

Private New Home Sales

OCT
2024

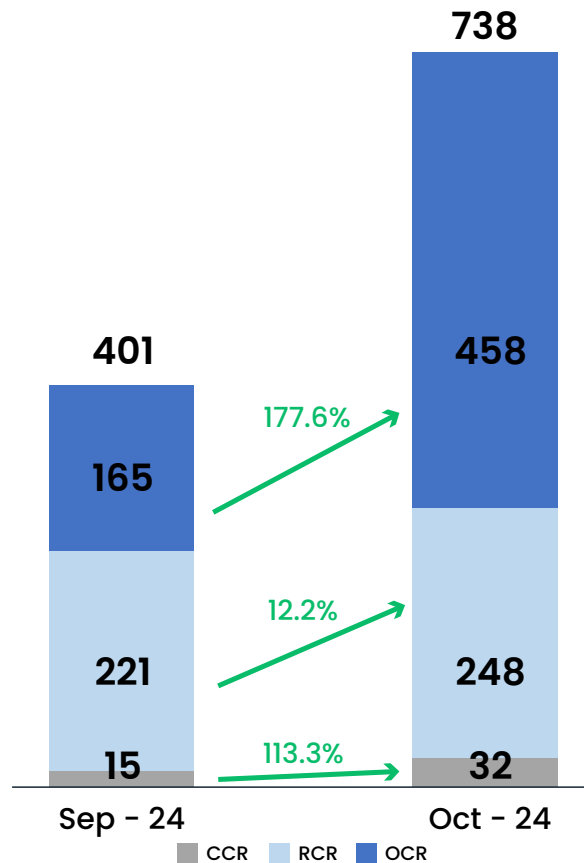
Developers' sales surged in October 2024 amid new projects being launched and a bounce in market confidence

- Developers' sales jumped in October, with 738 units (ex. EC) sold in the month – up by about 84% from September. Meanwhile, sales were up by 262% year-on-year from 204 units transacted in October 2023.
- New home sales in October were led by the Outside Central Region (OCR) where 458 new units (ex. EC) were sold.



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PRIVATE NEW HOME SALES (EXCL. ECS) SEPTEMBER 2024 vs OCTOBER 2024



Source: PropNex Research, URA (15 November 2024)

New private home sales rebounded strongly for the second-month running, with developers shifting 738 new units (ex. EC) in October. This marks an 84% month-on-month jump in sales from the 401 units in September, which had itself been a 90% MOM increase from August. October's sales figure is the highest monthly tally in nearly a year, since 784 units were transacted in November 2023. On a year-on-year basis, developers' sales were up by more than 3.5 times from 204 units in October 2023.

October's home sales were mainly driven by two new launches, Norwood Grand and Meyer Blue. Meanwhile, previously-launched Pinetree Hill also continued to pare down on its unsold inventory ahead of the sales launch of adjacent project, the 552-unit Nava Grove. Pinetree Hill sold 71 units in October, following the 63 units transacted in September – marking two of the strongest monthly sales since the project hit the market in July 2023.

Norwood Grand is the best-performing new project in 2024 thus far, with a take-up rate of 84% at launch. It is the first private condo launch in Woodlands since 2012, when Parc Rosewood came on. The dearth of new launches for more than a decade has generated pent-up demand, while Norwood Grand's attractive locational attributes near to the Woodlands South MRT station also drew buyers in. Sales at Meyer Blue were also laudable. The project – which is near the Katong Park MRT station - sold more than half of its 226 units despite its higher price point, and several other projects being launched in District 15 in recent years.

The two fresh project launches in the month – Norwood Grand in Woodlands, and Meyer Blue in Tanjong Katong - accounted for around 56% of October's sales. Boosted by sales at Norwood Grand, the **Outside Central Region (OCR)** led private new home sales in October.

