# T STEPS TO IDENTIFY LOW-RISK HIGH-PROFIT POTENTIAL PROPERTIES

THE KEY TO YOUR PROPERTY INVESTMENT SUCCESS



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#### **GETTING STARTED**



The following guide represents Step 4 of the Property Wealth Planning Process

#### THE PROPERTY WEALTH PLANNING PROCESS





#### Discussion

We hear you out on the goals you plan to achieve with your property investments.



#### Discovery

A discovery session helps us find out your needs & preferences, and recommend creative solutions based on your finances and timeline.



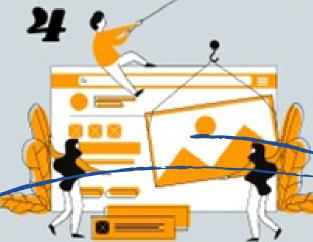
#### Solution

We advise you on all possible solutions & blind spots, the timeline & finances required and review the pros and cons of each solution until we find the best approach for you.



#### Execution

We execute your Property Wealth Plan and represent you to negotiate the best price with all parties.

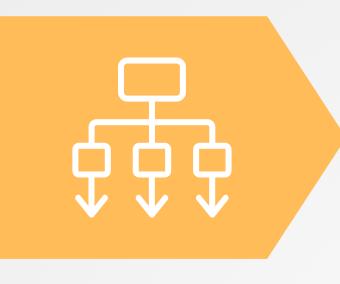


#### Identify

We identify suitable properties with the lowest risk & highest profit potential using our proven 7 steps framework.

# STEP 4:

#### USER GUIDE & DISCLAIMER



This guide provides clients with a 7-step framework to identify lower-risk and higher profit potential property investments through factors that has historically influenced supply and demand.



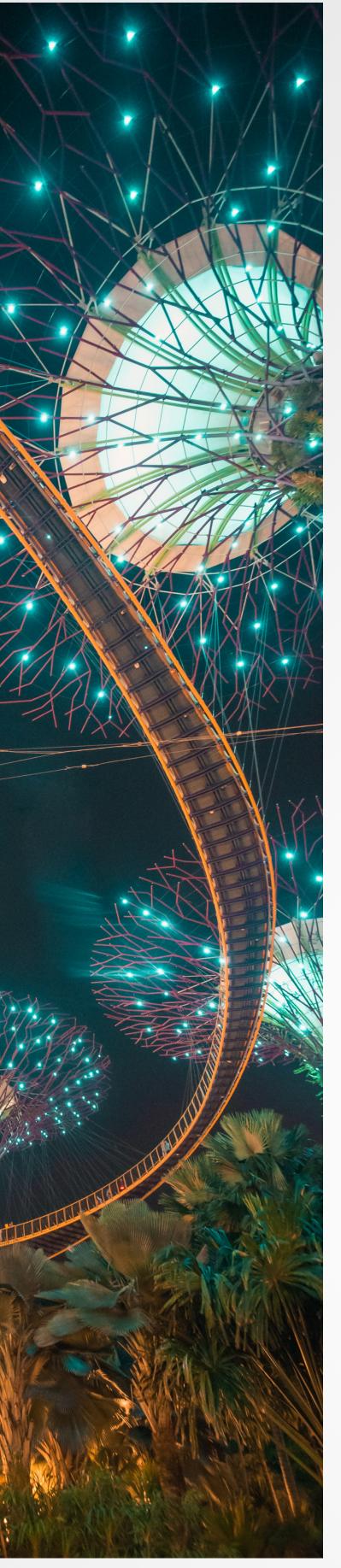
The more boxes a property checks, the higher the probability of profit (POP) and investment potential. Conversely, the fewer boxes a property checks, the lower the POP and investment potential



As with all investments, there is no guarantee of profit as external factors such as black swan events, macro-economic turbulence, and the holding power of an individual investor can affect investment returns as well.



As a rule of thumb, projects of >200 units are recommended as boutique projects have less appeal due to smaller land footprint (fewer facilities), lower awareness (popularity), and lower liquidity (ease of selling).





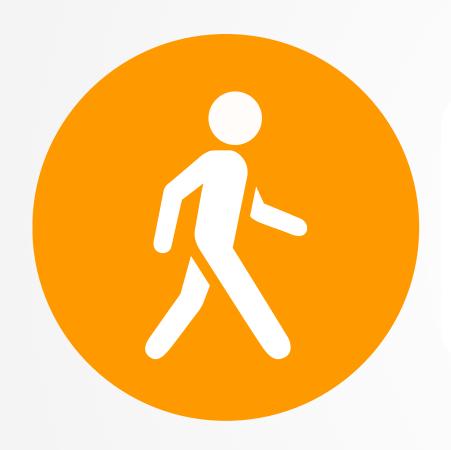
# STEP 1

10 minutes walk to MRT station





Study shows that approximately 6/10 of the population prefer a maximum of 10 minutes walk to an MRT station.



Based on the average walking speed in Singapore of 19m per 10.55 seconds, this works out to an estimated 1.1KM.



Tenancy demand is typically higher for projects closer to MRT stations due to an evergreen demand for accessibility.

