

THE SERRA
RESIDENCES
FREEHOLD

INAUGURAL ZOOM

THE FIRST FREEHOLD HARMONISED
NEW LAUNCH IN CORE CENTRAL REGION!



DATE:
**11 AUGUST 2026,
TUESDAY**



TIME:
8.30PM



PLATFORM:
ZOOM

WHY SHOULD YOU KNOW SERRA?



DESIGNED FOR
TODAY'S DEMAND



11 YEARS OF
PENT-UP DEMAND



TRANSFORMATION
+ CONVENIENCE



PREMIUM
DEVELOPER

DISCOVER SERRA
- the first touch!

PROJECT HEAD TEAM



Head of Project

COLIN NG
R007717A

9688-6364



Deputy Head of Project

SHADY TAN
R058883D

9768-7827



Deputy Head of Project

WILLY CHIA
R007268D

9199-7932

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ON THE RADAR

- News on the acquisition
- Developer(s), land price/rate, sales condition, development outline, estimate launch etc
- More anticipation

**GOVERNMENT
LAND SALES**

ENBLOC

REDEVELOPMENT

OFF THE RADAR

- No/Limited news on details
- Harder to gauge when's the launch
- Lesser early engagement/traction with buyers

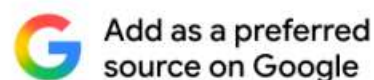
THE STRAITS TIMES



Far East Orchard to sell share of Bassein Road site to its controlling shareholder

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Dennis Chan



Published Jan 29, 2015, 07:16 PM



SINGAPORE - Far East Orchard (FEOrchard) is selling its share in two parcels of land at Bassein Road to its joint venture partner and controlling shareholder Far East Organization.

Mainboard-listed FEOrchard teamed up with Far East Organization in 2010 to acquire Pastoral View, through a collective sale, and the next door plot sold by OCBC Bank for a total of \$122 million.

The two freehold sites at District 11 have a combined land area of 51,395 sq ft and are near Novena MRT Station. They are zoned for residential use with a 2.8 plot ratio and 36-storey allowable height under Master Plan 2008.

The properties were valued at \$127 million last October.

As FEOrchard took a 30 per cent stake in both projects with Far East Organization owning the remaining 70 per cent, it the sale works out to \$38.1 million for FEOrchard.

In a statement, FEOrchard said that following the completion of the purchase in April 2011, changes in the market circumstances - which included a significant and progressive slowdown in the residential property market as a result of a slew of cooling measures introduced by the Government since December 2011- have prompted it to abandon plans to develop the sites.

- **Far East Organization** acquired the land in **2010**
- **Freehold**
- **D.11**
- Site area about **51,396 sqft**
- **Near Novena MRT Station**
- **Residential zone**
- **Plot ratio 2.8**

**ARE FREEHOLD NEW LAUNCHES RARE NOWADAYS?
WHY?**

**COS' FREEHOLD NEW LAUNCH MUST BE ACQUIRED VIA
ENBLOC OR BY REDEVELOPING EXISTING DEVELOPMENT**

S/N	DEVELOPMENT	DISTRICT	TENURE	LAND RATE (PSFPPR)	DEVELOPER	RESIDENTIAL
1	CUSCADEN ROAD	9	Freehold/999	N.A.	HPL	Yes (Mixed)
2	DELFI ORCHARD	9	Freehold	\$3,346	CDL	Yes (Mixed)
3	TANGLIN SHOPPING CENTRE	10	Freehold	\$2,769	Pacific Eagle	No
4	MING ARCADE	10	Freehold	\$3,125	Royal Group	No
5	DRAYCOTT PARK	10	Freehold	N.A.	Tan Chwee Boon	Yes
6	ONE LEONIE RESIDENCES	09	Freehold	N.A.	FEO	Yes
7	VALLEY POINT	10	999	N.A.	Frasers	Yes
8	RIVER VALLEY APARTMENTS	10	Freehold	\$1622	Family Office	Serviced Apartments

3Q 2026

4Q 2026

Jul 2026

Freehold Factory B1

SPACE NOVA *

Est. Units: 47

(JVA NIR – 21 New Industrial Road)

(SF Preview: 24 July, Fri)

(Preview Sales: 7 Aug, Fri)

SOPHIA MEADOW *

Est. Units: 41

(Sin Thai Hin Holdings –
132 Sophia Road)

(SF Preview: 25 July, Sat)

(Preview Sales: 1 Aug, Sat)

Sep 2026

AMBERWOOD

AT HOLLAND *

Est. Units: 212

(Sim Lian – Holland Link GLS)

(Target SF Preview: 11 Sep, Fri)

*(Target Preview Sales: 26 Sep,
Sat)*

LUCERNE GRAND *

Est. Units: 570

(CDL – Lakeside Drive
Mixed-Use GLS)

(Target SF Preview: 18 Sep, Fri)

(Target Preview Sales: 3 Oct, Sat)

**THE SERRA
RESIDENCES ***

Est. Units: 133

(Far East Organization –
7 Bassein Road – Former Pastoral
View Enbloc)

(Target SF Preview: 19 Sep, Sat)

(Target Preview Sales: 3 Oct, Sat)

Oct 2026

THOMSON

RESERVE *

Est. Units: 1,268

(UOL, SingLand & CapitaLand –
Bright Hill Drive – Former
Thomson View Condo En Bloc)

4Q 2026

THE ISLAND

RESIDENCE *

Est. Units: 84

(Keppel Bay - Keppel Bay Vista)

WYNWOOD GRAND

(EC) *

Est. Units: 430

(CDL – Woodlands Dr 17 EC)

Factory B2

PIONEER ROAD

Est. Units: TBA

(Hock Lian Seng Holdings –
Formerly known as Tuas Avenue
11 IGLS)

3Q 2026

Est. Total Units: 1,003

No. Of Projects: 5

4Q 2026

Est. Total Units: 1,782

No. Of Projects: 4

* = Project Name

^ = Non-Harmonised Project

Disclaimer: Dates serve as an estimation, Subject to change without prior notice

SINGAPORE'S LARGEST PRIVATE REAL ESTATE AGENCY

1Q 2027

1Q 2027

BUKIT TIMAH ROAD

Est. Units: 340
(HH Investment –
Bukit Timah Road GLS)

BEDOK RISE

Est. Units: 380
Allgreen Properties –
Bedok Rise GLS)

DAIRY FARM WALK

Est. Units: 480
(Roxy-Pacific RP Ventures, Macly
Capital, LWH Holdings & ABR
Holdings – Dairy Farm Walk GLS)

1Q 2027

Est. Total Units: **6,170**

No. Of Projects: **12**

1Q 2027

CHUAN GROVE

**Amalgamation of 2 GLS sites*
Est. Units: 1,056
(Sing Holdings & Sunway
Developments – Chuan Grove
GLS)

UPPER THOMSON ROAD (PARCEL A)

Est. Units: 595
(Wee Hur & GSC Holdings –
Upper Thomson Mixed-Use GLS)

DORSET RD

Est. Units: 425
(UOL, SingLand & Kheng Leong –
Dorset GLS)

CHENCHARU CLOSE

Est. Units: 875
(Evia Real Estate, Gamuda Land,
Ho Lee – Chencharu Close
Mixed-Use GLS)

1Q 2027

SOLANO GRAND

(EC) *
Est. Units: 302
(CDL – Senja Close EC)

SEMBAWANG ROAD (EC)

Est. Units: 265
(Oriental Pacific Development –
Sembawang Road EC)

Factory B2

TUKANG INNOVATION DRIVE (PLOT B)

Est. Units: TBA
(Fusion Land – Tukang Innovation
Drive Plot B IGLS)

1H 2027

HOUGANG AVENUE 10

/ HOUGANG CENTRAL

Est. Units: 830
(CapitaLand & UOL – Hougang
Avenue 10 / Hougang Central
Integrated GLS)

(FORMER)

VALLEY POINT

Est. Units: 622
(Fraser Property –
491 River Valley Road)

* = Project Name

^ = Non-Harmonised Project

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SINGAPORE'S LARGEST PRIVATE REAL ESTATE AGENCY

2Q 2027

3Q 2027

2Q 2027

TELOK BLANGAH ROAD

Est. Units: 745
(Kingsford – Telok Blangah Road GLS)

TANJONG RHU ROAD

Est. Units: 525
(CDL & Woh Hup – Tanjong Rhu Road GLS)

LENTOR CENTRAL

Est. Units: 562
(GuocoLand, Intrepid Investments & TID Residential – Lentor Central GLS)

2Q 2027

DOVER DRIVE

Est. Units: 625
(Qingjian Realty, Forsea Residence & Jianan Realty – Dover Drive Mixed-Use GLS)

Factory B2

KAKI BUKIT

AVENUE 5
Est. Units: TBA
(Chiu Teng Enterprises – Kaki Bukit Avenue 5 IGLS)

WOODLANDS

DR 17 (EC)
Est. Units: 560
(Sim Lian – Woodlands Dr 17 EC)

2H 2027

**(FORMER)
CHIKU MANSIONS**

Est. Units: 7
(Macly Group – 5 to 9 Chiku Road - Former Chiku Mansions En Bloc)

3Q 2027

KALLANG CLOSE

Est. Units: 470
(Fraser's Property Phoenix & MJR Investment – Kallang Close GLS)

DUNEARN ROAD

Est. Units: 330
(Wing Tai Holdings & Metrobilt Construction – Dunearn Road Mixed-Use GLS)

HOLLAND PLAIN

Est. Units: 280
(Sim Lian – Holland Plain GLS)

MILTONIA CLOSE (EC)

Est. Units: 430
(Hoi Hup Realty – Miltonia Close EC)

3Q 2027

PECK HAY ROAD

Est. Units: 380
(CDL & Hong Leong – Peck Hay Road GLS)

RIVER VALLEY GREEN (PARCEL C)

Est. Units: 470
(Sunway MCL & CSC Land – River Valley Green - Parcel C GLS)

BAYSHORE DRIVE

Est. Units: 1,280
(Fraser's Property, Fraser's Centrepoint Trust, Sunway MCL, Sekisui House & Lum Chang – Bayshore Drive GLS)

CHITTY ROAD & VEERASAMY ROAD

Est. Units: 36 Long-stay Serviced Apartments, or 18 Strata Landed Houses
(YK Land – Chitty Road & Veerasamy Road GLS)