There were 458 new units sold in the OCR in October - up significantly from 165 units sold in the previous month. The best-selling project in the OCR and overall was Norwood Grand, which transacted 292 out of its 348 at a median price of \$2,081 psf in October (see Table 2). Several previously-launched projects also propped up sales in the sub-market, including Hillock Green that sold 36 units at a median price of \$2,236 psf, and Lentor Mansion where 29 units changed hands at a median price of \$2,241 psf. Sales in the OCR will remain elevated in November, with Chuan Park shifting 76% of its 916 units during its launch on 10 November.

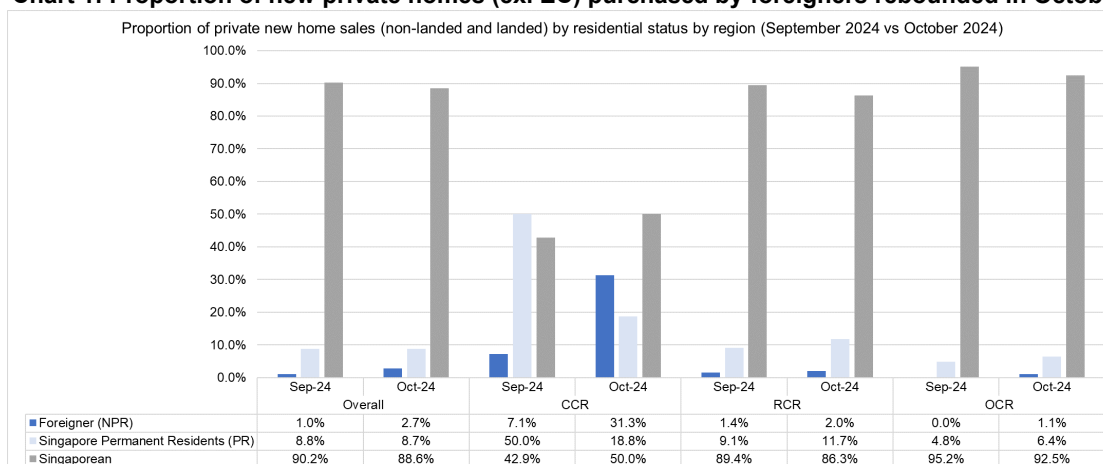
In the **Rest of Central Region (RCR)**, new home sales came in at 248 units in October, up by 12% from the 221 units sold in September. Transactions were mainly boosted by new launch Meyer Blue which sold 124 units at a median price of \$3,240 psf, and existing project Pinetree Hill which moved 71 units at a median price of \$2,541 psf. Tembusu Grand also kept up with a steady pace of sale, selling 26 units at a median price of \$2,388 psf. Similarly, RCR sales could spike in November, with Union Square Residences, Emerald of Katong, and Nava Grove all hitting the market. Over the weekend (9 Nov), Union Square Residences sold 75 out of its 366 units during its launch.

Meanwhile, developers sold 32 new units in the **Core Central Region (CCR)** – more than double the 15 units transacted in September. This is the first monthly growth in CCR sales in seven months. Klimt Cairnhill accounted for 41% of the sub-market's sales, selling 13 units at a median price of \$3,302 psf. This is followed by One Bernam which sold 7 units at a median price of \$2,876 psf. Notably, 32 Gilstead in the Novena area sold 4 units (all to foreign buyers) at prices ranging from about \$12.8 million to \$14.5 million – making them the priciest new homes transacted in October. Like the two other sub-markets, the CCR is also expected to see a lift in sales November. The Collective at One Sophia, which will be officially launched in January 2025 has sold 39 out of its 367 units following its private preview sales that started earlier this month.

In the **EC** segment, developers sold 28 new units in October, down by about 13% from the 32 new EC units transacted in September. North Gaia was the top-selling EC project with 13 units sold at a median price of \$1,310 psf. As at the end of October, there are only 146 unsold new EC units on the market. The limited supply bodes well for the 504-unit Novo Place EC in Tengah which will be launched this weekend (16 Nov).

