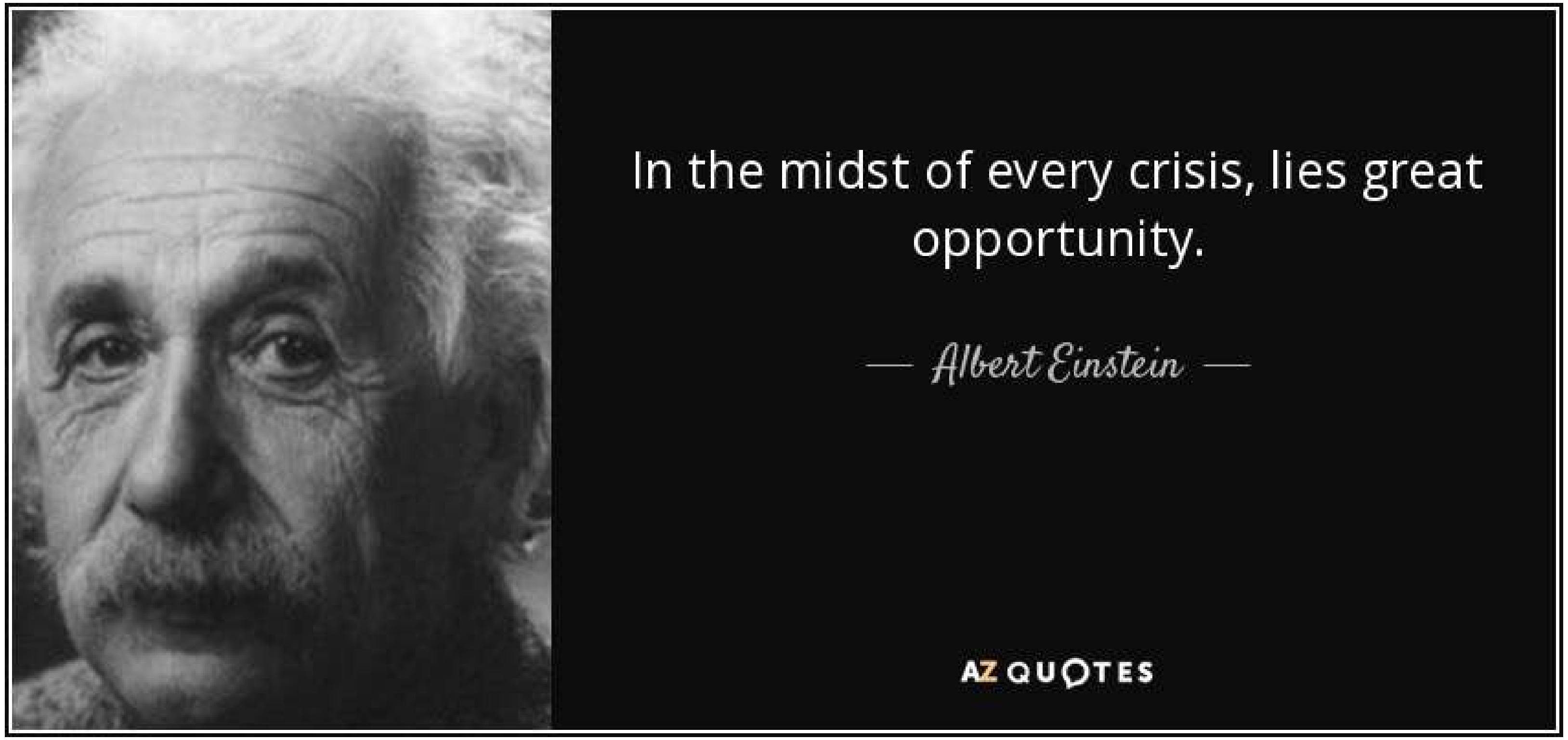
Strategy 1.1:

Educate Client On Market Opportunities

Strategy 1.2:

Financial Planning: Wealth Creation Strategy

Workout Your Finances


In the midst of every crisis, lies great opportunity.
— Albert Einstein —
AZ QUOTES

BUT YOU MUST HAVE….

HDB Upgrader

Single Private Property Owner

One HDB and One Private

Two Older Private

HDB Upgrader

- Understanding Client Financial Standing

- Wealth Creation / Assets Progression Plan
  - HDB to Resale
  - HDB to Newly TOP
  - HDB to New Launch
  - HDB to 1 Resale and 1 New Launch

Single Private Property

- Understanding Client Financial Standing

- Wealth Creation / Assets Progression Plan
  - Sell 1, Buy 2
  - Decouple, Buy Resale
  - Decouple, Buy New Launch

1 HDB, 1 Private Property

- Understanding Client Financial Standing

- Wealth Creation / Assets Progression Plan
  - Sell HDB, Decouple Private, Buy Another

2 Private Properties

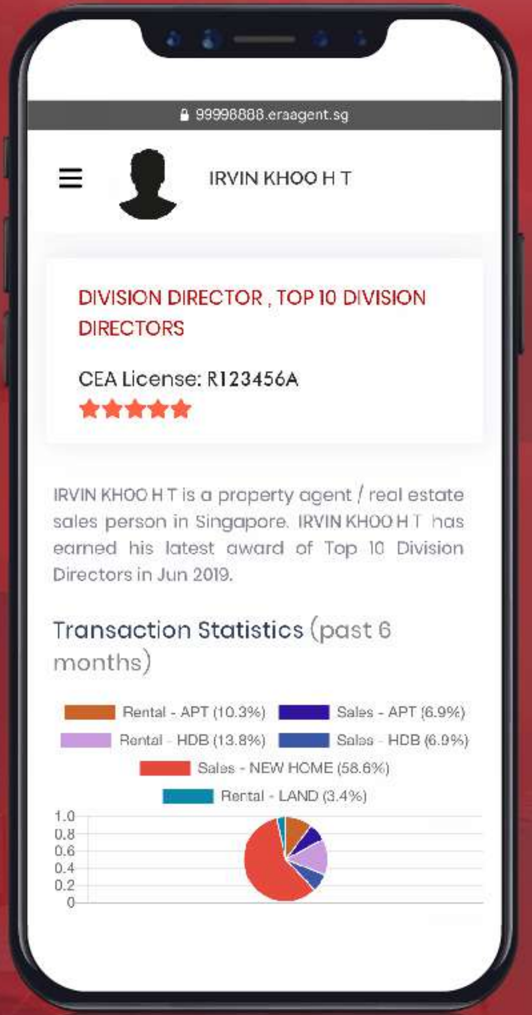
- Understanding Client Financial Standing
- Wealth Creation / Assets Progression Plan
  - Sell 1, Decouple the other, Buy newer one
  - Assets Rejuvenation

What About Landed Owners or Owners who already have several properties?