2Q 2027

Est. Total Units: 3,024
No. Of Projects: 7

3Q 2027

Est. Total Units: 3,640 + 36 SA or 18 Strata Landed
No. Of Projects: 8

* = Project Name

^ = Non-Harmonised Project

Disclaimer: Dates serve as an estimation, Subject to change without prior notice

PROJECT OVERVIEW

Address: 7 Bassein Road
(Former Pastoral View)

District: 11

Tenure: Freehold

Developer: Far East Organization

Nearest MRT: Novena

Site Area: Approx. 51,396 sqft

No. of Tower: 01

No. of Storey: 28

No. of Units: 133

Carpark: 106 lots (incl. 5 EV lots)

Unit Types: 2/3/4/5-Bedroom + PH

Architect: P&T Consultants

Landscape Architect: Ecoplan Asia

Sales Gallery ID: Index

Showflat ID: 932 Design







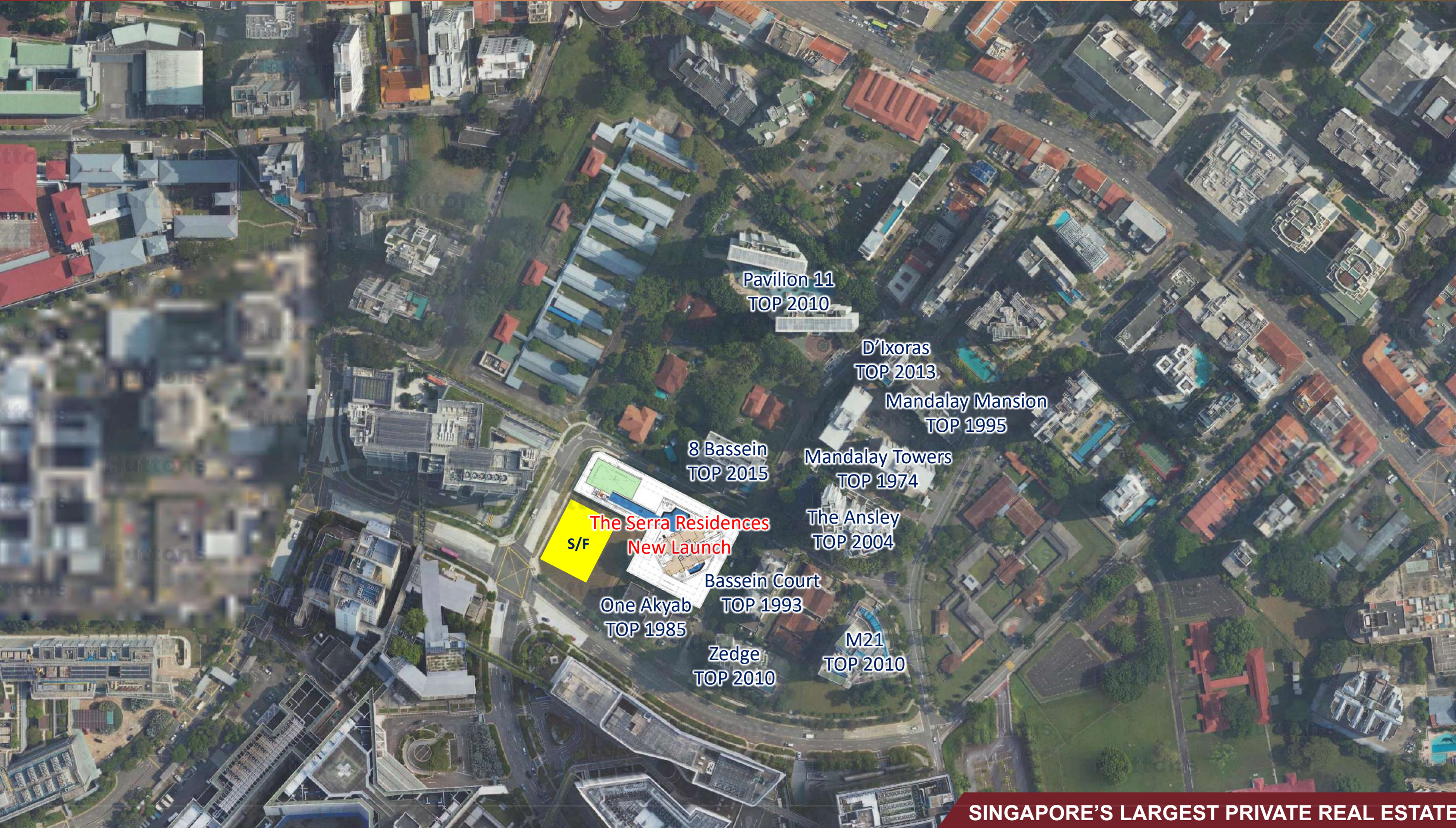


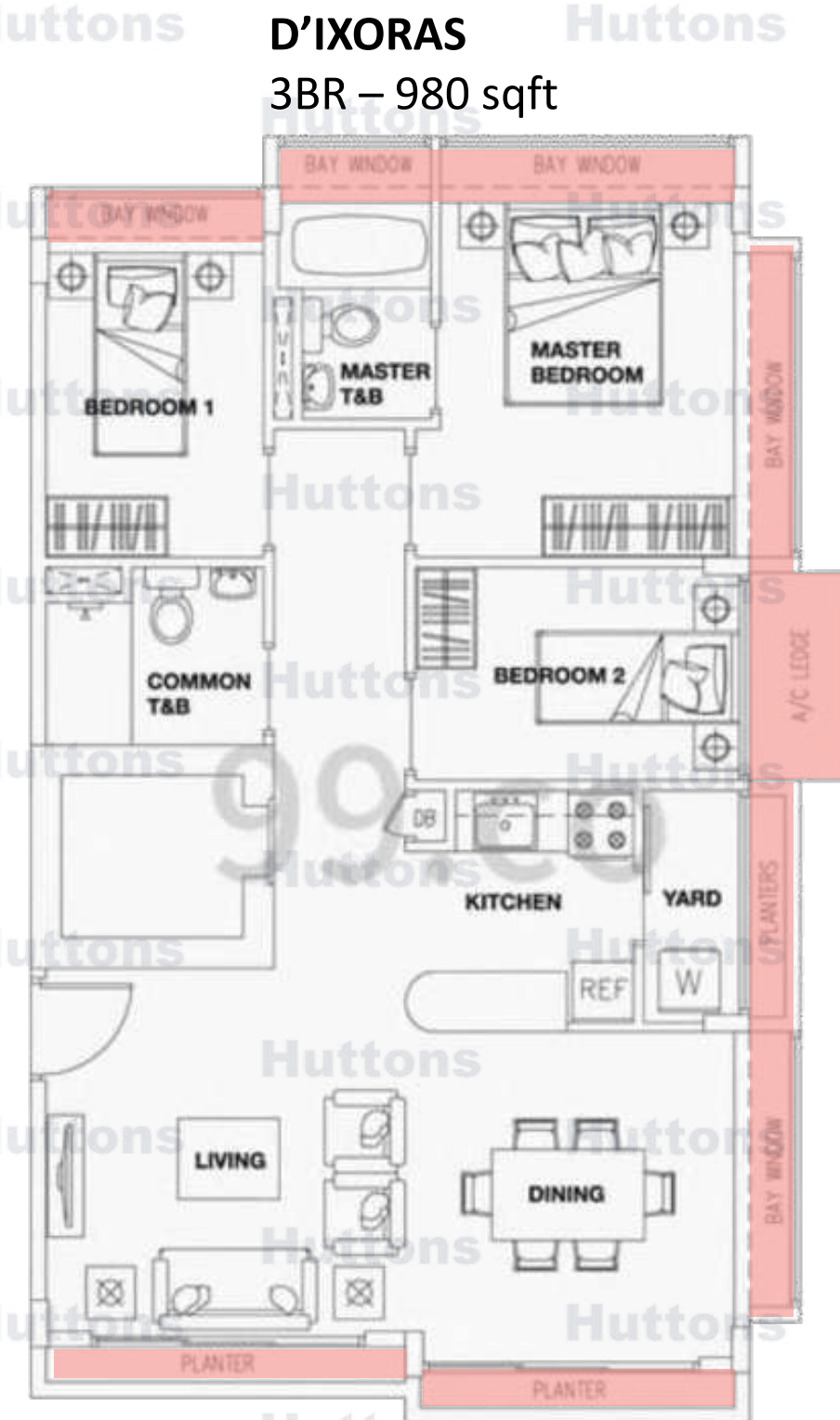
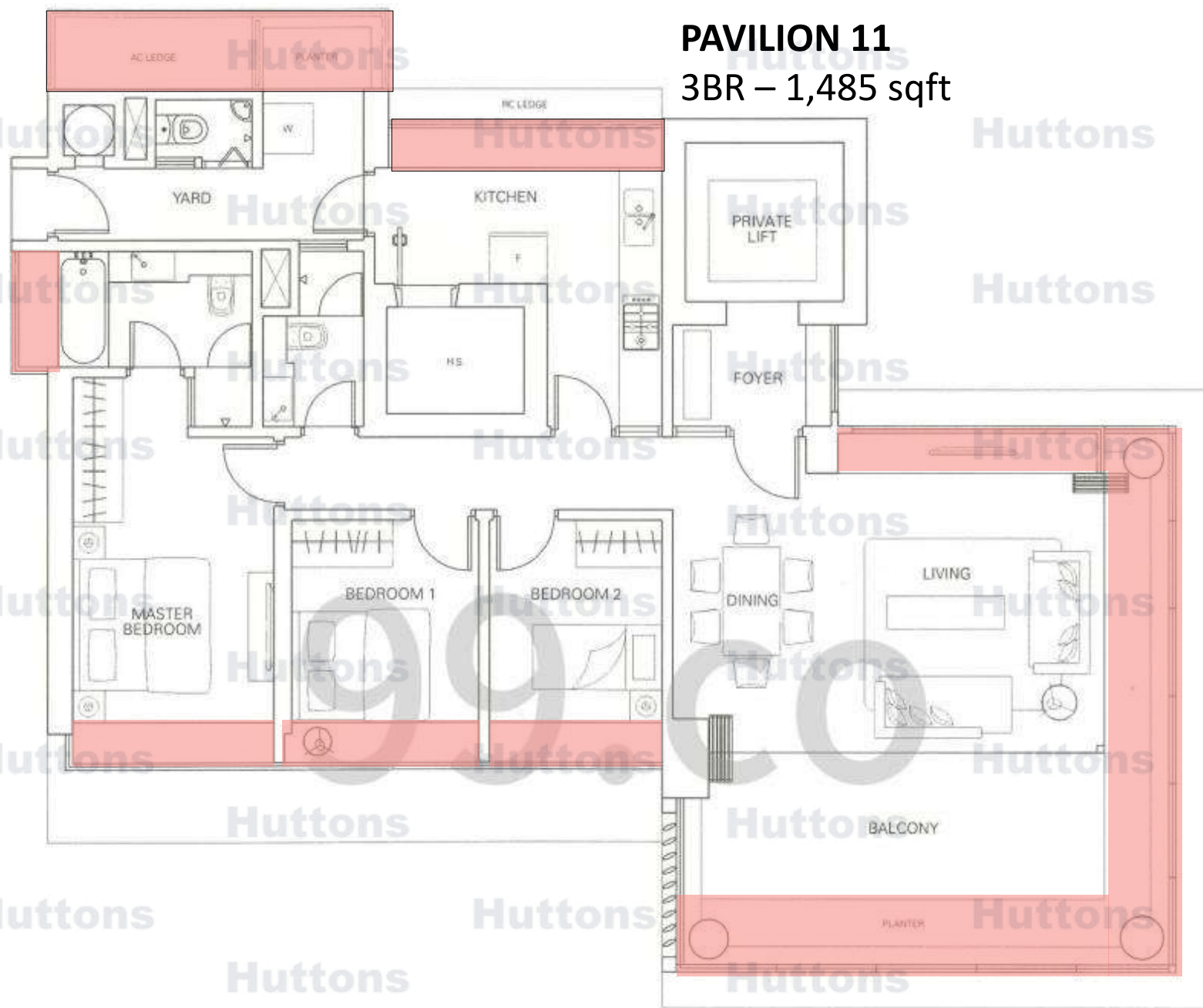
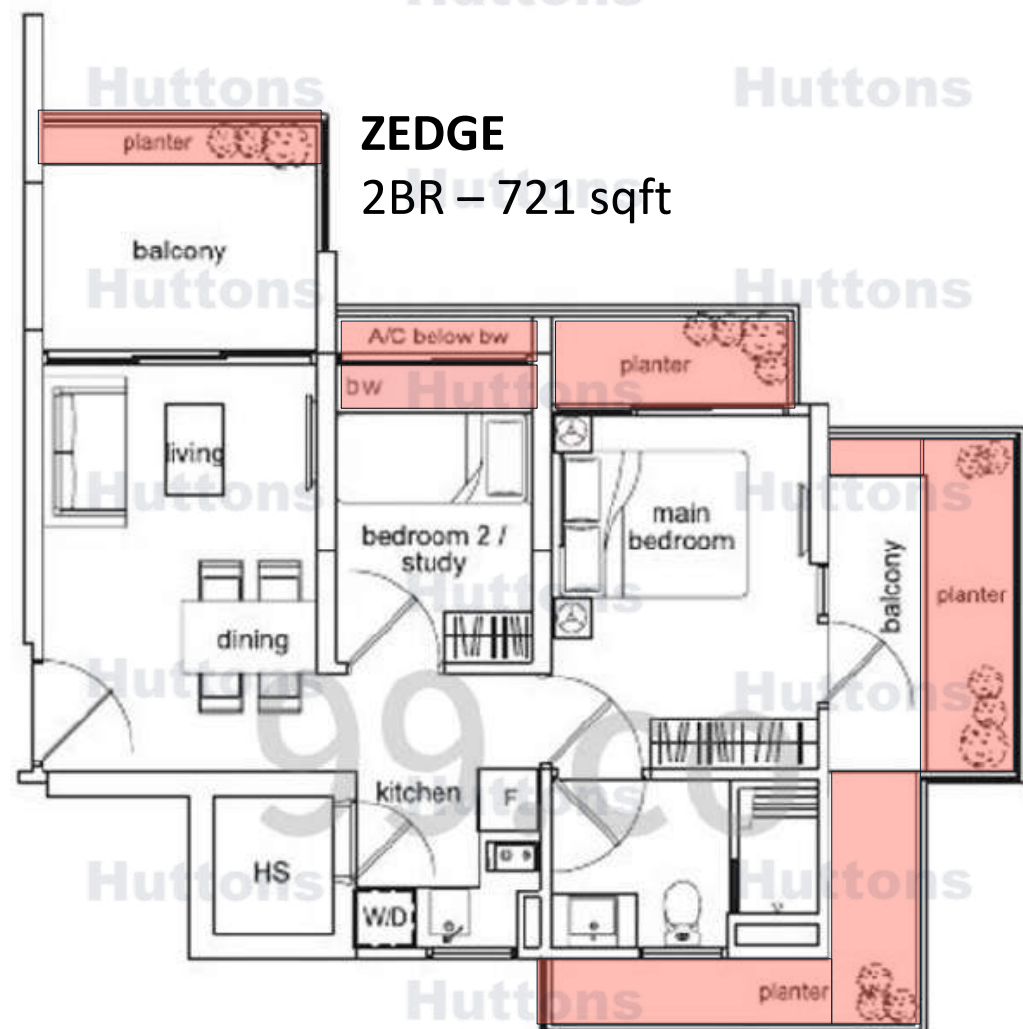
← MRT

