



PRIVATE NEW HOME SALES

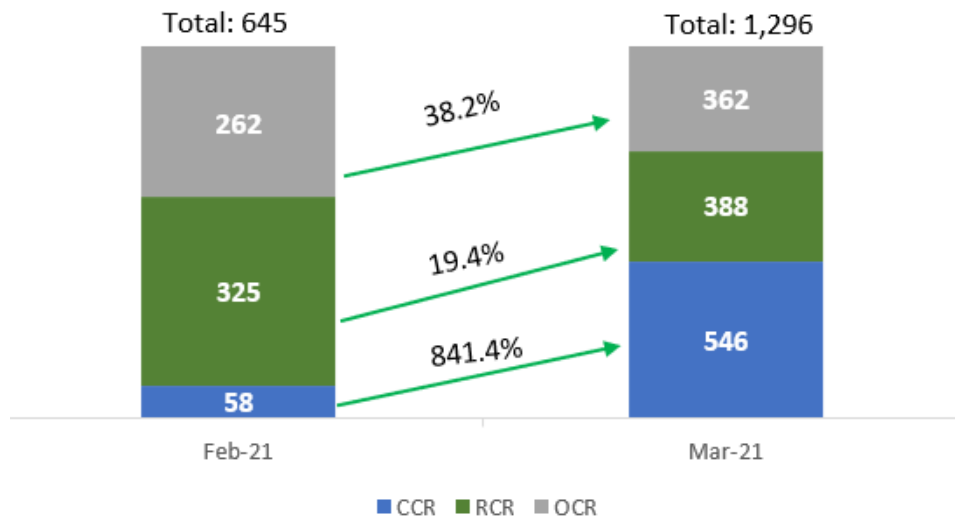
PROP Nex RESEARCH

MONTHLY REPORT (MARCH 2021)

MONTHLY PRIVATE NEW HOME SALES

March 2021

Private New Home Sales (Excl. ECs)
(Feb 2021 vs Mar 2021)



Source: PropNex Research,URA

Private new home sales staged a strong comeback in March, doubling February's sales on strong take-up at new launch Midtown Modern in Bugis and keen buying interest from owner-occupiers and investors. In March, the Core Central Region (CCR) led the charge in driving sales.

Developers sold a total of 1,296 new units (excluding Executive Condominiums) last month, representing a 100.9% jump over the 645 units shifted in February. On a year-on-year basis, new private home sales in March 2021 were up by about 96% from the 660 units transacted in March 2020. The 1,296 units sold in March 2021 is the highest new private home sales tally for the month of March, since 1,780 units changed hands in the same month of 2017.

Newly-Launched Projects (excl. ECs) in March 2021

	Total Units	Units Sold	% Units Sold	Median Price \$PSF
<i>Midtown Modern</i>	558	368	65.9%	\$2,726

Source: PropNex Research, URA

As with months that had newly-launched projects, new home sales in March was supply-led - with the 558-unit Midtown Modern driving sales volume. It was the star performer, selling 368 units (or about 28% of total sales) at a median price of \$2,726 psf. The healthy sales at the Midtown Modern as well as RV Altitude helped to boost transactions in the CCR to 546 new units in March. This represents a stellar increase of 841.4% from 58 units shifted in the previous month. Meanwhile, the steady pace of

sales at previously launched projects saw transactions rise by 19.4% and 38.2% month-on-month in the Rest of Central Region (RCR) and Outside Central Region (OCR) respectively.

Private New Home Sales (Ex. ECs)			
Period	Units Sold	Period	Units Sold
Jan 2021	1,633	Jan 2020	620
Feb 2021	645	Feb 2020	976
Mar 2021	1,296	Mar 2020	660
Year-to Mar 21	3,574	Year-to Mar 20	2,256
% Change	58.4%		

Source: PropNex Research, URA

In terms of units launched, developers placed 959 new private homes (ex. ECs) on the market in March – markedly higher than the 167 units (ex. ECs) launched in the previous month.

