

Better high-end developer sales

Tricia Song Director and Head | Research

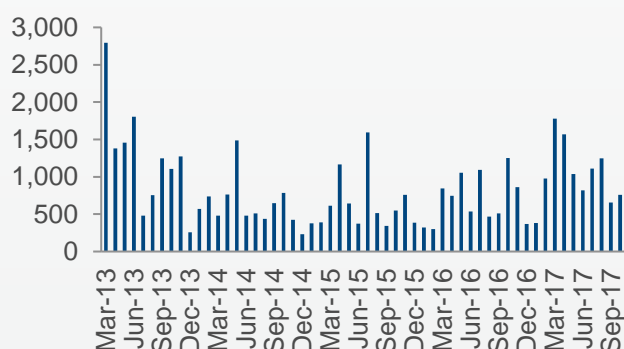
Excluding ECs, developers sold 758 private homes in October, up 15% MOM to 657 units, driven by improved high-end sales. This brings developer sales for the first ten months to 9,460 units, 37% above the 6,909 units sold over the same period in 2016. Earlier, the URA residential price index showed prices have risen 0.7% QOQ in Q3 2017, marking a positive turn after four years of decline. We expect prices to recover 5% in 2018, in tandem with the stronger economic outlook.

Sales of new private homes got a lift in October as some buyers returned to the market following the end of the Hungry Ghost month in September. However, last month's sales were 40% lower than the 1,253 units transacted in October 2016, which was boosted by the launches of Forest Woods and The Alps Residences.

The sales momentum will likely pick up in November on the back of the credible performance of Parc Botannia which has sold 230 units during its launch weekend on 11-12 November.

For the whole of 2017, we project new home sales (excluding ECs) could hit up to 11,000 units – an increase of 38% from 7,972 units last year.

Monthly developer units sold (excluding ECs) in October: +15% MOM, -40% YOY



Source: URA, Colliers International Singapore Research



Sales in CCR jumped

In a sign of improving sentiment towards high-end homes, sales in the prime region or Central Region (CCR) jumped 143% MOM to 141 units, despite there being no new project launches, mainly driven by **Sophia Hills** which sold 62 units, compared to 28 units in September, and **Martin Modern** which sold 47 units compared to 10 units in September. **Sophia Hills** saw its best monthly sales since its launch in November 2014. **Martin Modern** has seen its median price crept up from SGD2,152 (USD1,582) psf in its July 2017 launch to SGD2,343 (USD1,723) psf in October. **Victoria Park Villas** also saw sales increase to 10 from 4 units in September. CCR made up 19% of total sales.

Launch and take-up by market segment (excluding ECs)

Market segment	Launch			Sold		
	Oct-17	Sep-17	Chg MOM	Oct-17	Sep-17	Chg MOM
CCR	69	-	N.M.	141	58	143%
RCR	59	30	97%	283	268	6%
OCR	114	43	165%	334	331	1%
	242	73	232%	758	657	15%

CCR: Core Central Region; RCR: Rest of Central Region; OCR: Outside Central Region
Source: URA, Colliers International Singapore Research

The Outside Central Region (OCR) continued to make up the majority of developer sales with 44% of total take-up in October. OCR sales gained 1% MOM to 334 units, on no major launches. Sales at the Rest of Central Region (RCR) rose 6% MOM to 268 units.

Continued progressive sales

New launches in October 2017

Project Name	Street Name	Developer	Property Type	Market segment	Total No of Units
Carpmael Thirty-Eight	Carpmael I Road	Lwh Carpmael Pte Ltd	Non-Landed	RCR	16
The Navian	Jalan Eunus	Rh Eunus Pte Ltd	Non-Landed	OCR	48
Kandis Residence	Kandis Link	Dillenia Land Pte Ltd	Non-Landed	OCR	130

CCR: Core Central Region; RCR: Rest of Central Region; OCR: Outside Central Region
Source: URA, Colliers International Singapore Research

There were three low-key and relatively small non-landed launches in October. 130-unit Kandis Residence in Sembawang, sold 14 units at SGD1,210 (USD 890) psf. 48-unit The Navian at Eunos, sold 12 units at SGD1,543 (USD1,135) psf. Carpmael Thirty-Eight launched all its 16 units but none was sold.