Novena NS20

DAISO



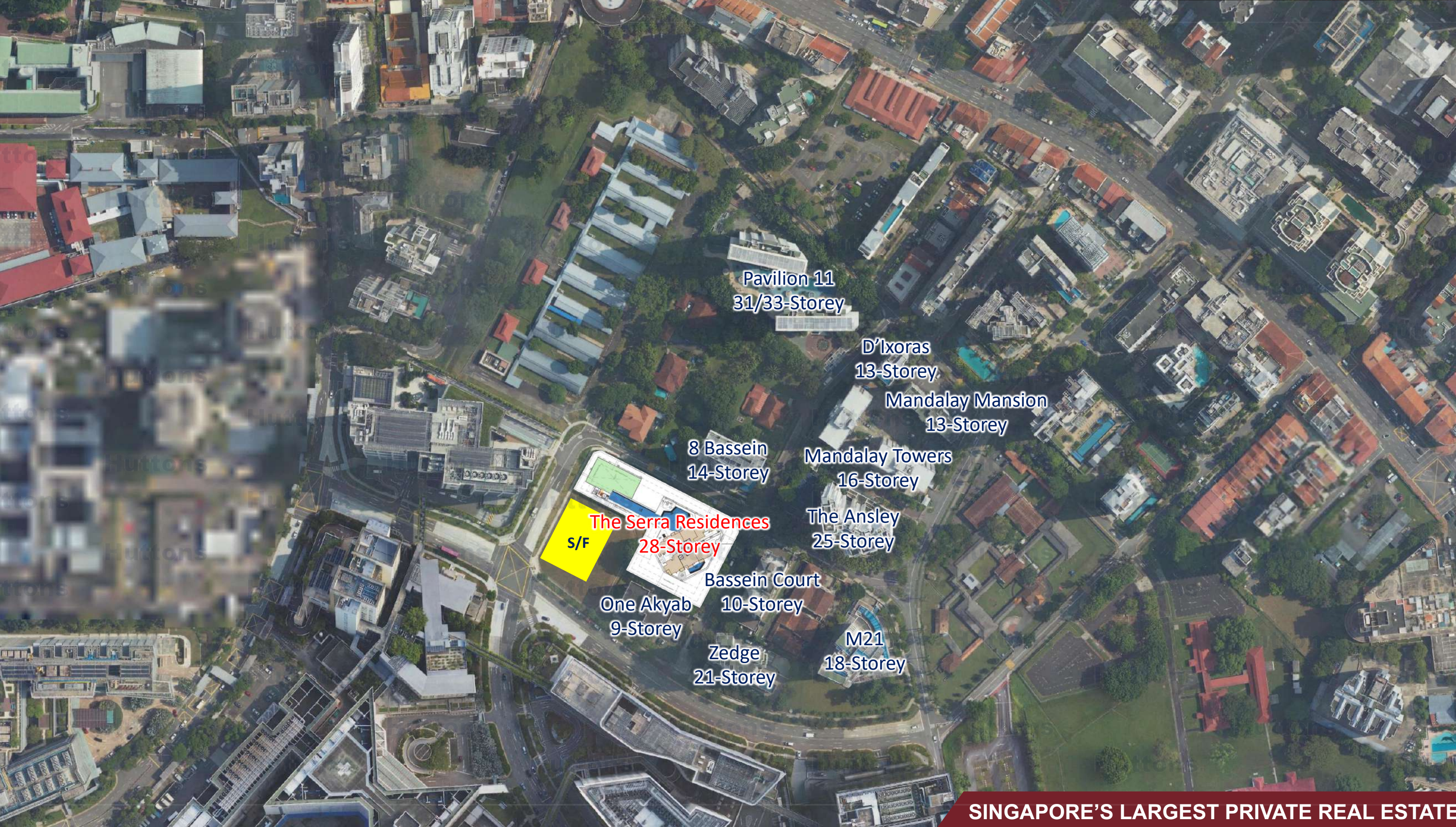




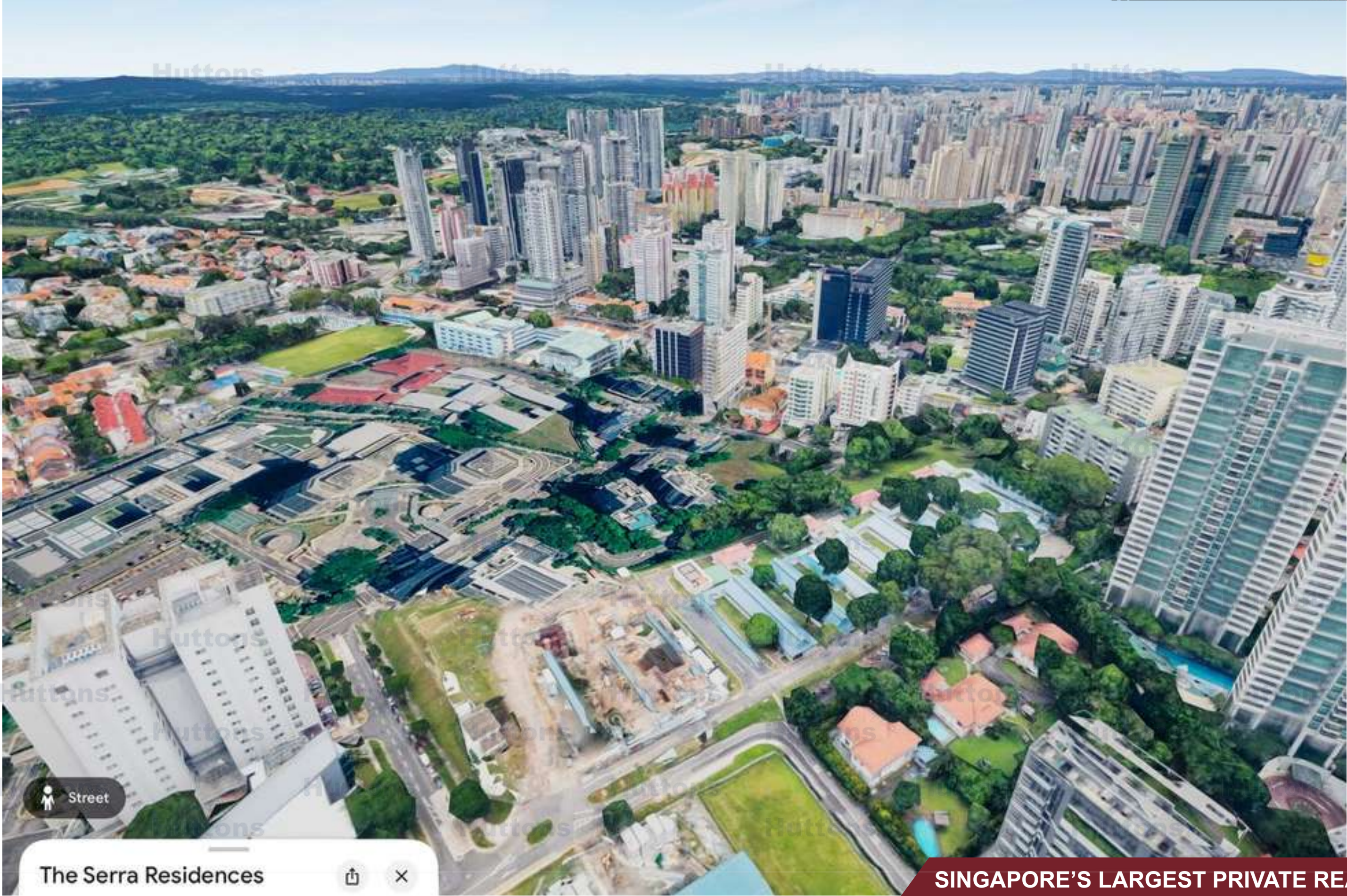
MEANS NO MORE PLANTERS, BAYWINDOWS, AND A/C LEDGE NOT COUNTED AS STRATA.

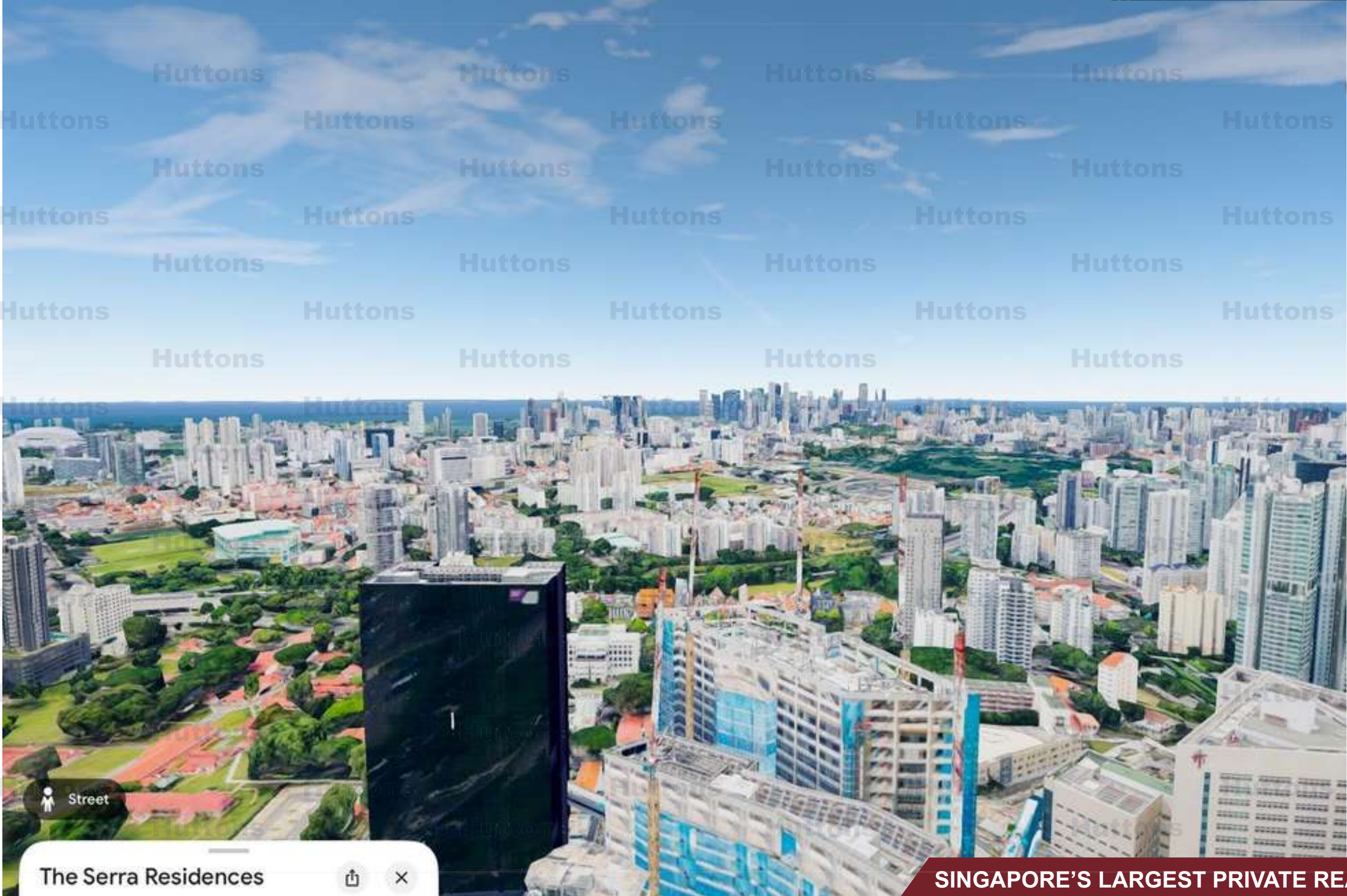


	UNIT TYPE	SIZE (SQFT)	PTE LIFT	FACES	LEVEL
THE SUMMIT COLLECTION (LEVEL 18 TO LEVEL 28)	Penthouse	2,670 / 2,820	Yes	1 Each	28
	5-Bedroom (PL)	1,755	Yes	North	18 to 27
	4-Bedroom (PL)	1,529	Yes	South	
	4+Study	1,335	No	North	
	4-Bedroom	1,216	No	South	
Sky Terrace					17
THE SERRA RESIDENCES (LEVEL 4 TO LEVEL 16)	4-Bedroom	958	No	South	4 to 16
	3-Bedroom	904	No	North	
	3-Bedroom	893	No	South	
	3-Bedroom	764	No	South	
	2+Study	710 / 721	No	North	
E-Deck – 50m Lap Pool / Gym / Clubhouse etc.					3
Entrance – Arrival Bay / Tennis Court / Carpark					2
Carpark					B1 to 1