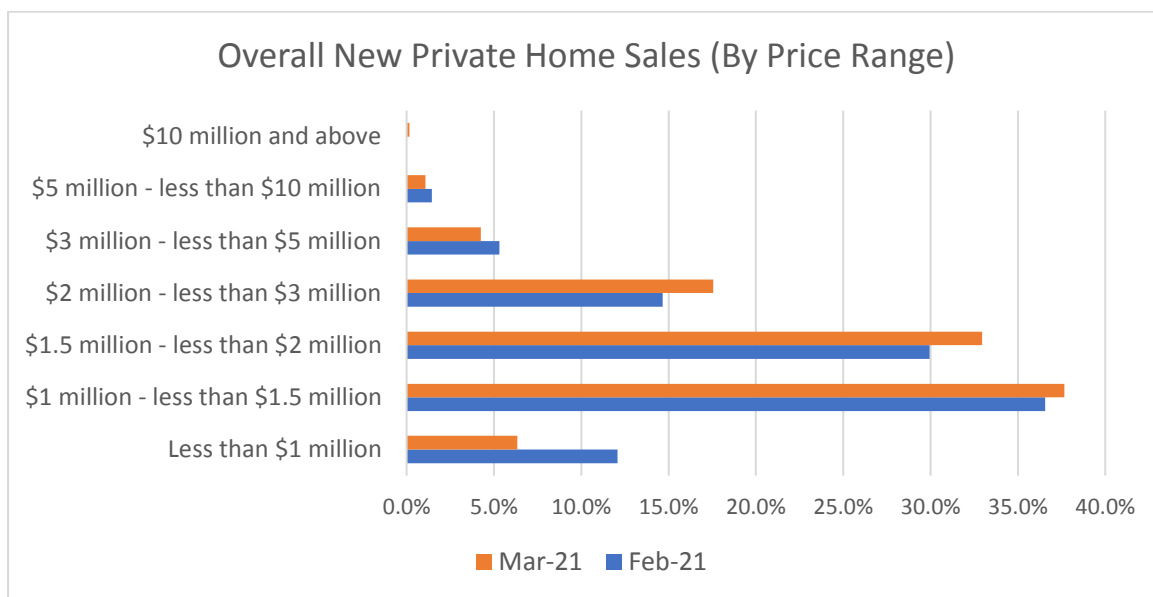
Overall, the sales performance in March reflected the underlying demand for new projects that are well-located, well-designed and with relatively attractive pricing. In our view, the improved market sentiment and ample liquidity in the system continued to spur buying interest. In addition, the speculation on potential cooling measures could also have nudged some buyers to enter the market sooner, lest any new curbs affect their purchasing ability later on.

New home sales in March remained very much supply-led with Midtown Modern helping to drive sales, as compared to February where sales transactions fell owing to the lack of any major launches. The healthy take-up means that Midtown Modern is now about 66% sold. From our market observations, it appears that many buyers are drawn to bigger developments that adopt a more holistic approach to design, incorporating a range of facilities to meet varying needs of residents as well as lots of greenery to enhance wellness.

Overall, the demand for new private homes from Singaporeans remained strong, with these buyers accounting for about 82% of sales in March 2021. Meanwhile, about 77% of the new private homes transacted in March 2021 were below the sweet-spot quantum of under \$2 million.

Nationality by Residential Status	% of new sales in March 2021 (Landed and Non-Landed, Ex. ECs)
Company	0.2%
Foreigner (NPR)	4.3%
Singapore Permanent Residents (PR)	13.4%
Singaporean	82.2%
Total	100.0%

Source: PropNex Research, URA Realis



Source: PropNex Research, URA Realis

Outlook

We expect new private home sales to remain lively in April, supported by the robust demand at Irwell Hill Residences, which sold about 280 units over its launch weekend on April 10-11. We believe the good take-up at recent launches such as Normanton Park, The Reef At King's Dock, Midtown Modern, and Irwell Hill Residences should help to further bolster the confidence of consumers as well as developers for their upcoming projects. Housing demand and buying interest will likely stay fairly resilient in the coming months, supported by new launches.

Some potential new projects to come in the next one to two quarters include Grange 1866, Park Nova, One-north Eden, One Bernam, Peak Residence, Perfect Ten, Klimt Cairnhill, and Canninghill Piers – in the CCR and RCR – as well as Pasir Ris 8 in the OCR. Meanwhile, Provence Residence EC in Sembawang will also likely be launched in the months ahead.

In view of the brisk sales in Q1 2021 – at a total of 3,574 units (up by about 58% year-on-year) - we now project private new home sales to likely cross 9,000 units for the whole of 2021, barring any new cooling measures being rolled out.

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