#### Resources:

https://www.straitstimes.com/singapore/transport/less-need-to-have-car-if-its-a-10min-walk-to-public-transport)

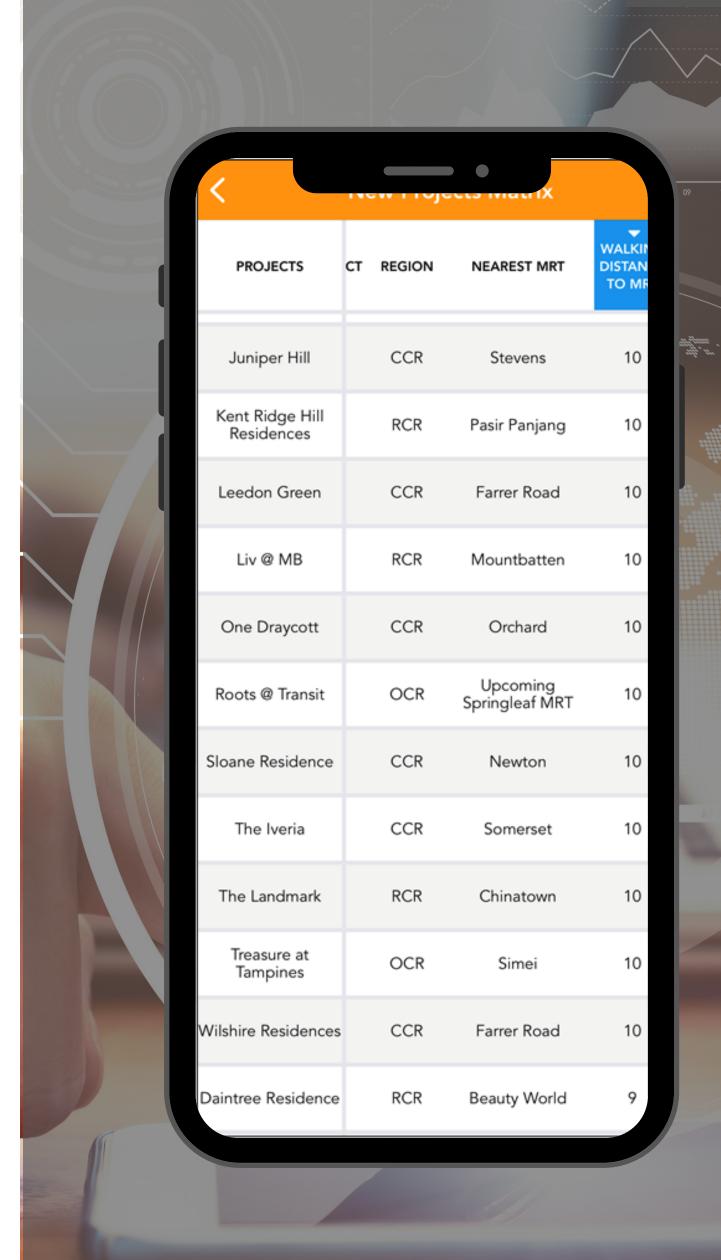
www.richardwiseman.com/quirkology/pace\_home.htm

# Different sources may state walking distances differently. Sometimes due to a back gate, or a shortcut that is not reflected on the map, walking distances can be much shorter than reported by

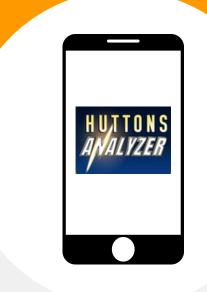
TAKE NOTE

Google Maps.

Hence, if you're measuring via GoogleMap, 10 min would normally be less than 1.1KM of actual walking distance.