3 Things to Think About

- Right Sizing
- Legacy Planning
- Collaboration

Where to find the clients?



WHAT'S NEW FOR iERA 7.12

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BTO / New MOP Supply

The ramp up in BTO Supply Since 2011 will start to affect the HDB Resale Market in about 7 to 8 years later (2-3 years to build + 5 years MOP)

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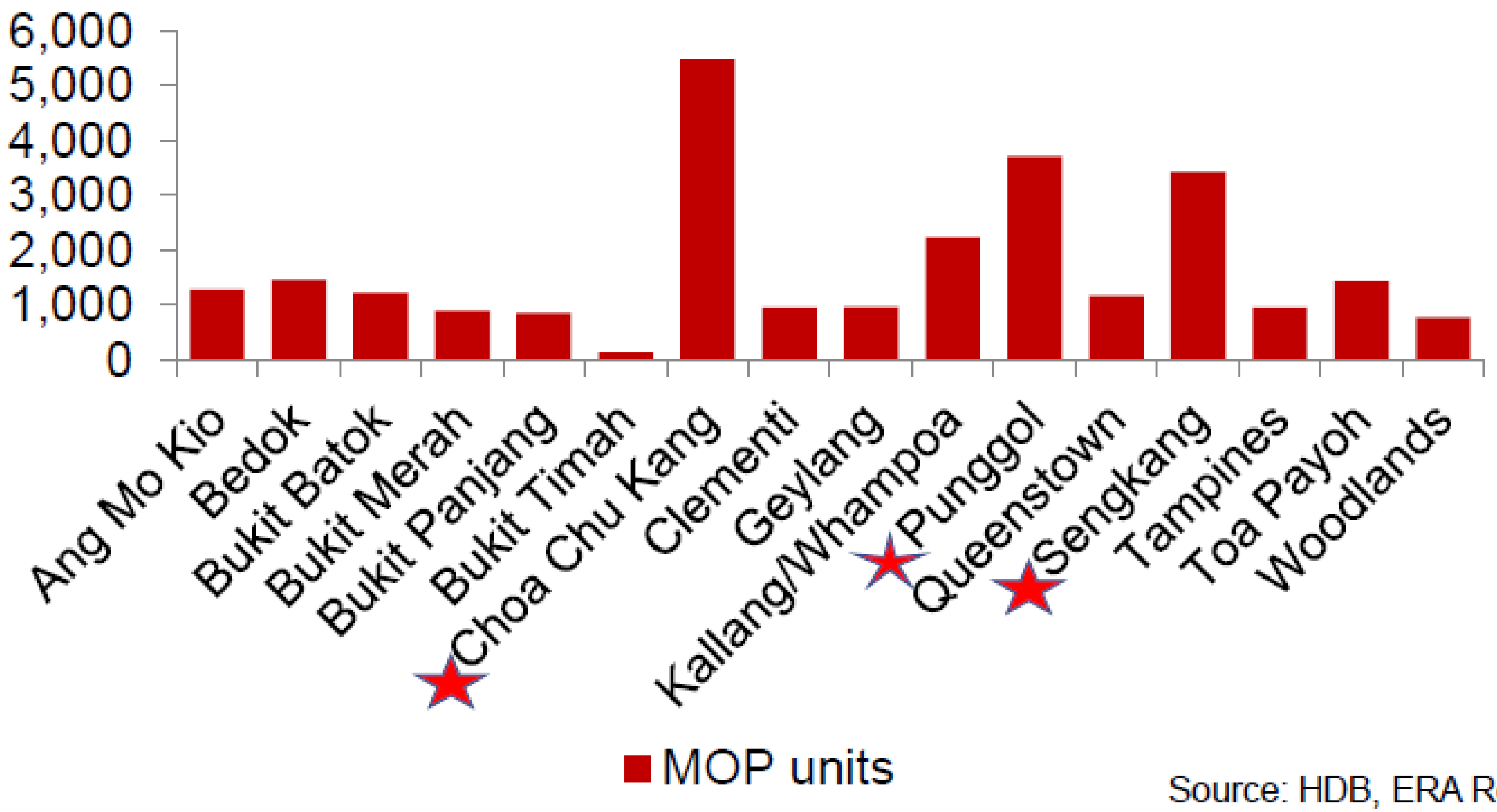
Generate data of MOP BTOs by iERA