THE LOCATION

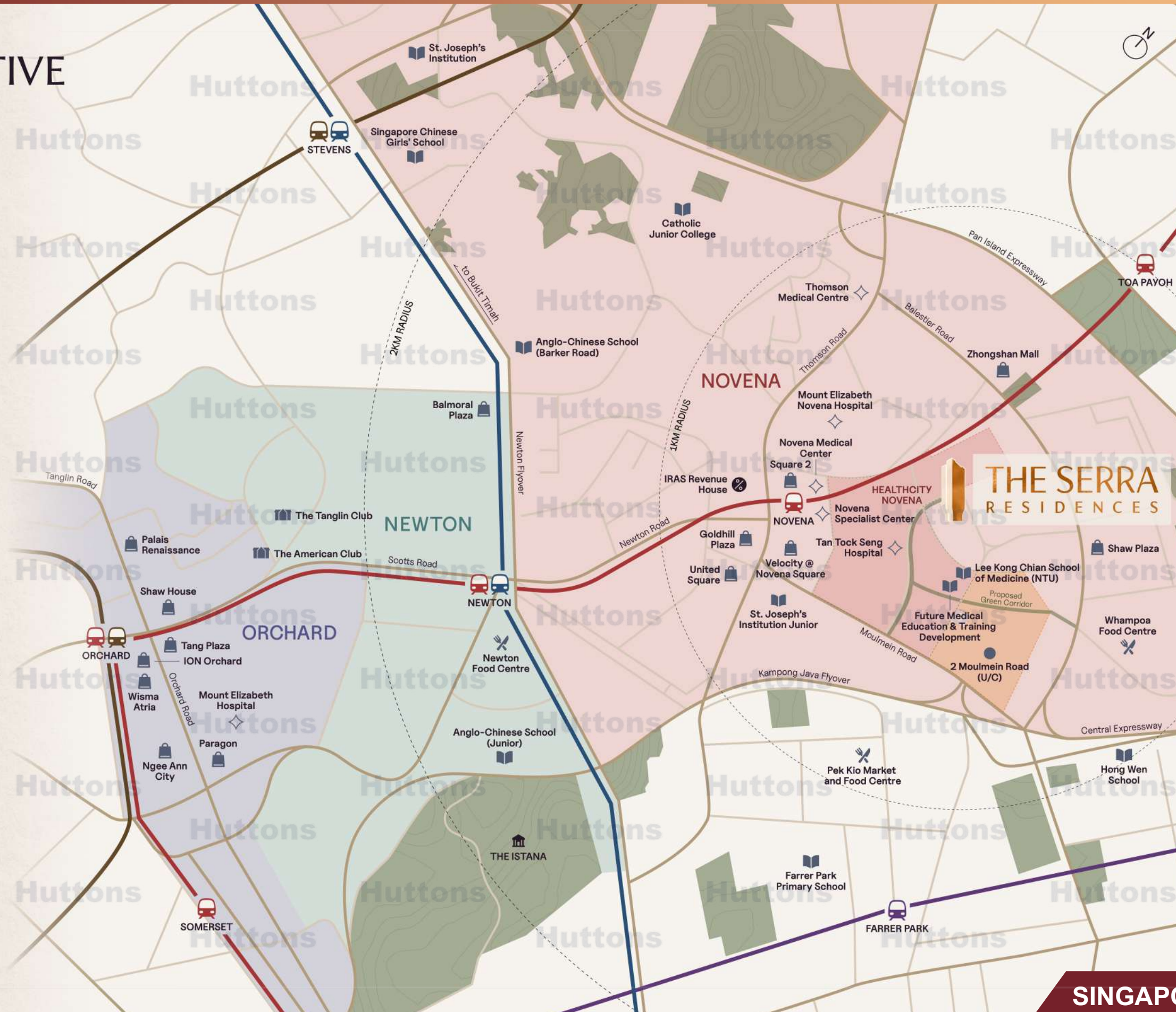
A DISTINCTIVE NOVENA ADDRESS

An eight-minute stroll from Novena MRT, The Serra Residences is surrounded by a vibrant array of everyday conveniences. Nearby lifestyle destinations including Square 2, Velocity@ Novena Square, and the upcoming 2 Moulmein Road, offer an abundance of dining, retail and entertainment.

The Serra Residences is also within 1km of sought-after schools including St Joseph's Institution Junior, Hong Wen Primary School, and Lee Kong Chian School of Medicine (NTU).

- Lifestyle Hub
- ◆ Healthcare
- 🛍 Shopping Malls
- 📖 Schools
- 🚆 MRT Stations

Map is not drawn to scale. For illustrative purposes only.



NOVENA

The heart of D.11, is primarily renowned as:

- Singapore's premier medical and healthcare hub
- Proximity to multiple high sought-after primary schools
- Heritage food
- Lifestyle & retail malls
- And its historic Catholic shrine, the Novena Church.

It is also a highly sought-after location for its freehold properties.

THE STRAITS TIMES

Tuesday, December 09, 2025

Tender for historic Moulmein site awarded to Dempsey Hill developer

Firm submits highest offer; analyst says it has track record in transforming heritage assets

Grace Leong
Senior Correspondent

Country City Investment was awarded a tender on Dec 8 to redevelop 2 Moulmein Road, a sprawling estate of more than 40 heritage buildings near Novena.

Put up for tender in May by the Singapore Land Authority (SLA), the state property had attracted 13 bids for master tenancy of 44 buildings on the 91,000 sq m estate.

Country City, which is known for transforming the former Tanglin Barracks into lifestyle enclave Dempsey Hill, submitted the highest offer of \$388,800 a month, followed by Cherrylofts Resorts and Hotels at \$382,000. An offer of \$290,000 came from SA31, an entity linked to IndoChine Group's chief executive officer Michael Ma.

Mr Chris Archibold, Colliers managing director of office services in South-east Asia, said the difference between the highest and second-highest bids was marginal.

"Country City Investment's strong track record in transforming similar heritage assets into vibrant F&B and retail enclaves... may have provided them with the slight edge as 60 per cent of the evaluation weightage is on the quality of developers' concept," he noted.

Analysts say the top bid of \$388,800 translates into about 39 cents per sq ft (psf) on land, and \$2.78 psf a month on gross floor area (GFA). In comparison, median retail rents in District 11 in the third quarter were \$12.60 psf a month, which means the base rent is low enough to make it feasible.

The buildings are located on a 985,350 sq ft site with an estimated GFA of 139,705 sq ft.

Of the 44 buildings, 23 are subject to addition and alteration guidelines to retain the character of the site. The other 21 buildings cannot be demolished, but are exempt from these guidelines.

Country City Investment, a property investment company that has managed parts of the SLA's Dempsey Hill cluster since 2007, said the 2 Moulmein Road project is slated to open in the first quarter of 2027.

Planned offerings include thematic zones designed for different age groups and interests, restaurants and cafes, sports and wellness facilities, enrichment and learning spaces for families, youth and seniors, as well as pet-friendly areas.

Mr Dylan Soh, Country City's business development manager, said: "Our hope is to preserve the heritage of the estate while transforming it into a place where people from all walks of life can gather, explore and feel at home, from dining and wellness to learning, play and a curated retail offering."

He said the project will introduce

PROJECT PLAN

Our hope is to preserve the heritage of the estate while transforming it into a place where people from all walks of life can gather, explore and feel at home, from dining and wellness to learning, play and a curated retail offering.

MR DYLAN SOH, Country City's business development manager.

new dining, wellness, learning and family-friendly experiences, improved accessibility and more inclusive public spaces.

"The precinct will also feature sports facilities and pet-friendly amenities that serve both Novena residents and the wider community. Ultimately, we want 2 Moulmein Road to be a lively, multifunctional destination where people of all ages can connect, relax and enjoy meaningful experiences," he said in response to The Straits Times' questions.

Country City is currently working with SLA on planning and approvals, he added.

First established in 1913 as Middleton Hospital, the state property supported Singapore's healthcare

needs for over a century, later operating as the Communicable Disease Centre until its decommissioning in 2018.

Transforming such an expansive and historical site has not been an easy task, SLA said in a LinkedIn post on Dec 8.

The agency said it engaged the market extensively to gather ideas prior to launching the tender.

"The response was encouraging. We received 13 bids from tenderers keen to embark on the property of this scale and complexity and sharing our vision for its potential as a unique destination for Singaporeans and visitors of all ages," SLA said.

An artist's impression of 2 Moulmein Road. Planned offerings include thematic zones, restaurants, cafes, sports and wellness facilities, and learning spaces. PHOTO: COURTESY OF COUNTRY CITY INVESTMENT



- **Country City**, known for transforming former Tanglin Barracks into lifestyle enclave **Dempsey Hill**, won the tender for **2 Moulmein** which attracted 13 bids
- Site area **985,450 sqft** (almost 1 million!)
- Total of **44 buildings**, will include restaurants & cafes, sports & wellness facilities, enrichment & learning spaces for families, and pet friendly areas etc
- Slated to open in **Q1 2027**

FOR MORE DETAILS FROM SLA:

<https://www.sla.gov.sg/news/press-release/historic-site-at-2-moulmein-road-launched-for-tender-to-create-vibrant-lifestyle-hub-in-the-heart-of-singapore/>

SINGAPORE'S LARGEST PRIVATE REAL ESTATE AGENCY

HEALTHCITY NOVENA 2030 & BEYOND

TO CREATE AN INTEGRATED COMMUNITY FOR HEALTH, MEDICAL EDUCATION AND TRANSLATIONAL RESEARCH



2 PROPOSED AXES 3 HEALTHSPACES 4 GARDENS 5 OPPORTUNITIES 6 PILLARS



FOR MORE DETAILS:

<https://www.ttsh.com.sg/About-TTSH/healthcitynovena/Pages/default.aspx>
<https://www.ttsh.com.sg/About-TTSH/healthcitynovena/Pages/defaultXXX.aspx>