#### DATA SOURCES



The Matrix

(Huttons

**Analyzer**)



**Google Maps** 



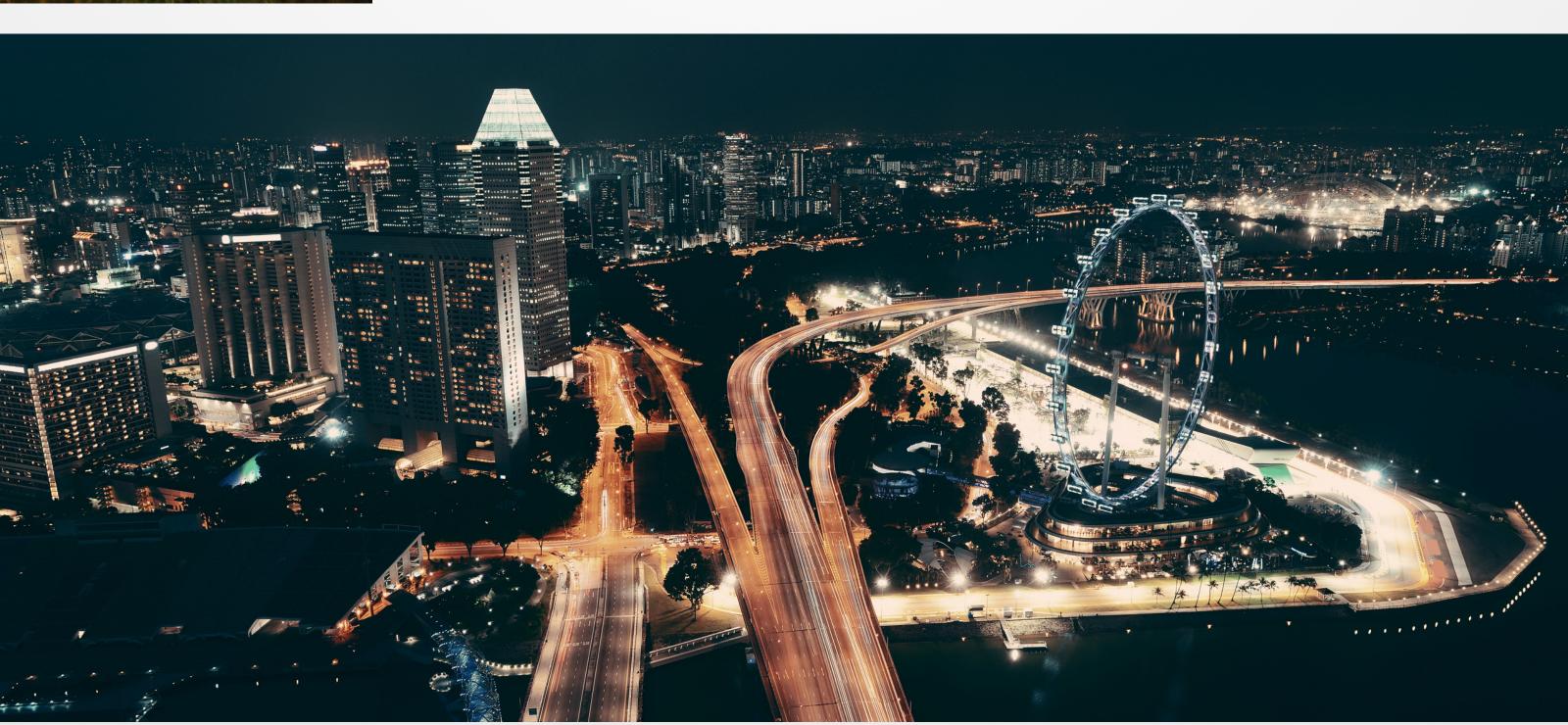
OneMap





# STEP 2

**Growth Hotspot** 





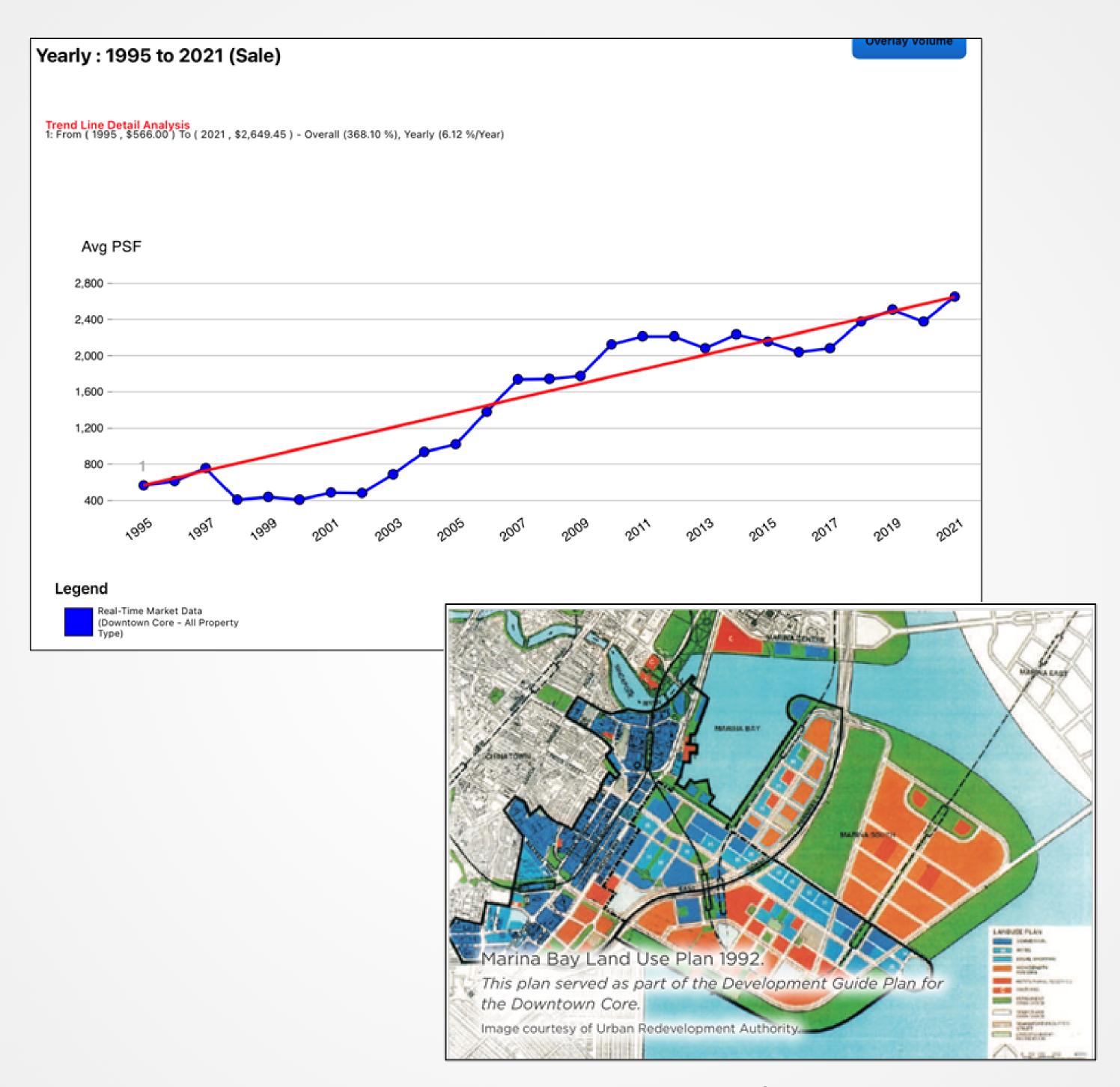
Based on past trends on emerging hotspots, property prices have shown a high correlation of growth when the government invests in infrastructure in the locality.



There are major and minor growth hotspots and investors with a longer investment term horizon would do best in the major ones where upcoming commercial, residential hubs, and amenities are completed over time.