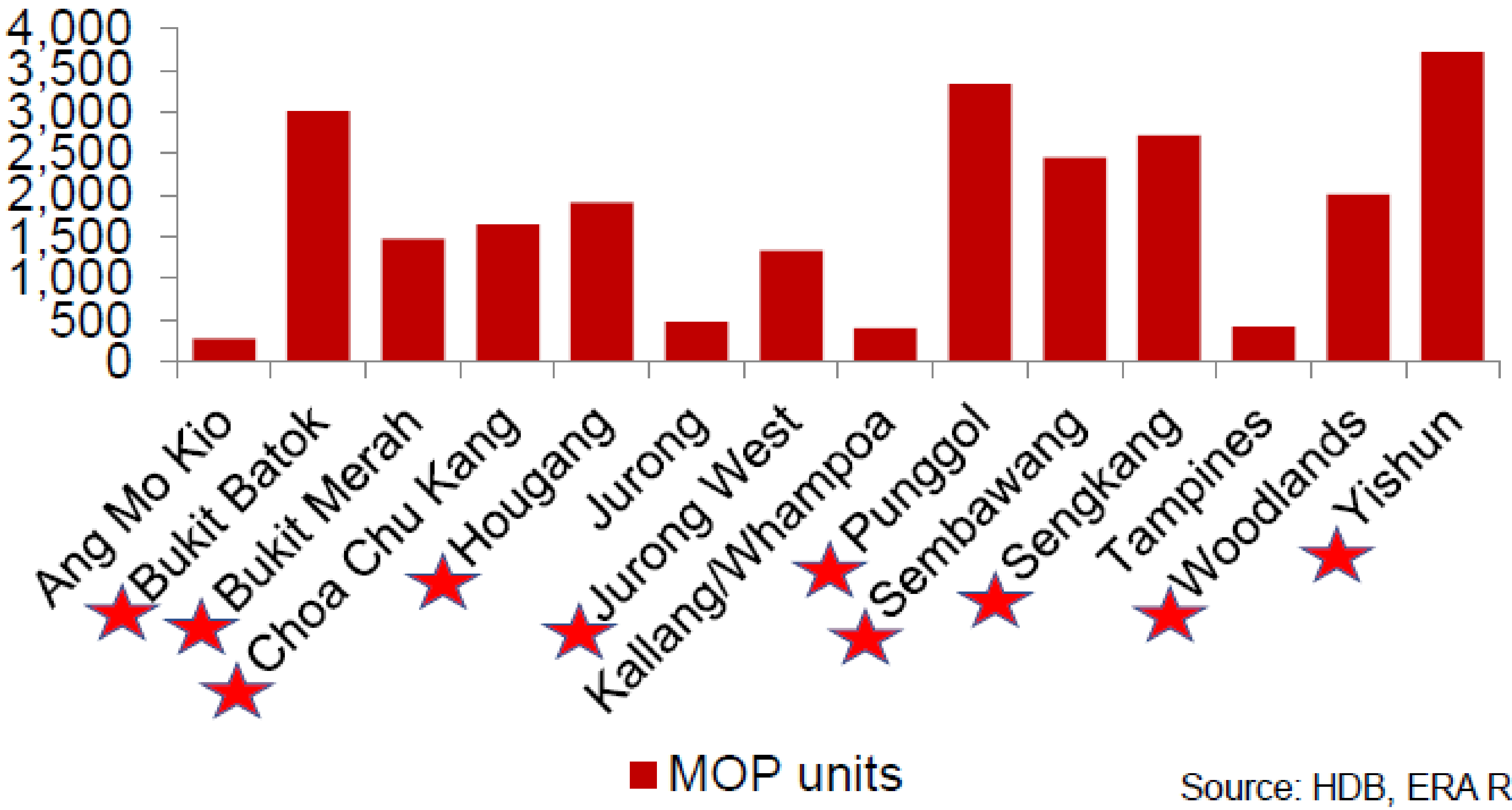
Block	Street	Estate	Year Completed	Units	Floors	Years to MOP
259A	PUNGGOL FIELD	Punggol	2014	94	17	0
259B	PUNGGOL FIELD	Punggol	2014	96	17	0
259C	PUNGGOL FIELD	Punggol	2014	128	17	0
260A	PUNGGOL WAY	Punggol	2014	62	17	0
260B	PUNGGOL WAY	Punggol	2014	64	17	0
260C	PUNGGOL WAY	Punggol	2014	64	17	0
261A	PUNGGOL WAY	Punggol	2014	120	17	0
261B	PUNGGOL WAY	Punggol	2014	64	17	0
261C	PUNGGOL WAY	Punggol	2014	64	17	0
264A	PUNGGOL WAY	Punggol	2014	128	17	0
266A	PUNGGOL WAY	Punggol	2014	120	17	0
266B	PUNGGOL WAY	Punggol	2014	112	17	0
266C	PUNGGOL WAY	Punggol	2014	112	17	0
312A	SUMANG LINK	Punggol	2014	140	16	0
312B	SUMANG LINK	Punggol	2014	90	16	0
312C	SUMANG LINK	Punggol	2014	114	16	0
313A	SUMANG LINK	Punggol	2014	150	16	0
313B	SUMANG LINK	Punggol	2014	89	16	0
313C	SUMANG LINK	Punggol	2014	99	16	0
666A	PUNGGOL DR	Punggol	2014	98	18	0
666B	PUNGGOL DR	Punggol	2014	100	18	0
667A	PUNGGOL DR	Punggol	2014	96	14	0
667B	PUNGGOL DR	Punggol	2014	48	8	0
671A	EDGEFIELD PLAINS	Punggol	2014	128	17	0
672A	EDGEFIELD PLAINS	Punggol	2014	120	16	0
672B	EDGEFIELD PLAINS	Punggol	2014	128	17	0
672C	EDGEFIELD PLAINS	Punggol	2014	96	17	0
672D	EDGEFIELD PLAINS	Punggol	2014	128	17	0
673C	EDGEFIELD PLAINS	Punggol	2014	124	17	0

2019 MOP breakdown



Source: HDB, ERA Research

2020 MOP breakdown



Source: HDB, ERA Research

Resale Condo Owners

- Not too old condo which owners are sitting on decent unrealized profit
- Condo owners that have rode the wave during land price increase in the last few years
- Enbloc Owners
- Recent MOP EC Owners

Generate data of

TOP Condos

by iERA

Done BOTANIQUE AT BARTLEY.csv

Address	Unit	Postal Code
223 Upper Paya Lebar Road	#02-08	533874
223 Upper Paya Lebar Road	#04-08	533874
223 Upper Paya Lebar Road	#03-08	533874
225 Upper Paya Lebar Road	#02-12	533873
227 Upper Paya Lebar Road	#02-16	533872
225 Upper Paya Lebar Road	#03-12	533873
227 Upper Paya Lebar Road	#05-16	533872
227 Upper Paya Lebar Road	#03-16	533872
225 Upper Paya Lebar Road	#01-11	533873
223 Upper Paya Lebar Road	#06-08	533874
223 Upper Paya Lebar Road	#05-08	533874
223 Upper Paya Lebar Road	#07-08	533874
225 Upper Paya Lebar Road	#04-12	533873
223 Upper Paya Lebar Road	#09-08	533874
225 Upper Paya Lebar Road	#14-12	533873
223 Upper Paya Lebar Road	#14-08	533874
235 Upper Paya Lebar Road	#01-39	533868
225 Upper Paya Lebar Road	#02-11	533873

ERA is the 1st real estate agency

to deliver profitable leads to agents through super tech.