HEALTHCITY NOVENA TIMELINE

2030 and BEYOND Future Medical Education & Training Development

Proposed TTS Medical Tower

2025 HealthCity Novena Master Plan 2030 & Beyond

2021 - 2024 Concept Master Plan of HealthCity Novena 2030 & Beyond

2014 - 2024 Master Plan of HealthCity Novena

2019 AUG 30 HealthCity Novena Official Launch

2008 - 2013 Concept Master Plan of HealthCity Novena

MASTER PLAN 2

MASTER PLAN 1

COMMUNITY HEALTHSPACE



SPECIALIST HEALTHSPACE



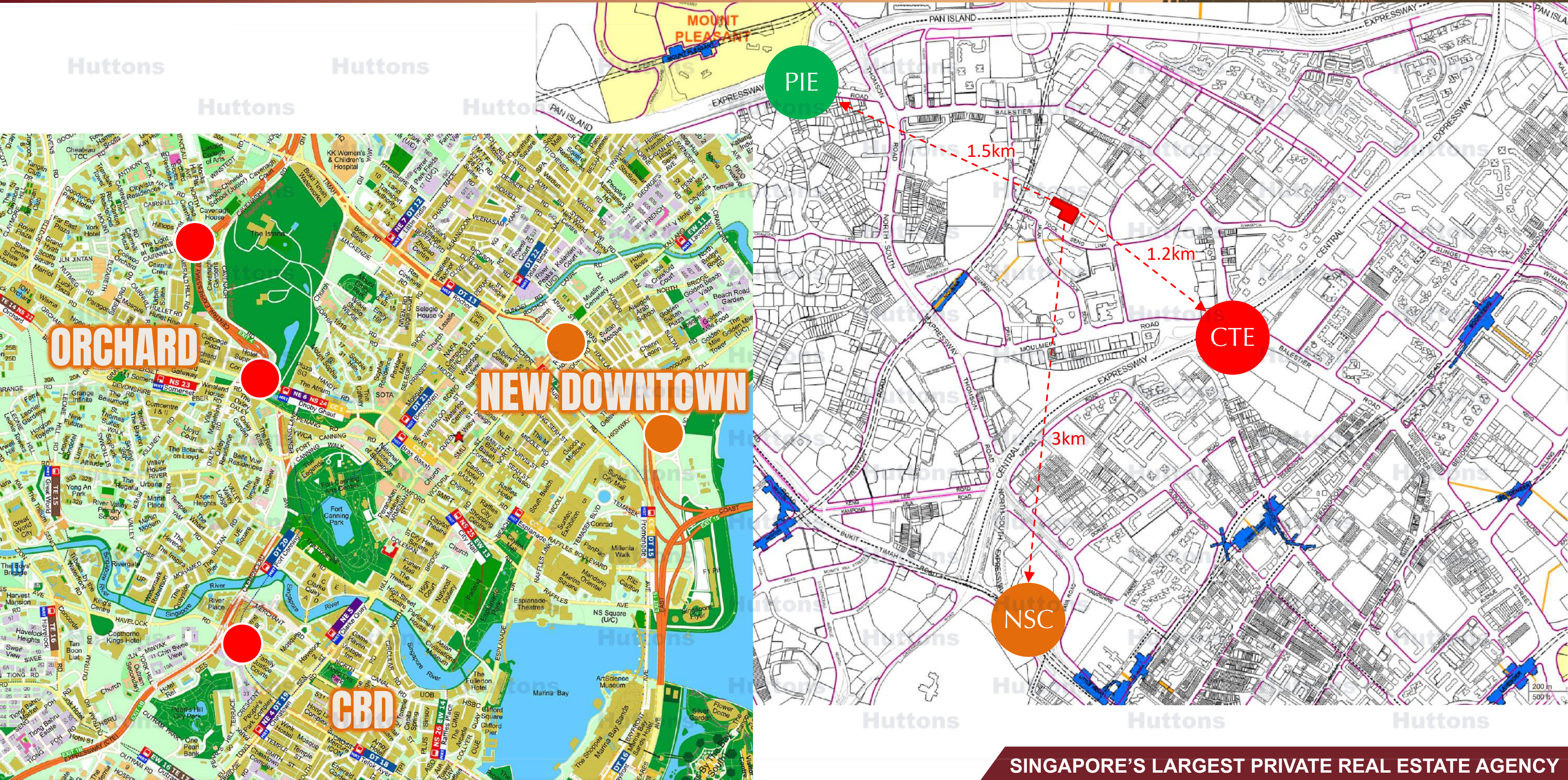
PROPOSED WALKING TRAIL

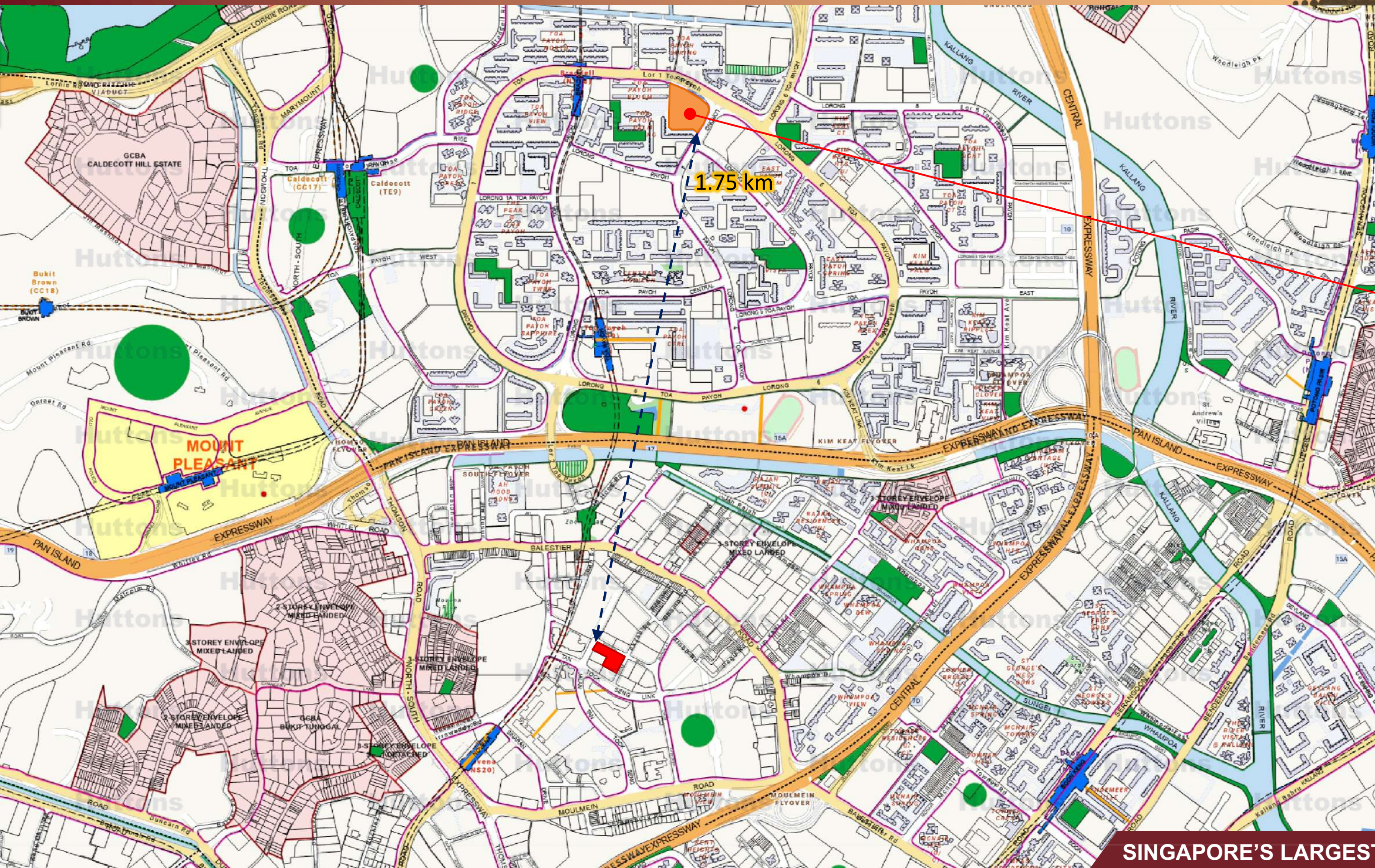
As part of the proposed HealthCity Novena Master Plan 2030 & Beyond (MP2), a potential refinement to the existing trail system is being considered. This refinement envisions the potential integration of the thematic trails from MP1 (Eco Trail, Heritage Trail and Health Trail) into a unified experience, provisionally termed as the walking trail.

The proposed consolidation aims to enhance visitor experience, potentially offering a more cohesive way to engage with the precinct's various features and amenities.









THE ORIE

Developer: CDL, Frasers,
Sekisui House

Site Area: 169,456 sqft

Tenure: 99 leasehold

District: 12 (RCR)

Est. No. of Units: 777

Nearest MRT: **Braddell**

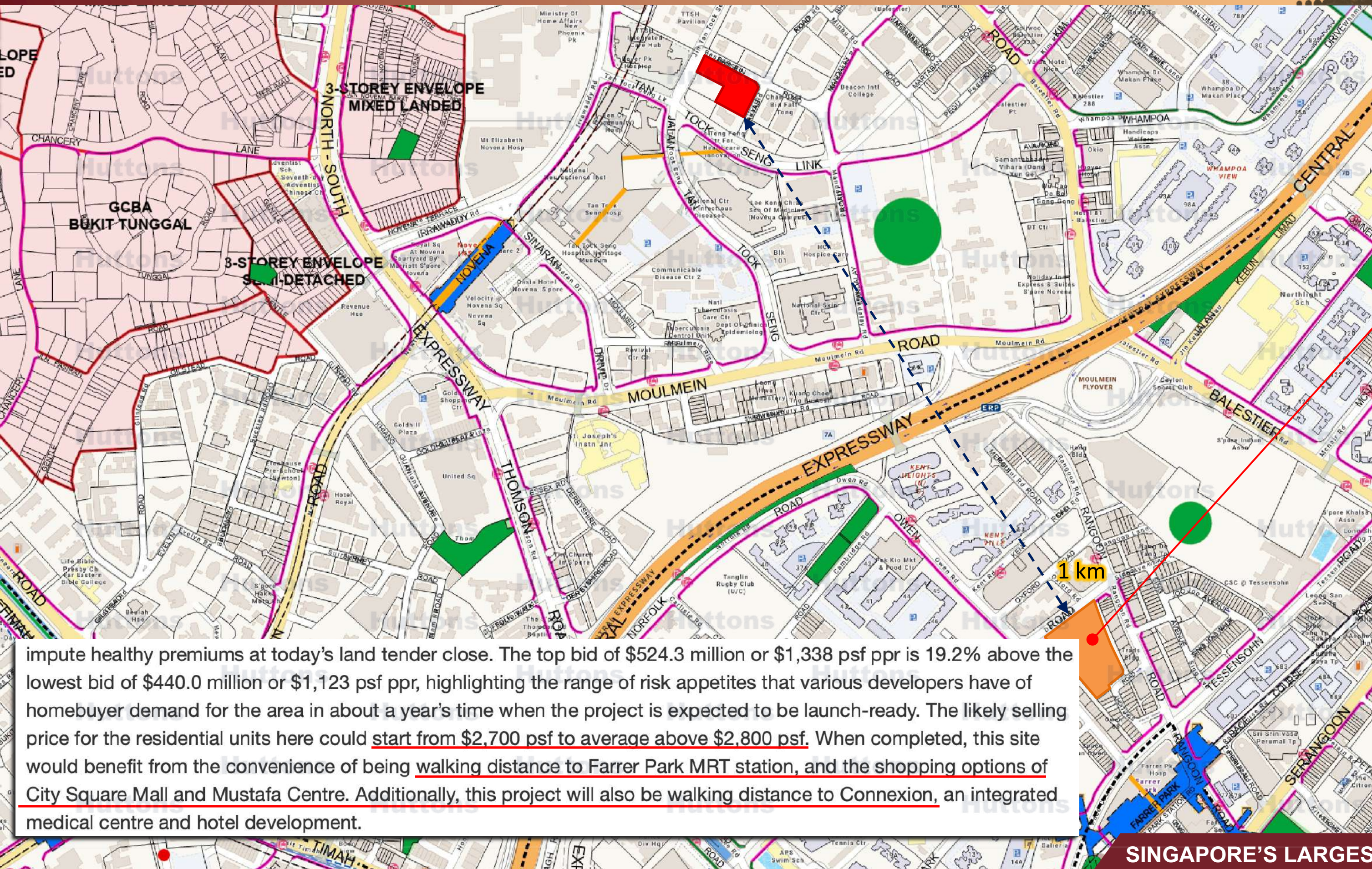
Schools within 1km:

Pei Chun Public School,
Kheng Cheng School, First
Toa Payoh Primary School,
CHIJ Primary (Toa Payoh)