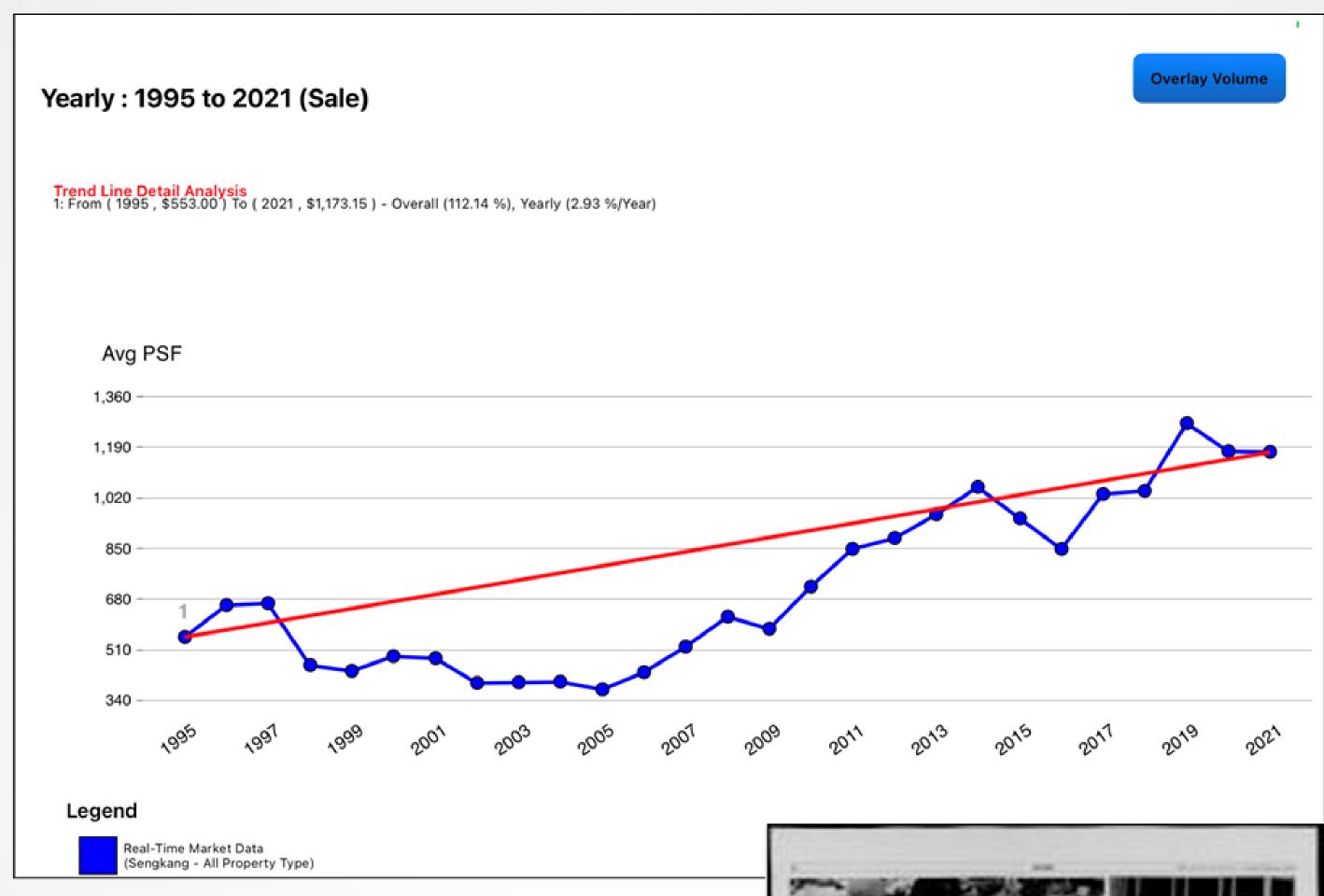
# CASE STUDY OF MARINA BAY GROWTH HOTSPOT



**URA Archive 1992** 

Since the announcement of the New Downtown comprising Marina Bay in 1991, prices have appreciated more than 368% over 31 years.