Generate data of Potential

Condo Resale Seller

by iERA

THE ANCHORAGE

Address	Price	PSF
370H Alexandra Road #09-04	$1,320,000	$902
370G Alexandra Road #09-07	$1,380,000	$943
370G Alexandra Road #05-04	$1,250,000	$880
370E Alexandra Road #09-02	$1,395,000	$953
370H Alexandra Road #12-02	$1,345,000	$919
368 Alexandra Road #13-02	$1,390,800	$950
370G Alexandra Road #13-02	$1,270,000	$867
370E Alexandra Road #03-08	$988,000	$850
370D Alexandra Road #06-05	$980,000	$792
370 Alexandra Road #05-11	$900,000	$721
370G Alexandra Road #12-08	$985,000	$848
370E Alexandra Road #12-03	$978,000	$842
370E Alexandra Road	$1,080,000	$738

Address	Unit	Postal Code
370H Alexandra Road	#09-04	159961
370G Alexandra Road	#09-07	159960
370G Alexandra Road	#05-04	159960
370E Alexandra Road	#09-02	159958
370H Alexandra Road	#12-02	159961
368 Alexandra Road	#13-02	159952
370G Alexandra Road	#13-02	159960
370E Alexandra Road	#03-08	159958
370D Alexandra Road	#06-05	159957
370 Alexandra Road	#05-11	159953
370G Alexandra Road	#12-08	159960
370E Alexandra Road	#12-03	159958
370E Alexandra Road	#04-02	159958
370E Alexandra Road	#07-04	159958
370G Alexandra Road	#08-02	159960
370E Alexandra Road	#08-02	159958
370 Alexandra Road	#03-04	159953
370C Alexandra Road	#02-03	159956
370E Alexandra Road	#12-04	159958
370G Alexandra Road	#08-07	159960
370E Alexandra Road	#13-07	159958
370E Alexandra Road	#07-07	159958
370 Alexandra Road	#05-13	159953
370 Alexandra Road	#05-19	159953

Generate data of

MOP ECs

by iERA

Address	Unit	Postal Code
35 Punggol Field	#12-25	828818
33 Punggol Field	#14-18	828817
35 Punggol Field	#09-25	828818
35 Punggol Field	#08-25	828818
37 Punggol Field	#02-32	828809
35 Punggol Field	#03-26	828818
35 Punggol Field	#03-25	828818
37 Punggol Field	#02-39	828809
31 Punggol Field	#16-04	828816
31 Punggol Field	#04-03	828816
37 Punggol Field	#05-32	828809
37 Punggol Field	#04-32	828809
31 Punggol Field	#11-04	828816
35 Punggol Field	#13-25	828818
37 Punggol Field	#04-39	828809
31 Punggol Field	#02-08	828816

LIST OF EXEC CONDO MOP in 2019

WaterColours	Pasir Ris Drive 3/ Pasir Ris Linkg	31 December 2014
Blossom Residences	Segar Road	5 September 2014
Arc at Tampines	Tampines Avenue 8	5 August 2014
RiverParc Residence	Punggol Drive/ Punggol East	19 June 2014
Belysa	Pasir Ris Drive 1/ Elias Road	28 May 2014
Austville Residences	Sengkang East Avenue/ Buangkok Drive	22 April 2014
The Canopy	Yishun Avenue 11	14 January 2014
Esparina Residences	Buangkok Drive/ Compassvale Bow	11 September 2013
Privé	Punggol Field	17 July 2013
La Casa	Woodlands Drive 16	22 February 2008* 25 April 2008*

LIST OF EXEC CONDO MOP in 2020

Waterbay	Punggol Central/ Edgefield Plains	27 January 2016
Waterwoods	Punggol Field Walk/ Punggol East	1 December 2015
Heron Bay	Upper Serangoon View/ Upper Serangoon Road	7 October 2015
1 Canberra	Yishun Avenue 7/ Canberra Drive	19 September 2015
Twin Waterfalls	Punggol Way/ Punggol Field	2 June 2015
The Rainforest	Choa Chu Kang Drive	6 March 2015
The Tampines Trilliant	Tampines Central 7	6 February 2015

LIST OF EXEC CONDO MOP in 2021

Lake Life	Yuan Ching Road/ Tao Ching Road	30 December 2016
The Amore	Punggol Central/ Edgedale Plains	28 November 2016
Sea Horizon	Pasir Ris Drive 3/ Pasir Ris Rise	7 October 2016
Ecopolitan	Punggol Way/ Punggol Walk	29 August 2016
SkyPark Residences	Sembawang Crescent/ Sembawang Drive	10 August 2016
Lush Acres	Sengkang West Way/ Fernvale Link	30 June 2016
Forestville	Woodlands Avenue 5/ Woodlands Drive 16	1 April 2016
The Topiary	Fernvale Lane	22 March 2016
Twin Fountains	Woodlands Avenue 6/ Woodlands Drive 16	14 March 2016
Citylife@Tampines	Tampines Central 7/ Tampines Avenue 7/ Tampines Avenue 9	3 February 2016
Waterbay	Punggol Central/ Edgefield Plains	27 January 2016

LIST OF EXEC CONDO MOP in 2022

The Brownstone	Canberra Drive	30 October 2017
Westwood Residences	Westwood Avenue	24 October 2017
Signature At Yishun	Yishun Street 51 (Parcel B)	14 July 2017
The Terrace	Punggol Drive/ Edgedale Plains	25 May 2017
Bellewaters	Anchorvale Crescent	3 May 2017
The Vales	Anchorvale Crescent	2 May 2017
Bellewoods	Woodlands Avenue 5/ Woodlands Avenue 6	16 March 2017
Lake Life	Yuan Ching Road/ Tao Ching Road	30 December 2016

LIST OF EXEC CONDO MOP in 2023

EC	Location	TOP Date
iNz Residence	Choa Chu Kang Avenue 5	30 April 2019
NorthWave	Woodlands Avenue 12	11 February 2019
Treasure Crest	Anchorvale Crescent	14 September 2018
The Visionaire	Sembawang Road/ Canberra Link	14 June 2018
Sol Acres	Choa Chu Kang Grove	12 March 2018* 26 April 2018*
Parc Life	Sembawang Crescent	29 March 2018
Wandervale	Choa Chu Kang Avenue 3	14 March 2018
The Criterion	Yishun Street 51	26 February 2018