Top 10 selling projects in October 2017

Project Name	Address	Type	Market segment	Units sold in month	Median price (SGD psf)	Total % sold
Sophia Hills	Mount Sophia	Non-Landed	CCR	62	2,029	90%
Martin Modern	Martin Place	Non-Landed	CCR	47	2,343	41%
Inz Residence	Choa Chu Kang Avenue 5	EC	OCR	45	797	89%
Gem Residences	Lorong 5 Toa Payoh	Non-Landed	RCR	43	1,504	81%
The Criterion	Yishun Street 51	EC	OCR	39	767	87%
Stars Of Kovan	Upper Serangoon Road	Strata-Landed / Non-Landed	OCR	38	1,505	93%
TRE Residences	Geylang East Avenue 1	Non-Landed	RCR	38	1,424	91%
Principal Garden	Prince Charles Crescent	Non-Landed	RCR	37	1,810	98%
Parc Life	Sembawang Crescent	EC	OCR	33	811	77%
Signature At Yishun	Yishun Street 51	EC	OCR	33	766	74%

EC: Executive Condominiums: a hybrid of public and private housing. CCR: Core Central Region; RCR: Rest of Central Region; OCR: Outside Central Region
Source: URA, Colliers International Singapore Research

Faced with a limited selection of new projects in the market, buyers continued to purchase units from previous launches. Also reflecting the improved sentiment towards high-end homes, the two top-selling private residential projects last month were both in the

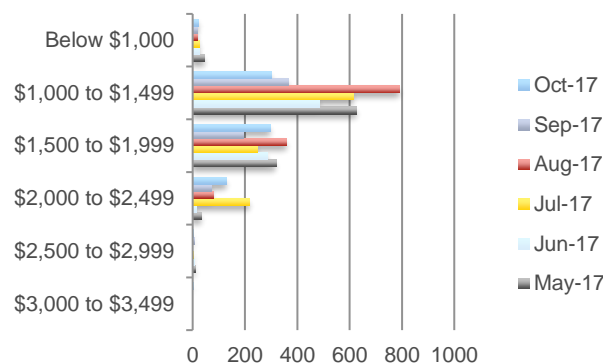
CCR - **Sophia Hills** which shifted 62 units at a median price of SGD2,029 (USD1,492) psf, and **Martin Modern** which sold 47 units at a median price of SGD2,343 (USD1,723) psf. Meanwhile, the four ECs which made the top 10 in September, continued to be among the top ten best sellers in October, moving 33-45 units.

More sales at higher price points

As a result of the increase in the market share of higher-end sales, 137 units or 18% of total developer take-up were sold at the median price range of above SGD2,000 (USD1,470) psf, compared to 78 units or 12% in September. In particular, two units at luxury-end The Scotts Tower sold for SGD3,269-3,389 (USD2,400-2,490) psf, the highest psf price a developer sale has fetched since June 2015 when two units in the same project sold for SGD3,441-3,497 (USD2,530-2,571) psf.

301 units or 40% of the developer sales were done at median price points of SGD1,000-1,499 (USD735-1,102) psf in October. 299 units or 39% of the sales were in a range of SGD1,500-1,999 (USD1,071-1,428) psf.

Price range: sweet spots of SGD1,000-1,999 psf



Source: URA, Colliers International Singapore Research. Data excludes ECs.

For more information:

Tricia Song
Head of Research
tricia.song@colliers.com

Stephanie Sun
Head of Consulting
stephanie.sun@colliers.com

Colliers International | Singapore

1 Raffles Place, #45-00
One Raffles Place
Singapore 048616
Tel: +65 6223 2323
Fax: +65 6222 4901
RCB No. : 198901352R
CEA Licence No: L3004691J

Copyright © 2017 Colliers International.
The information contained herein has been obtained from sources deemed reliable. While every reasonable effort has been made to ensure its accuracy, we cannot guarantee it. No responsibility is assumed for any inaccuracies. Readers are encouraged to consult their professional advisors prior to acting on any of the material contained in this report.



Accelerating success.