# CASE STUDY OF SENG KANG GROWTH HOTSPOT

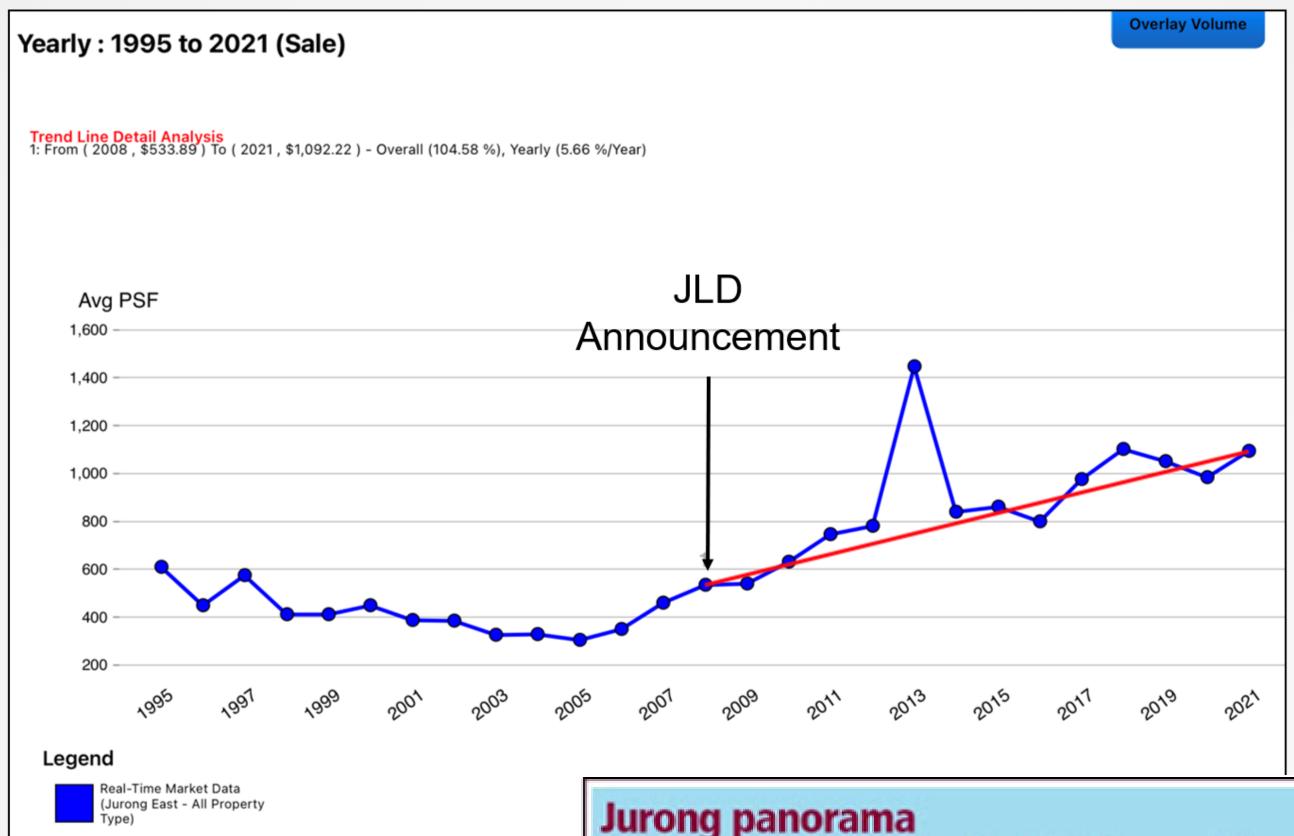


Since the beginning of Seng Kang's development in the mid 1990s, prices have appreciated 112% over 26 years.

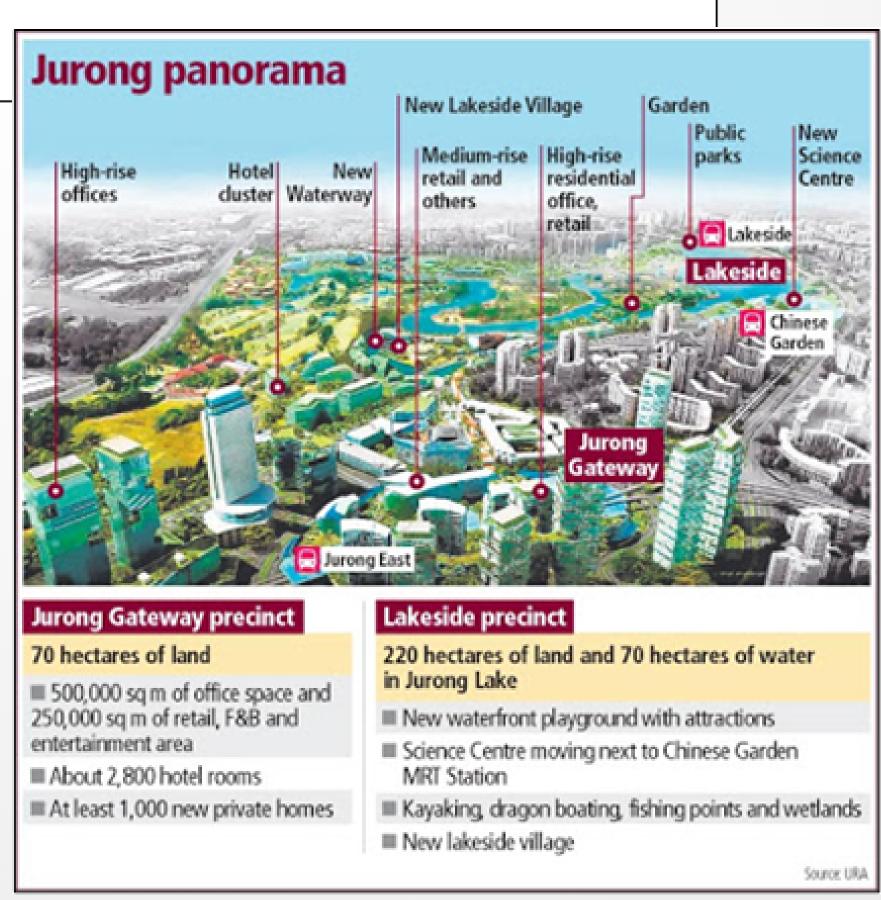


ST: 8 Feb 2000

### CASE STUDY OF JURONG LAKE DISTRICT GROWTH HOTSPOT



Since the announcement of the New Downtown comprising of the Jurong Lake District in 2008, prices have appreciated more than 104% over 31 years.