In October, developers launched 534 new units for sale, up by 22% from the 437 units that were put on the market in September.

Chart 1: Proportion of new private homes (ex. EC) purchased by foreigners rebounded in October 2024



Source: PropNex Research, URA Realis (data retrieved on 15 November 2024)

October 2024 saw a small rebound in foreigner purchases. Based on the URA Realis caveat data, the proportion of new private (non-landed & landed) homes purchased by foreigners rose to 2.7% in October, from 1% in September. In absolute terms, there were 20 transactions to foreigners (non-PR) for units at 32 Gilstead, 8@BT, Canninghill Piers, Klimt Cairnhill, Lentor Mansion, Meyer Blue, Norwood Grand, Pinetree Hill, The Arden, and The Lakegarden Residences. Purchases made by Singaporean buyers dipped slightly during the month, where 88.6% of the new private (non-landed & landed) homes were bought by Singaporeans. Meanwhile, the portion of new private homes purchased by Singapore PRs came in at 8.7% (see Chart 1).

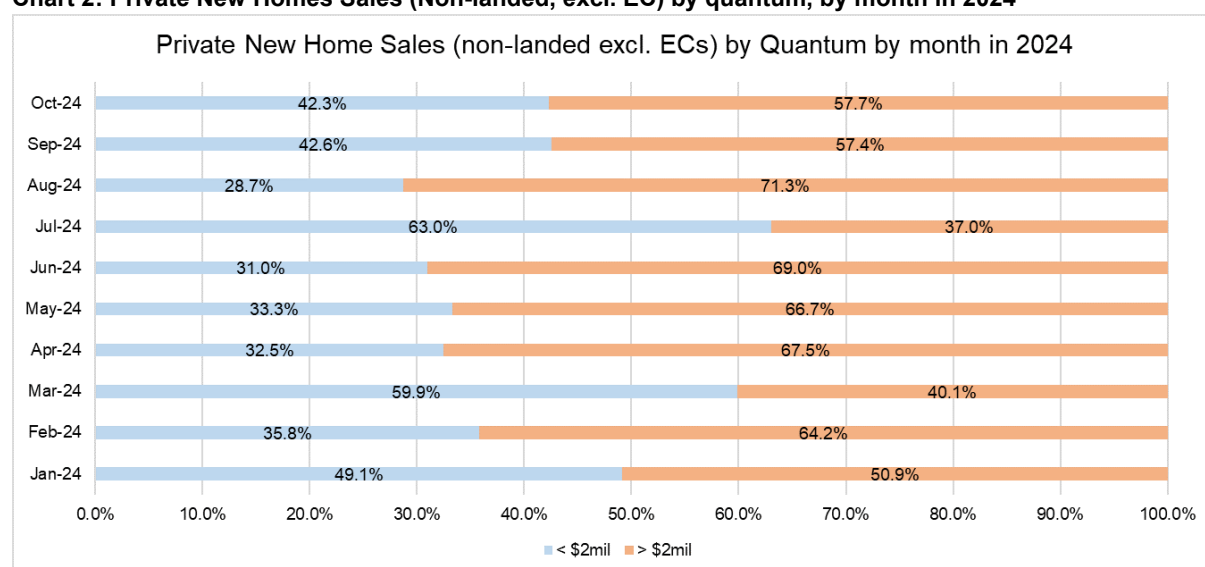
Table 1: Median transacted unit price (\$PSF) of non-landed new private homes (ex. EC) by month by region

Month	CCR	RCR	OCR	Overall
Jan-24	\$3,190	\$2,576	\$2,079	\$2,280
Feb-24	\$3,121	\$2,547	\$2,068	\$2,455
Mar-24	\$3,244	\$2,523	\$2,250	\$2,266
Apr-24	\$3,326	\$2,595	\$2,100	\$2,342
May-24	\$3,282	\$2,725	\$2,137	\$2,223
Jun-24	\$3,241	\$2,569	\$2,100	\$2,256
Jul-24	\$3,066	\$2,579	\$2,096	\$2,149
Aug-24	\$3,278	\$2,493	\$2,132	\$2,243
Sept-24	\$3,393	\$2,594	\$2,129	\$2,450
Oct-24	\$3,302	\$2,984	\$2,104	\$2,191
Oct-24 MOM % change	-2.7%	15.0%	-1.2%	-10.6%