Strategy 1.3:

Framework to Select Winning Project

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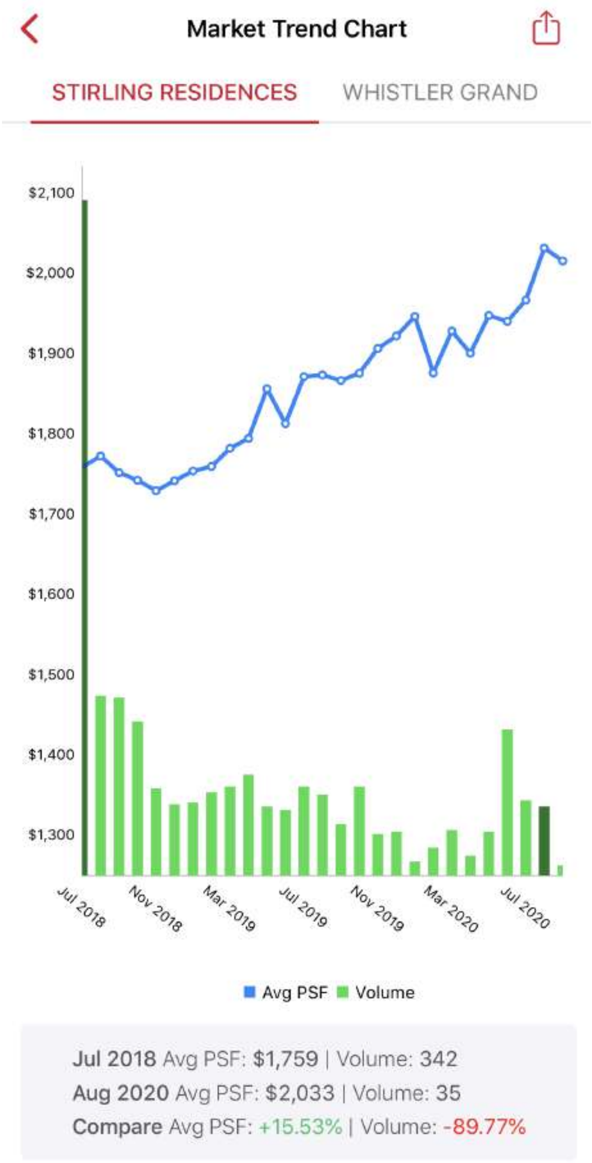

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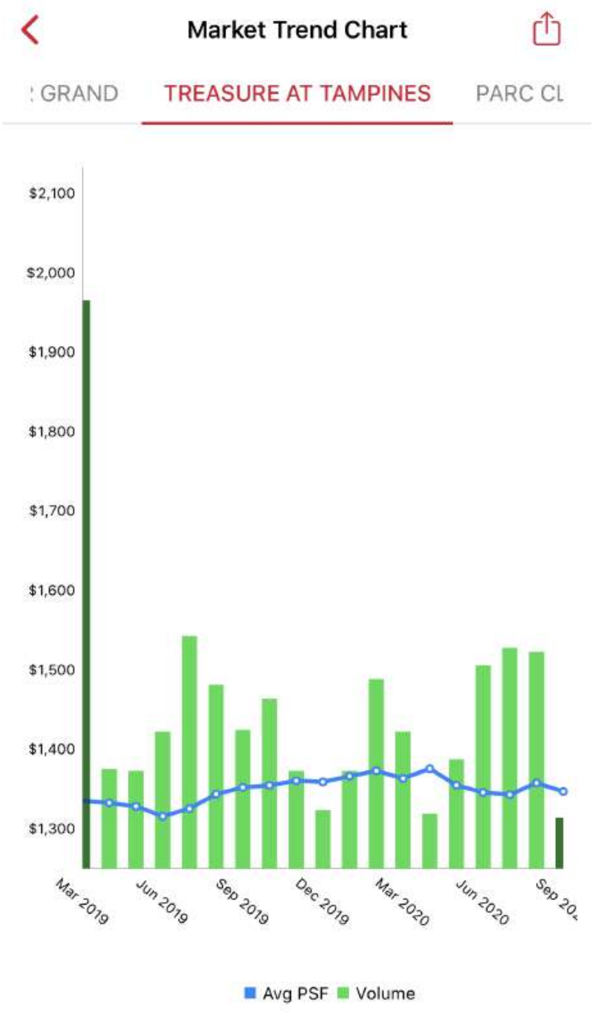
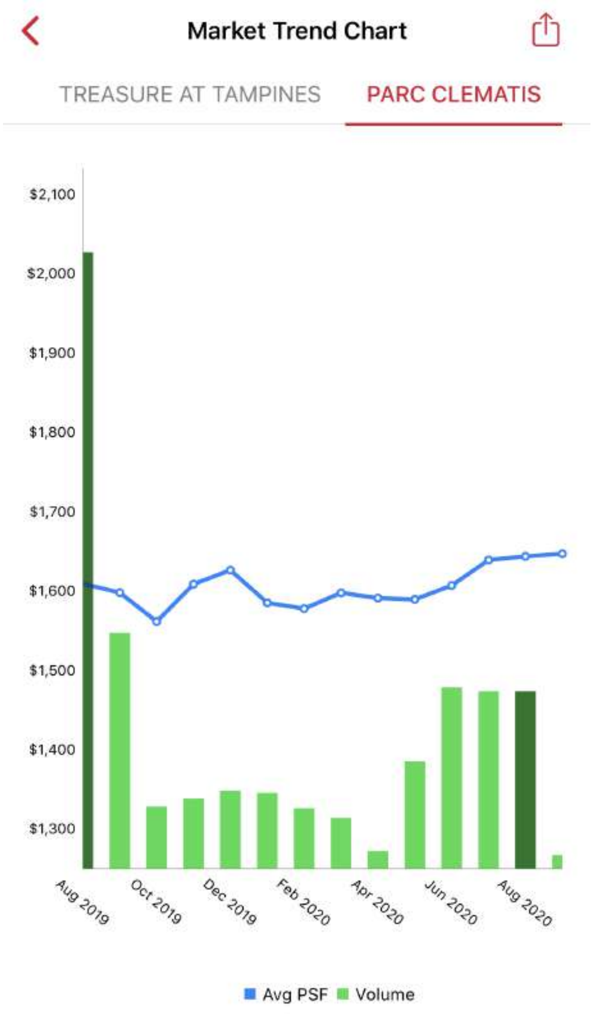