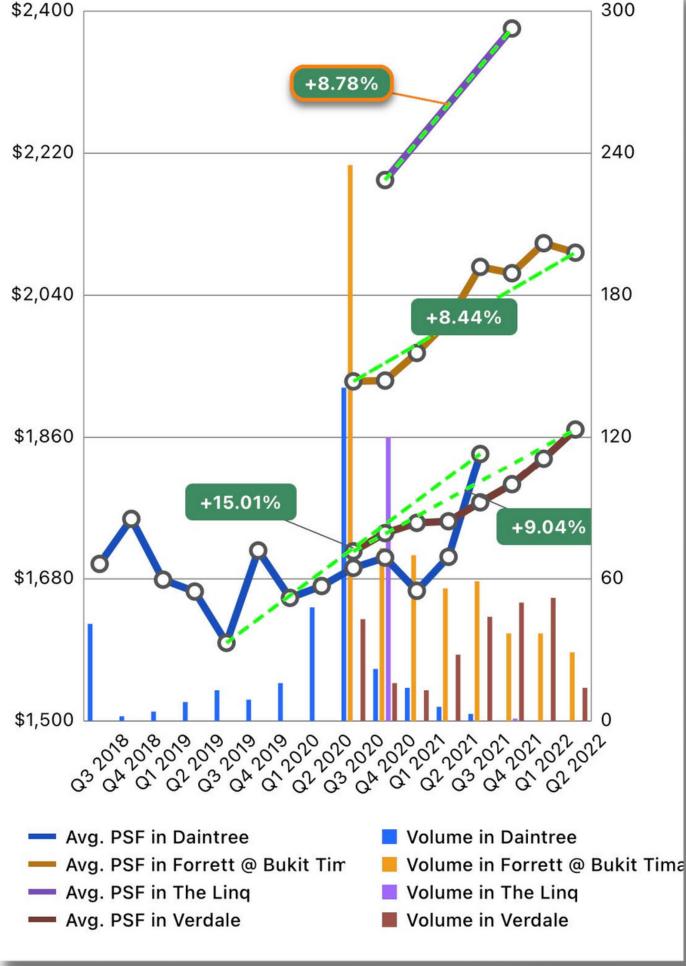
ST: 2008

### CASE STUDY OF BEAUTY WORLD GROWTH HOTSPOT

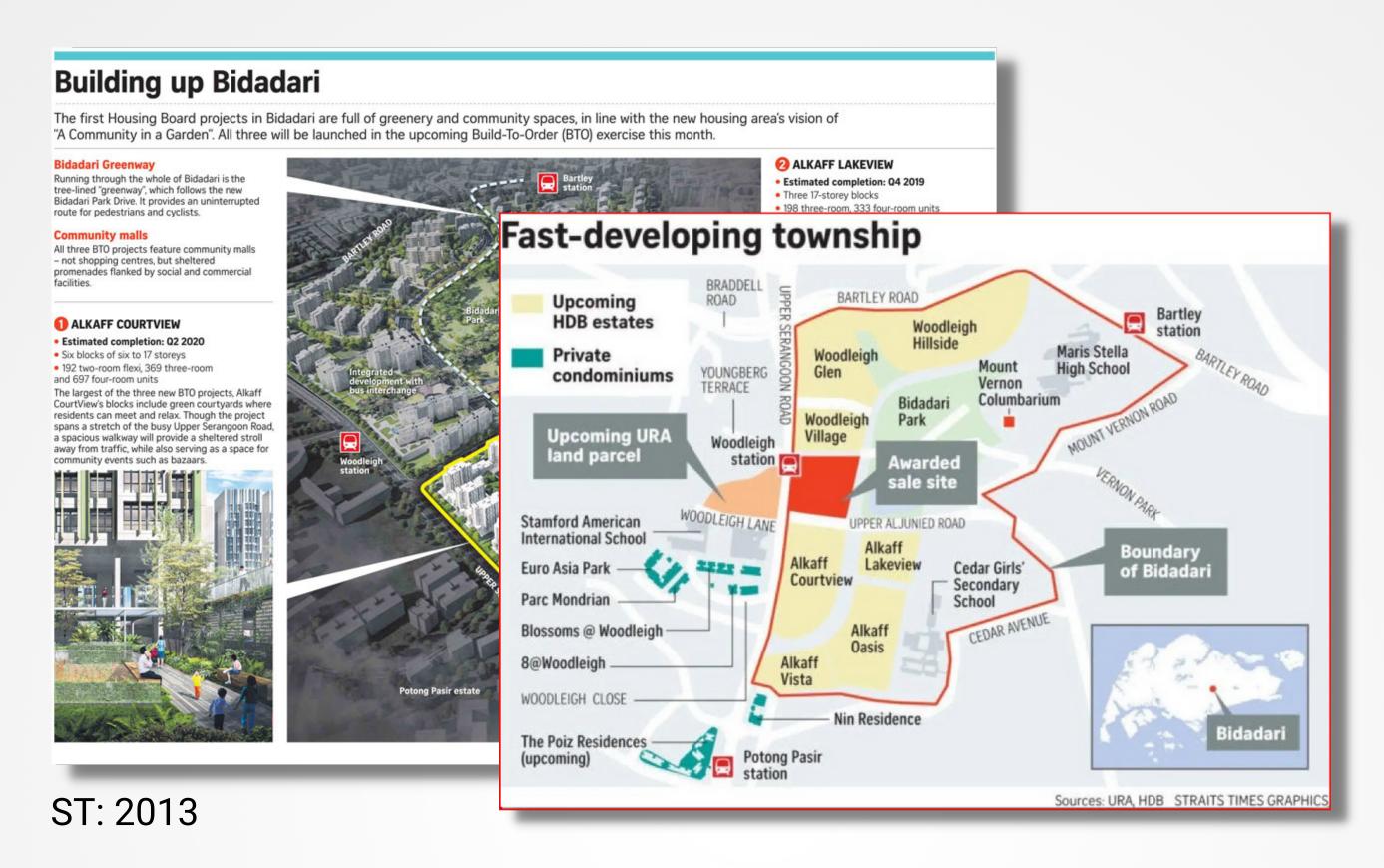


URA: April 2019

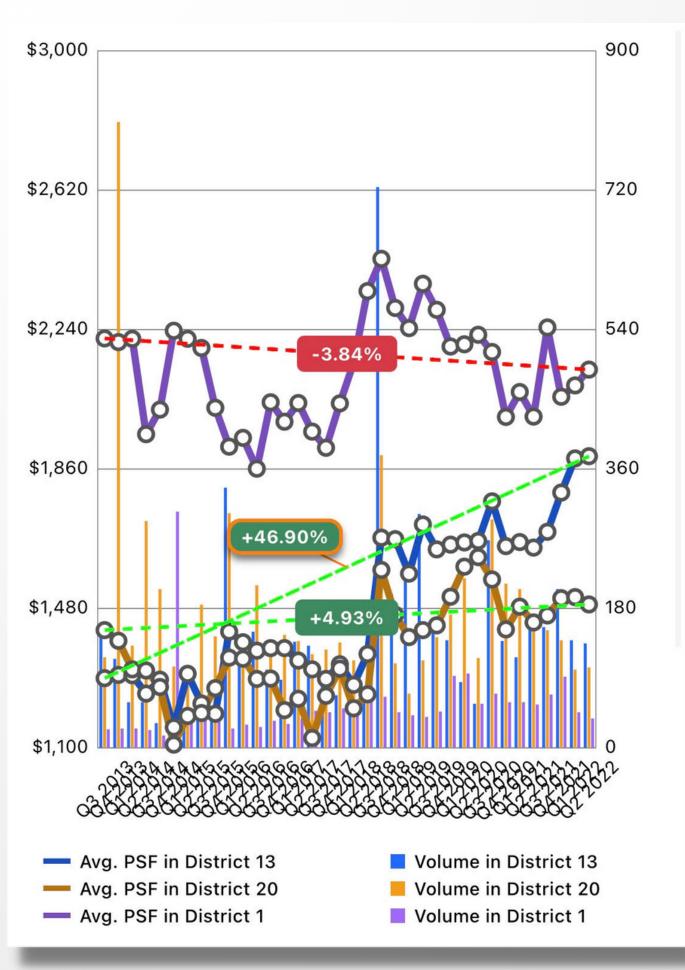
Since the announcement of the transformation of Beauty World in April 2019 under the URA draft masterplan, prices of projects launched in the vicinity have increased by 8-15%.