Source: PropNex Research, URA Realis (retrieved on 15 November 2024)

PropNex notes that the overall median transacted unit price of new non-landed private homes fell by 10.6% to \$2,191 psf in October from about \$2,450 psf in September (see Table 1), according to caveats lodged. The drag on median transacted price was likely attributed to the rise in OCR sales during the month, particularly Norwood Grand which sold units at a median unit price of \$2,081 psf. Notably, the median transacted prices of RCR non-landed private homes surged 15% to \$2,984 psf, boosted by sales at Meyer Blue which sold units at a median unit price of \$3,240 psf. Generally, PropNex expects prices of new private homes to remain resilient, with upside potential particularly in the OCR and RCR, in view of the new launches in this segment, including Chuan Park and Emerald of Katong.

Chart 2: Private New Homes Sales (Non-landed, excl. EC) by quantum, by month in 2024



Source: PropNex Research, URA Realis (retrieved on 15 November 2024)

By price quantum, PropNex observes that a good proportion of non-landed private new homes (ex. EC) continues to be sold at below \$2 million over the months (see Chart 2). In October, such transactions made up 42.3% of the sales, relatively on par with the 42.6% proportion in September. The highest proportion this year was seen in July where about 63% of non-landed new home sales were priced at below \$2 million – boosted by deals done at Kassia and SORA. Generally, developers are pricing new launches sensitively as buyers remain price conscious, and a price quantum of below \$2 million typically sits well with many prospective buyers.

Outlook

At 738 units, developers' sales in October posted the highest monthly figure since November 2023. New home sales have been languid for most part of 2024 amid limited major launches on the market and cautious sentiment. PropNex notes that the dour mood has started to shift, and the market sentiment appears to be brightening, particularly after the US Federal Reserve's jumbo rate cut (0.5%-pt) in September. Earlier this month, the Fed announced another quarter-point cut which was assuring for many home owners, prospective buyers, and property investors.

In the first 10 months of 2024, developers have sold 3,787 new private homes (ex. EC). PropNex expects new home sales in November to be turbocharged by a deluge of attractive project launches which will collectively offer some 3,550 units (including an EC project) – providing tailwinds for the primary market sales across all segments PropNex projects that developers' sales may hit 6,000 units for the whole of 2024, with stronger numbers coming in for Q4 2024.

The improved sentiment and new home sales momentum could carry into 2025, where buyers can anticipate a slate of attractive projects to be launched. In 1H 2025, there could be potentially 20 new projects on tap, including The Orie in Lorong 1 Toa Payoh, ELTA in Clementi Avenue 1, Parktown Residence (mixed-use development), amongst others.

Table 2: Top-Selling Private Residential Projects (ex. EC) in October 2024

S/N	Project	Region	Units sold in Oct 2024	Median price in Oct 2024 (\$PSF)
1	NORWOOD GRAND	OCR	292	\$2,081
2	MEYER BLUE	RCR	124	\$3,240
3	PINETREE HILL	RCR	71	\$2,541
4	HILLOCK GREEN	OCR	36	\$2,236
5	LENTOR MANSION	OCR	29	\$2,241
6	TEMBUSU GRAND	RCR	26	\$2,388
7	LENTORIA	OCR	22	\$2,253
8	HILLHAVEN	OCR	16	\$2,168
9	THE MYST	OCR	15	\$2,126
10	KLIMT CAIRNHILL	CCR	13	\$3,302

Source: PropNex Research, URA (15 November 2024)

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