Mar 2019 Avg PSF: $1,337 | Volume: 291
Sep 2020 Avg PSF: $1,348 | Volume: 26
Compare Avg PSF: +0.87% | Volume: -91.07%



Aug 2019 Avg PSF: $1,611 | Volume: 316
Aug 2020 Avg PSF: $1,645 | Volume: 91
Compare Avg PSF: +2.15% | Volume: -71.20%

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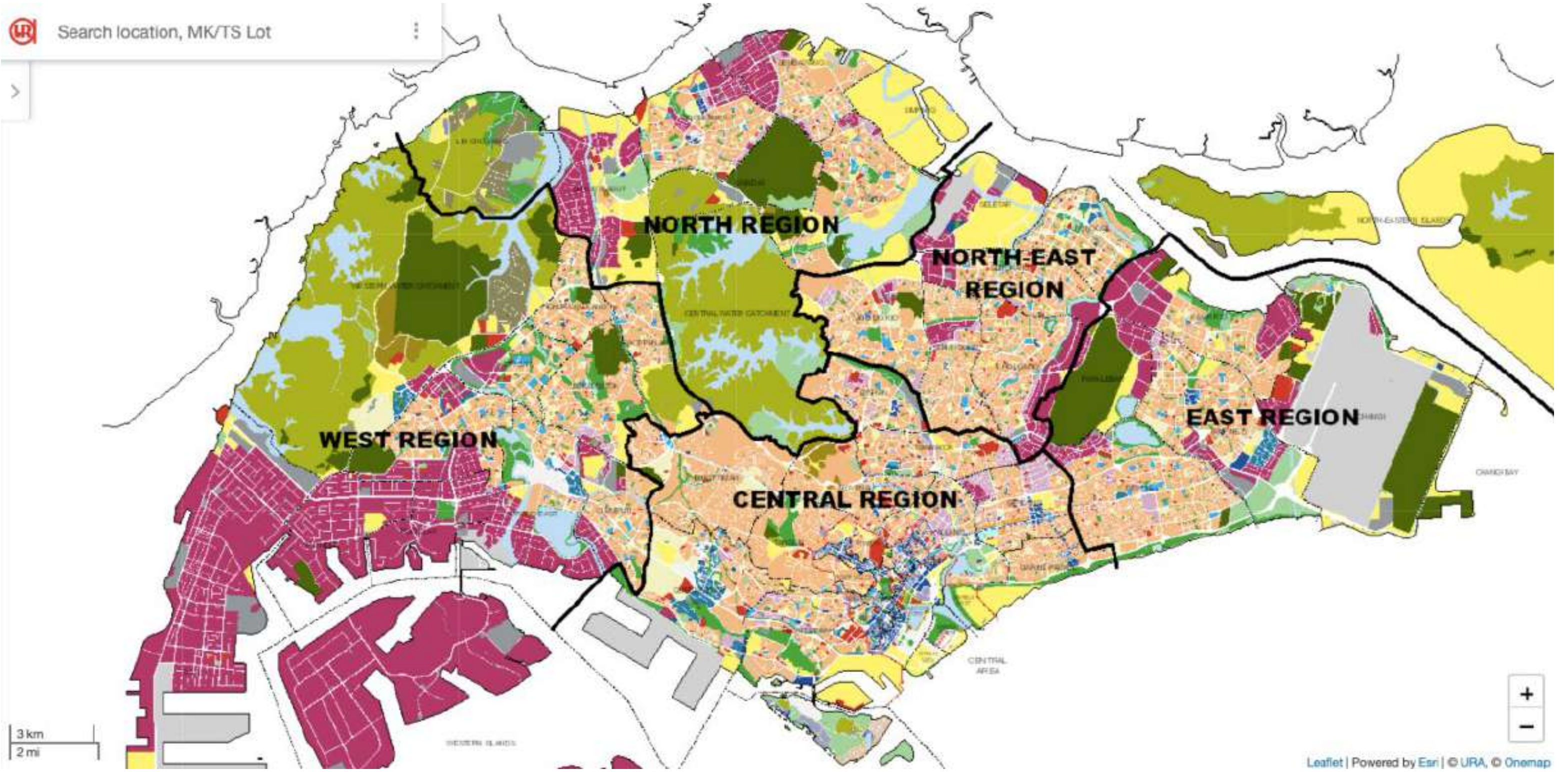
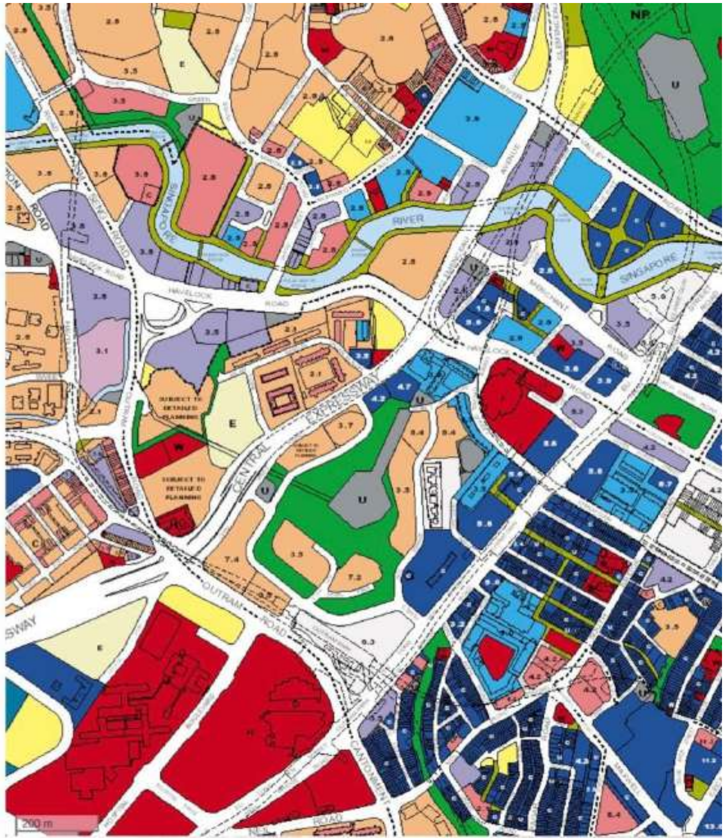
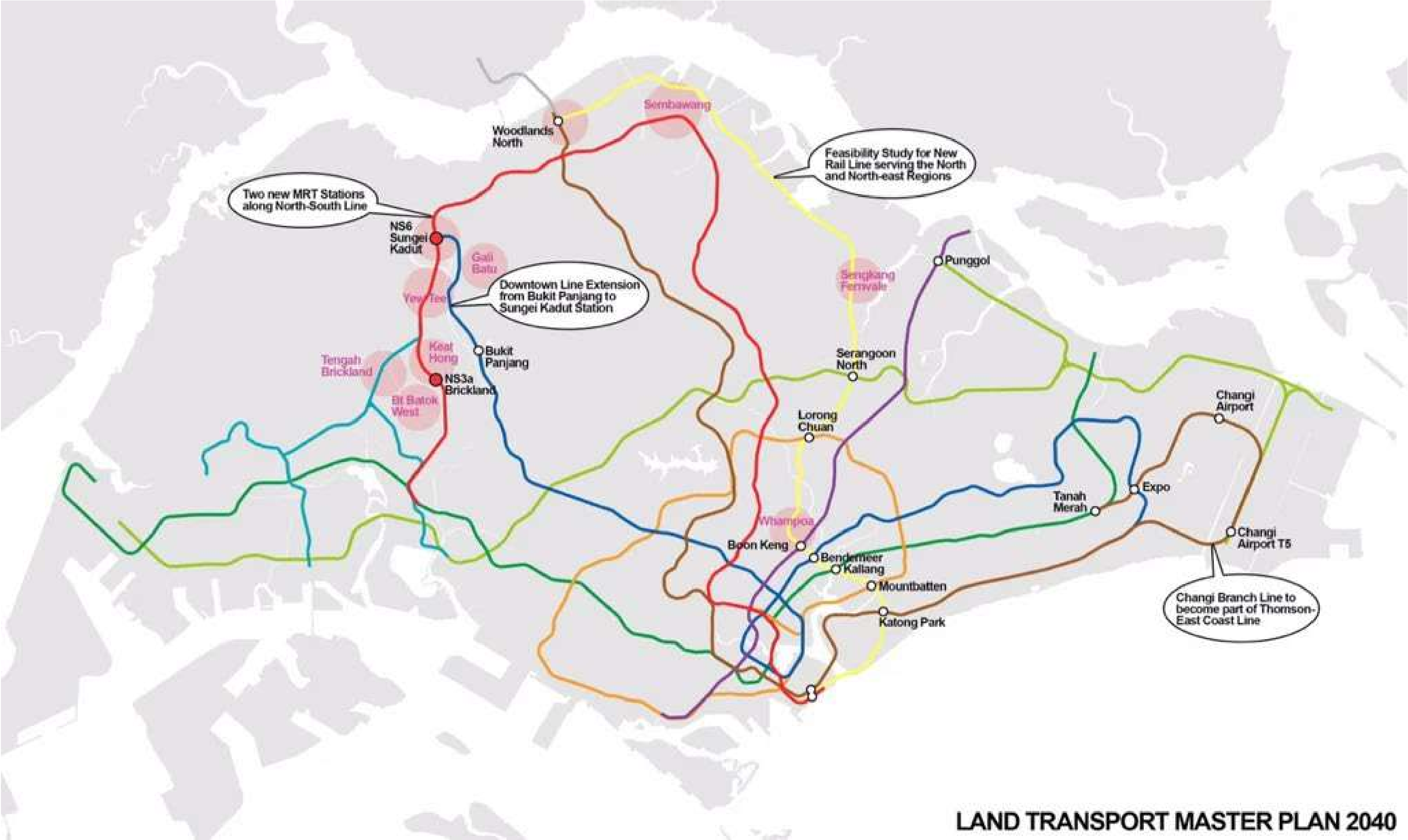
URA MasterPlan