# CASE STUDY OF BIDADARI (WOODLEIGH) GROWTH HOTSPOT



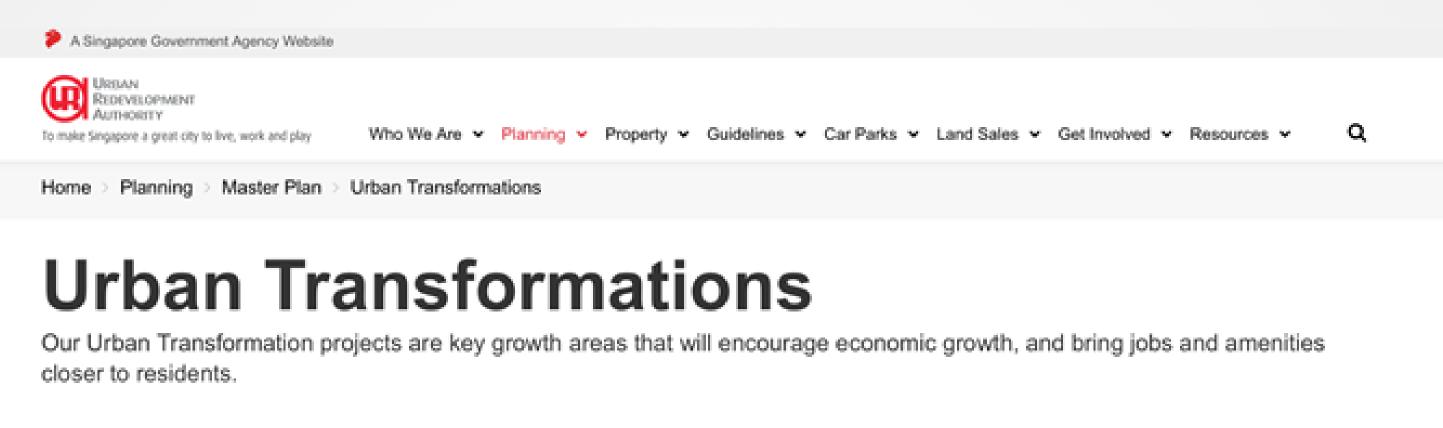
Since the announcement of the transformation of Bidadari estate in 2013, District 13 has seen prices growing at +46.9%, District 1 at -3.84% and District 20 at +4.93% over the last 9 years.