Land Rate: \$1,360 psfppr

AVERAGE PSF:
\$2,713

HIGHEST PSF.:
\$3,064



DORSET ROAD

Developer: UOL, Singland,

Kheng Leong

Site Area: 111,934 sqft

Tenure: 99 leasehold

District: 8 (RCR)

Est. No. of Units: 428

Nearest MRT: Farrer Park

Schools within 1km:

Farrer Park Primary School,

Hong Wen School, SJI Jnr

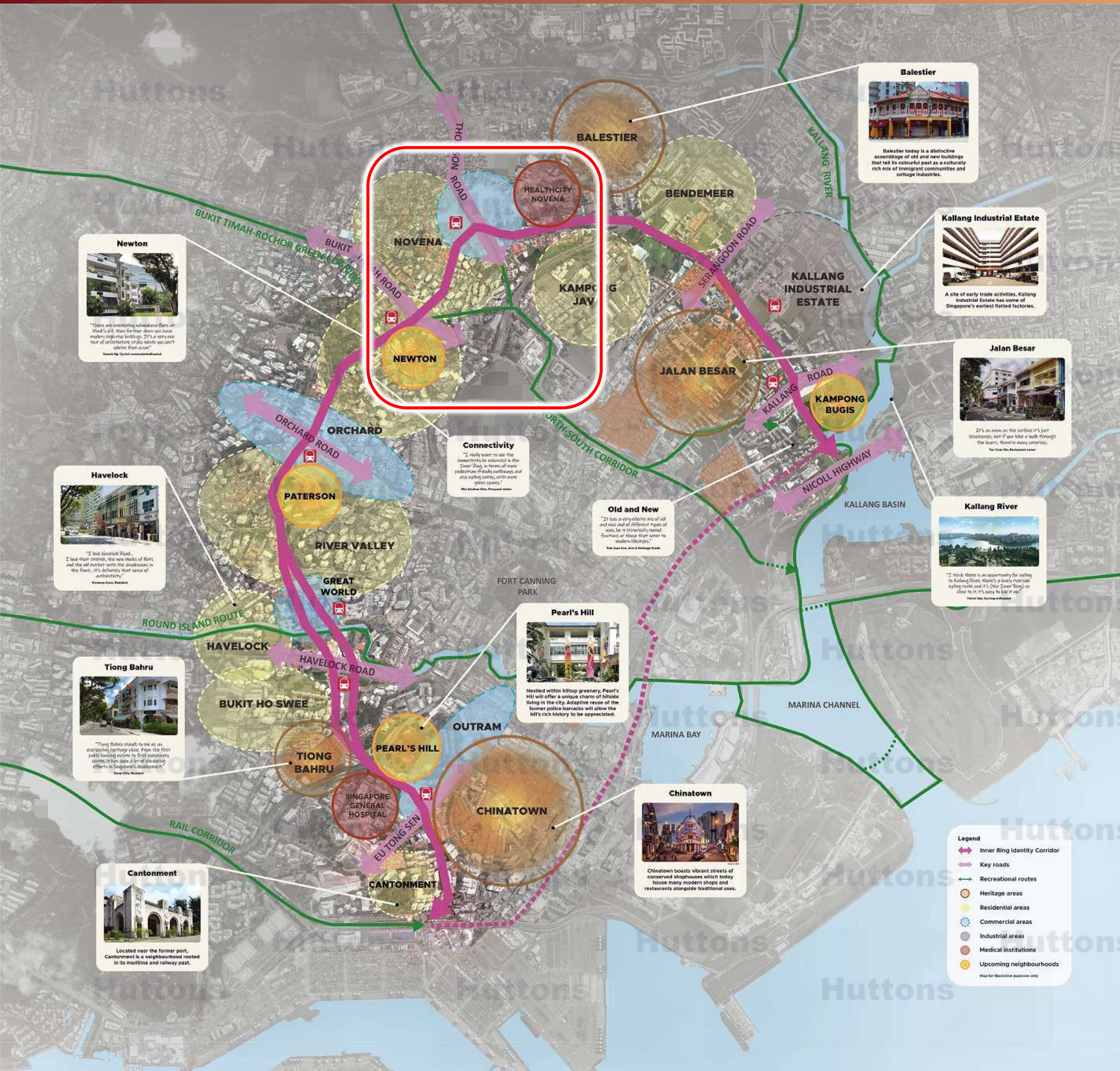
Land Rate: \$1,338 psfppr

**WHAT DO YOU THINK IS
THE AVERAGE LAUNCH
PRICE (PSF) OF THIS?**

impute healthy premiums at today's land tender close. The top bid of \$524.3 million or \$1,338 psf ppr is 19.2% above the lowest bid of \$440.0 million or \$1,123 psf ppr, highlighting the range of risk appetites that various developers have of homebuyer demand for the area in about a year's time when the project is expected to be launch-ready. The likely selling price for the residential units here could start from \$2,700 psf to average above \$2,800 psf. When completed, this site would benefit from the convenience of being walking distance to Farrer Park MRT station, and the shopping options of City Square Mall and Mustafa Centre. Additionally, this project will also be walking distance to Connexion, an integrated medical centre and hotel development.

	THE ORIE	DORSET ROAD	THE SERRA RESIDENCES
Site Area	169,456 sqft	111,934 sqft	51,395 sqft
Tenure	99 Years Leasehold	99 Years Leasehold	Freehold
District / Region	D.12 / RCR	D.8 / RCR	D.11 / CCR
No. of Units / Storey	777 / 40-Storey	Est. 428 / 28-Storey	133 / 28-Storey
Nearest MRT	Braddell	Farrer Park	Novena
Schools within 1km	Pei Chun Public School, Kheng Cheng School, First Toa Payoh Primary School, CHIJ Primary (Toa Payoh)	Farrer Park Primary School, Hong Wen School, SJI Jnr	SJI Jnr, Hong Wen School
Land Rate (psfppr)	\$1,360	\$1,338	N.A.
Average Psf / Highest PSF (if applicable)	\$2,713 / \$3,064	Above \$2,800	???

CONSIDER THE LOCATION, TENURE & TIMING, HOW MUCH PSF PREMIUM SHOULD THERE BE?



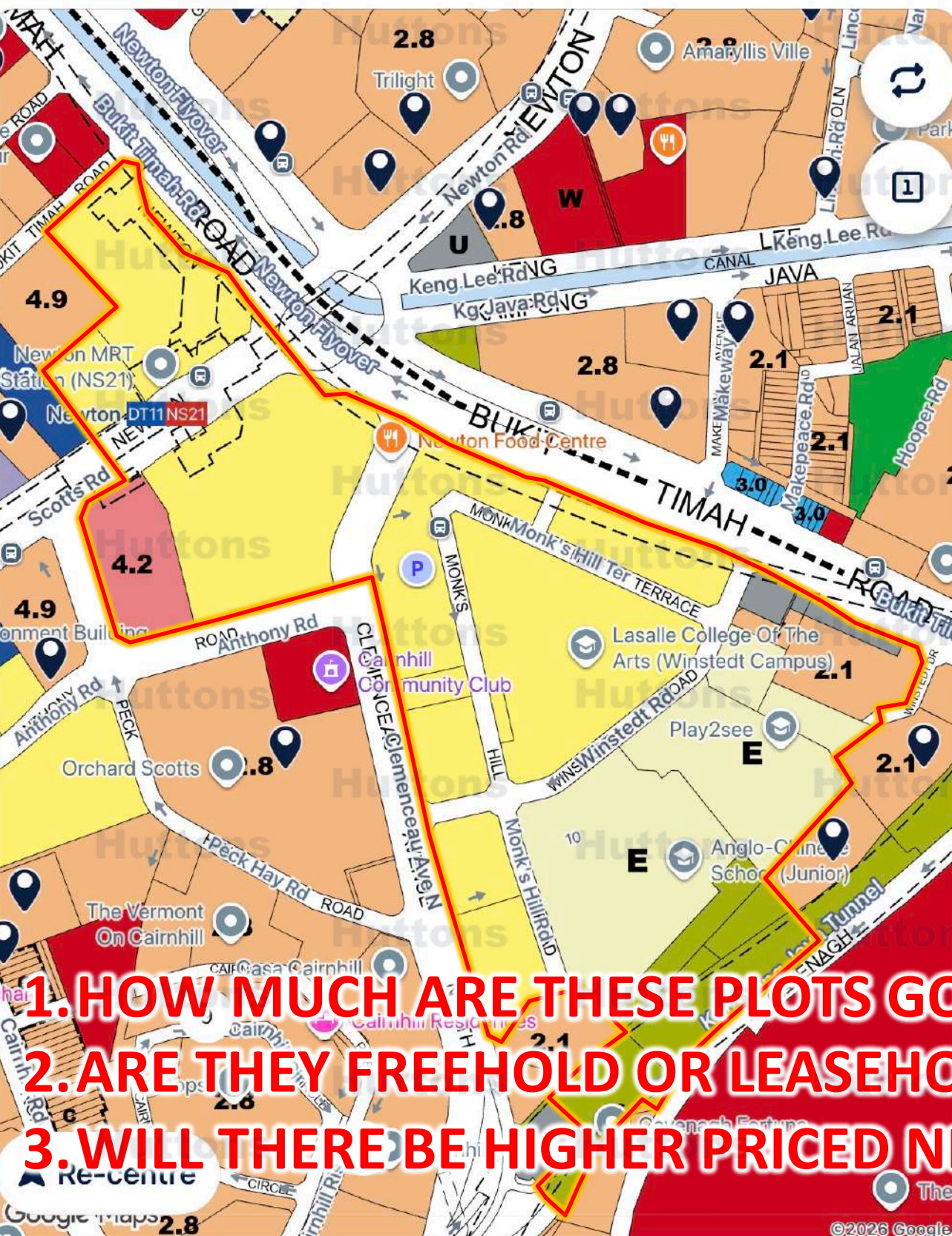
Master Plan Comparison

MP 2019

MP 2025

MP 2014

MP 2025



LAND PARCEL AT BUKIT TIMAH ROAD

ALLOWABLE DEVELOPMENT : RESIDENTIAL
SITE AREA : 5,899.2 m²
MAXIMUM PERMISSIBLE GFA : 28,907 m²
DATE OF LAUNCH : 26 AUGUST 2025
DATE TENDER CLOSED : 11 NOVEMBER 2025
LEASE PERIOD : 99 YEARS