URA MasterPlan around The Landmark



LTA Land Transport MasterPlan



Start Researching

What else can you Recommend?

RESALE MARKET

THE FLORAVALE

UPCOMING EXEC CONDO

Date Tender Launched	Date Tender Closed	Date Tender Awarded	Land Parcel	Street Name	Land Area (sq m)	Proposed Devt Type	Lease Term (years)	Permissible GPR	Max. Gross Floor Area (sq m)	Min. Gross Floor Area (sq m)	Successful Tenderer's Name	Tender Price	** No. of Bidders	Project Name
30/12/2019	3/3/2020	11/3/2020	Sengkang E14	Fernvale Lane	17,129.9	EC	99	2.8	47,964	43,168	FCL Lodge Pte. Ltd.	$286,538,000	7	
16/5/2019	3/7/2019	11/10/2019	Sembawang E5	Canberra Link	16,690	EC	99	2.3	38,387	34,549	MCC Land (Singapore) Pte Ltd	$233,890,000	8	
31/10/2018	15/1/2019	22/1/2019	Tampines E14	Tampines Avenue 10	24,933.7	EC	99	2.8	69,815	62,833	Hoi Hup Realty Pte Ltd and Sunway Developments Pte Ltd	$434,450,000	7	
10/8/2018	14/9/2018	27/09/2018	Sengkang E18	Anchorvale Crescent	17,137.3	EC	99	3	51,411.90	46,270.71	Evia Real Estate (8) Pte Ltd & Gamuda (Singapore) Pte Ltd	$318,888,899	7	OLA
28/6/2018	4/9/2018	10/9/2018	Sembawang E3b	Canberra Link	18,040.6	EC	99	2.5	45,101.50	40,591.35	Hoi Hup Realty Pte Ltd and Sunway Developments Pte Ltd	$271,000,000	9	Parc Canberra
12/12/2017	27/2/2018	7/3/2018	Punggol E13	Sumang Walk	27,056.4	EC	99	3.0	81,169.20	73,052.28	CDL Constellation Pte. Ltd. and TID Residential Pte. Ltd.	$509,370,000	17	Piermont Grand

UPCOMING EXEC CONDO

Government Land Sales

Confirmed List

Location	Type of Development	Site Area (HA)	Proposed Gross Plot Ratio (GPR)	Status
		Residential Sites		
Yishun Avenue 9	Executive Condominium	2.15	2.8	Open For Tender
Tengah Garden Walk	Executive Condominium	2.20	2.8	November 2020*

* Estimated launch date. Detailed sales condition will be made available when the site is launched for sale.