RANKING	NAME OF TENDERER	TENDERED SALE PRICE (\$)	TENDERED SALE PRICE IN \$PSM OF GFA
1	HH Investment Private Limited	566,291,711.95	19,590.12
2	Hoi Hup Realty Pte Ltd and Sunway Developments Pte. Ltd.	504,380,000.00	17,448.37
3	Winclass Investment Pte. Ltd.	483,988,888.00	16,742.96
4	CL Emerald Pte. Ltd. and MJR Investment Pte. Ltd.	483,960,000.00	16,741.97
5	COLI (Singapore) Pte. Ltd.	460,800,000.00	15,940.78
6	Garden Estates (Pte.) Limited and Intrepid Investments Pte. Ltd.	460,509,323.00	15,930.72
7	Aster Residential Pte. Ltd.	450,800,000.00	15,594.84
8	Japura Development Pte Ltd	408,000,000.00	14,114.23

\$1,820 PSFPPR / HH Invt. / 8 Bidders / +12.27%

LAND PARCEL AT PECK HAY ROAD

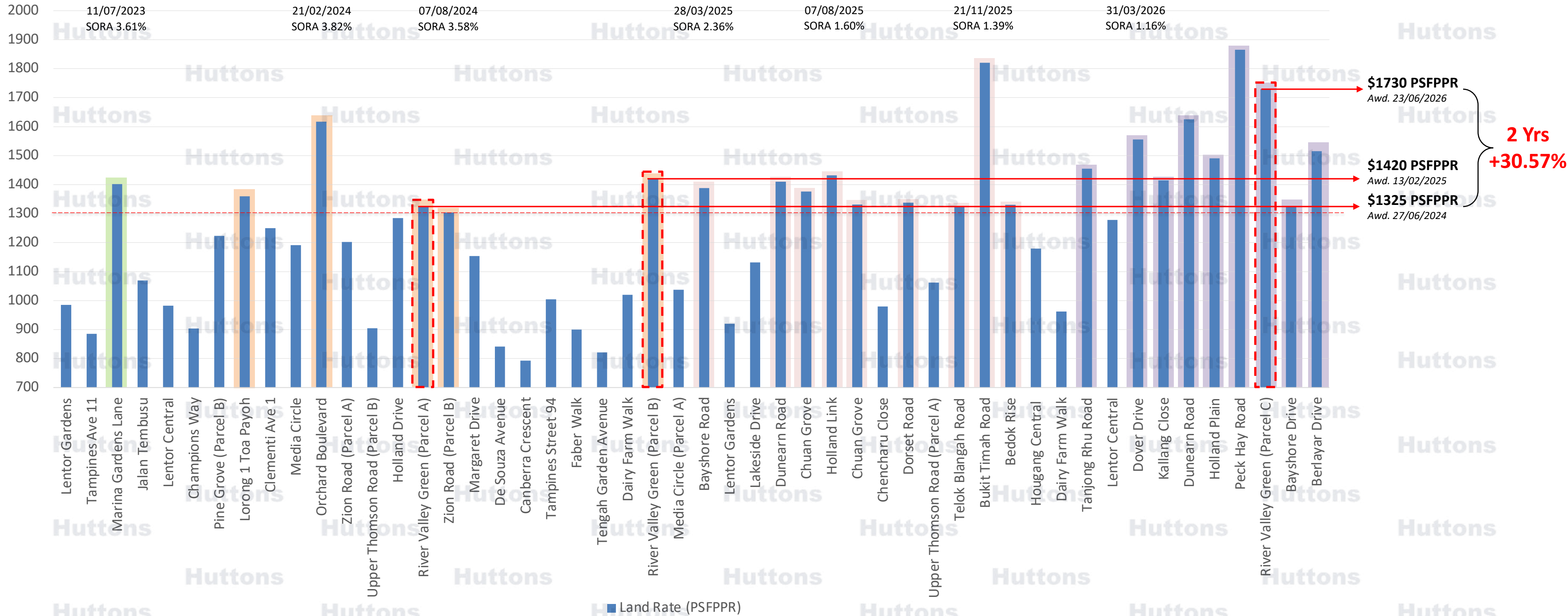
ALLOWABLE DEVELOPMENT : RESIDENTIAL
SITE AREA : 5,513.5 m²
MAXIMUM PERMISSIBLE GFA : 27,017 m²
DATE OF LAUNCH : 9 APRIL 2026
DATE TENDER CLOSED : 11 JUNE 2026
LEASE PERIOD : 99 YEARS

RANKING	NAME OF TENDERER	TENDERED SALE PRICE (\$)	TENDERED SALE PRICE IN \$PSM OF GFA
1	CDL Constellation Pte. Ltd. and Garden Estates (Pte.) Limited	542,400,000.00	20,076.25
2	SMCL Haven 3 Pte. Ltd. and CSC Land Group (Singapore) Pte. Ltd.	500,194,899.36	18,514.08
3	COLI (Singapore) Pte. Ltd.	460,260,000.00	17,035.94
4	Intrepid Investments Pte. Ltd. and TID Residential Pte. Ltd.	459,481,361.00	17,007.12

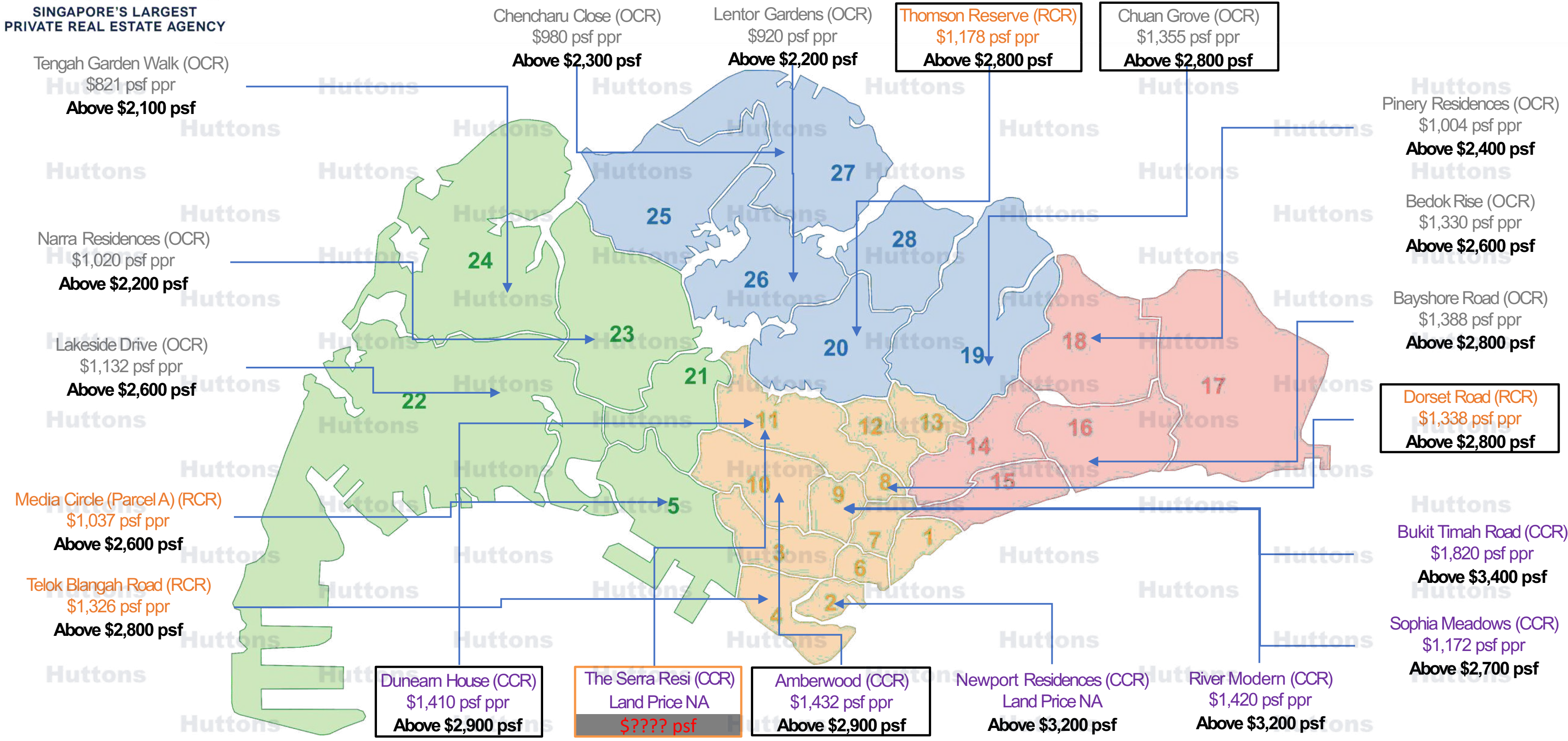
\$1,865 PSFPPR / CDL / 4 Bidders / +8.44%

1. HOW MUCH ARE THESE PLOTS GOING TO LAUNCH AT?
2. ARE THEY FREEHOLD OR LEASEHOLD?
3. WILL THERE BE HIGHER PRICED NEW LAUNCHES TO EXPECT IN FUTURE?

POST-HARMONIZATION GLS LAND RATE



NEW LAUNCH PRICES EXPECTED IN 2026



Average new launch price of RCR projects expected to be above \$2,900 psf (2025 avg: \$2,771 psf, 2024 avg: \$2,644 psf, 2023 avg: \$2,521 psf)

Average new launch price of OCR projects expected to be above \$2,400 psf (2025 avg: \$2,264 psf, 2024 avg: \$2,242 psf, 2023 avg: \$2,145 psf)



**IS THIS A RARE OPPORTUNITY TO GET A FREEHOLD
CCR NEW LAUNCH WITH FULL FACILITIES?**

**IS THERE HIGH LIVABILITY TO STAY IN A HOME WITH UPDATED
SIZES & DESIGN + GFA HARMONIZED + AMENITIES?**

**IS IT A SAFE ENTRY TO GET A LOCATION IN THE CENTRAL AT
SIMILAR PSF AS RECENT LEASEHOLD LAUNCHES FURTHER OUT?**

**IF YOUR ANSWERS ABOVE ARE YES...
DO YOU WANT YOUR BUYERS TO MISS THIS?**