Reserve List

Location	Type of Development	Site Area (HA)	Proposed Gross Plot Ratio (GPR)	Status
		Residential Sites		
Tampines Street 62	Executive Condominium	2.37	2.5	Available

Advantages of EC Purchase

- Typical 15% to 20% below a fair market price
- Developer margin extremely low as compare to private condo developer launch
- Consider 1st Property Loan even through there is O/S HDB Loan
- Auto Remission of ABSD
- Good step towards wealth creation

TDSR versus MSR

Total Debt Servicing Ratio (TDSR)

All property types (Singapore & overseas)

$$\frac{\text{Monthly Total Debt Obligations}}{\text{Gross Monthly Income}} \times 100\%$$

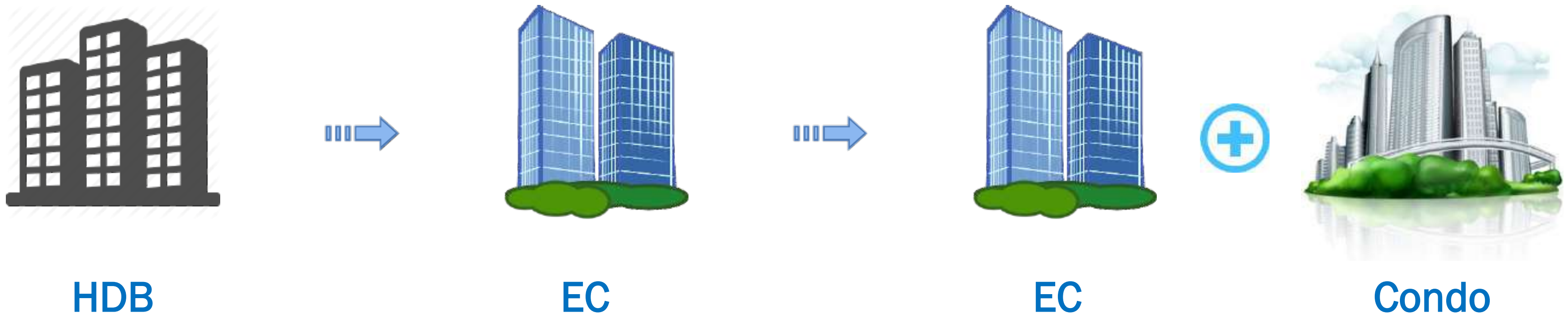
Mortgage Servicing Ratio (MSR)

Executive Condominium & HDB flat

$$\frac{\text{Monthly Property Debt Obligations}}{\text{Gross Monthly Income}} \times 100\%$$

Source: OCBC

Upgrading from HDB to EC, EC to EC Plus Condo



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NOT JUST ANOTHER PROPERTY PURCHASE

BUT THE BEGINNING OF YOUR WEALTH CREATION JOURNEY!

Strategy 3:

Be a Top Tagger

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DFG Elite Taggers Certification Program

DFG 2021 Training Roadmap

Types of Training

Lecture/ Classroom Style	**Role Play**	**Hands On**

Key Focus Areas

Sale Pitch	Digital Marketing
Asset Progression	Connect & Reconnect

Sales Pitch

1. Marketing Analysis
2. Selecting Right Projects
3. HDB vs Private
4. New Launch vs Resale
5. Freehold vs 99 years

Digital Marketing

1. Facebook Marketing
2. Internet Marketing (PPC, SEO)
3. Video/Authority Marketing
4. Video Editing
5. Imaging Editing

Connect & Reconnect

1. Techniques and Scripts to Connect with New Prospects
2. Techniques and Scripts to Reconnecting with Old Clients, Relatives, Friends and Ex-Colleagues

Asset Progression

1. Asset Progression for HDB Upgrader(s)
2. Asset Progression for EC Owner(s)
3. Asset Progression for Private Resale Condo Owner(s)
4. Asset Progression for Landed Owner(s)
5. Asset Progression Roadmap & Planning
6. Asset Progression, Right Sizing and Legacy Planning

Examples of Role Play

- Market Analysis Presentation
- Showflat Presentation
- Asset Progression Presentation
- Connect & Reconnect

Hands On

- Facebook
- Google Pay Per Click
- Video Editing
- Image Editing

Actions

Actions

- Target Recently MOP BTO
- Target Recently MOP EC Projects
- Form Door Knocking Team for Landed
- Reach out to existing Clients
- Focus on the correct target groups
- Attend Training to Upgrade your Skills

Are YOU Ready!!?


SUCCESS
occurs
when your DREAMS
get BIGGER
than your EXCUSES

ERA
REAL ESTATE

DFG
DYNAMIC FORCE GROUP

"DREAM BIG
WORK HARD
make it happen"

SET YOUR GOALS

Dynamic Force Group Division: ___________

Goal Setting for 2020

"The only person you are destined to become is the person you decide to be"

Ralph Waldo Emerson

Name: ___________
Manager: ___________
Leader: ___________
Date: ___________

Happiness is not all about money. What are your Goals?

	Goals and Completion Date	Weekly Time Allocation
Business		
Family		
Personal		

Ver 1.0

Dynamic Force Group Division: ___________

Step 1: What is your target market? Is it big enough for you to reach your business goals?

	Target Market	
Sales		
Recruitment		

Step 2: What must you accomplish in order to reach your goals?

	Type of Deals	Number
Sales		
Recruitment		

Step 3: What are your action plans?

	Action Plan	Frequency
Goal 1		
Goal 2		
Goal 3		

Ver 1.0

Dynamic Force Group Division: ___________

Skills and Training Gaps

	Gaps	Type
Business		

Expectations and Commitment (Upline)

	Description	
Expectations		
Commitment		

Expectations and Commitment (Downline)

	Description	
Expectations		
Commitment		

Your Goal Statement

	Signature Witness

Ver 1.0

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dynamicforce.sg


Thank You