#### **DATA SOURCE**



#### Urban Transformations under URA Masterplan







A Vibrant Live-Work-Play-Learn Ecosystem Around the Airport



#### Greater Rustic Coast

A 50km Continuous Belt of Rustic Green, and Recreational Spaces For All

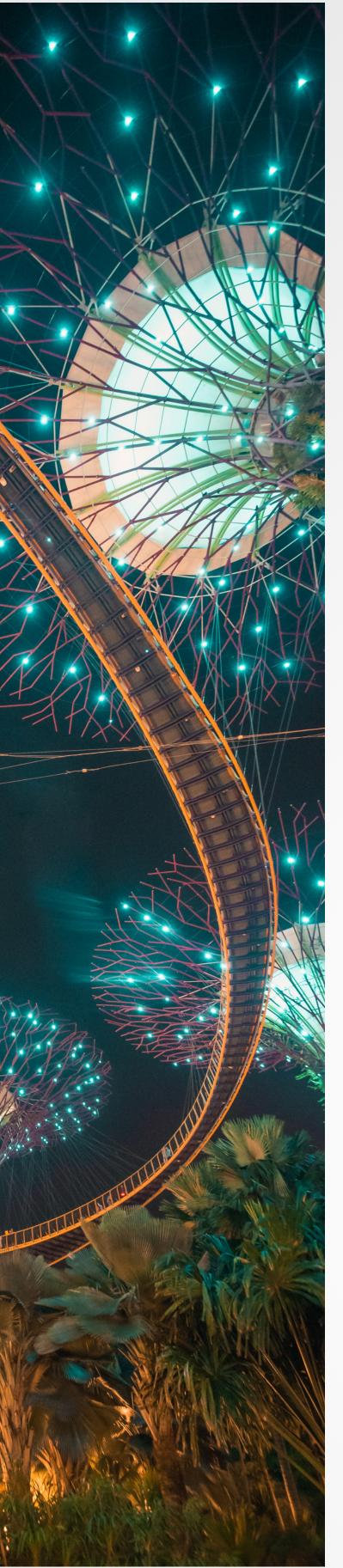
View





#### Resources:

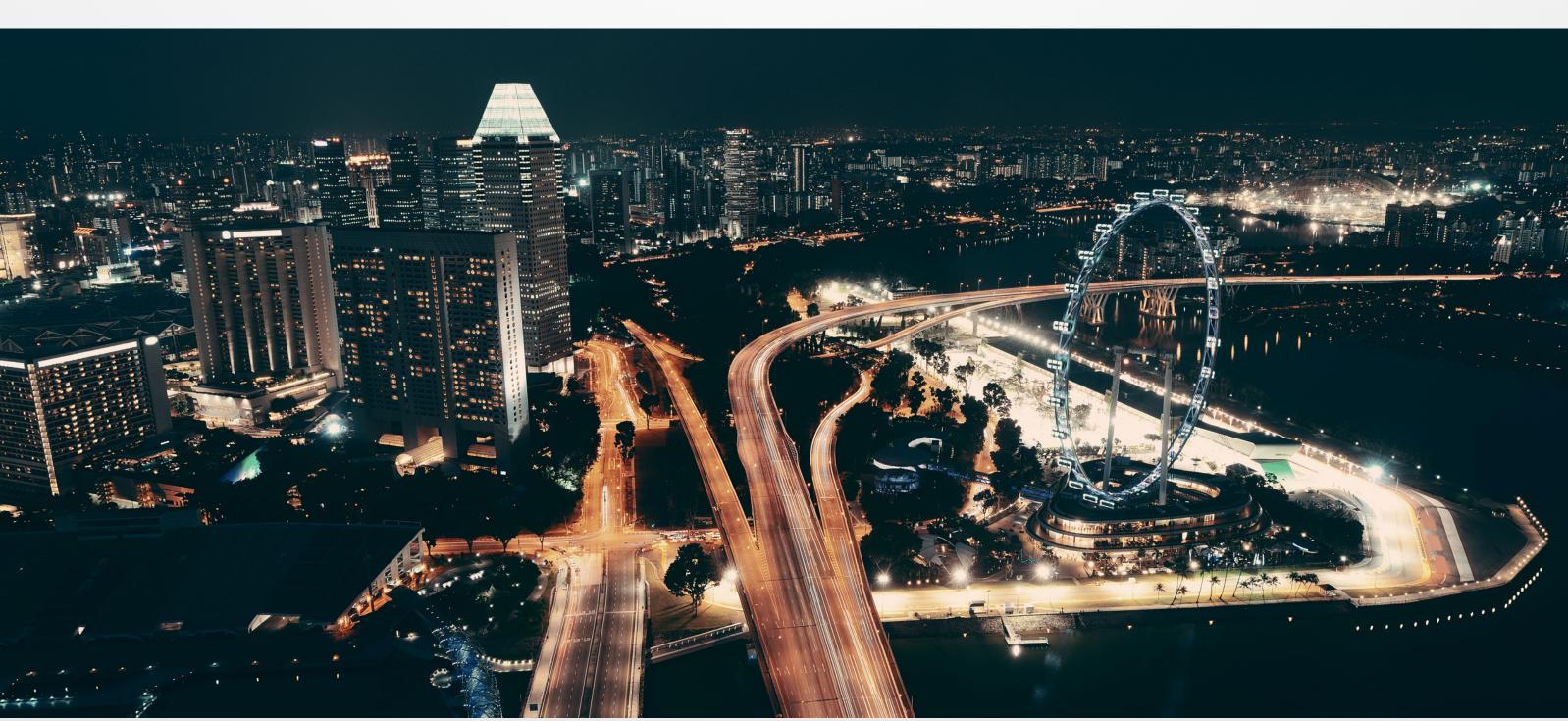
https://www.ura.gov.sg/Corpora te/Planning/Master-Plan/Urban-Transformations Click into each area to read up on the upcoming changes to fully understand whether it is a major hot spot or a minor one.





# STEP 3

Potential GLS Plots Nearby

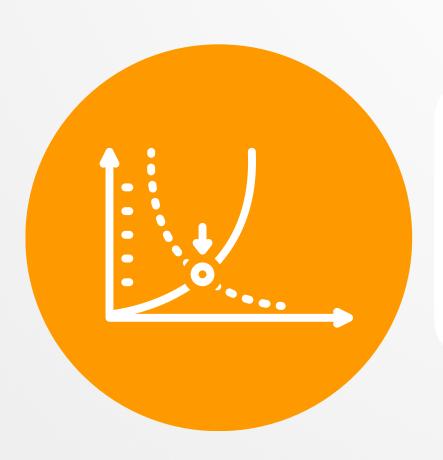




Government Land Sales (GLS) are the main source that developers buy their raw ingredient from.



In major transformation areas, there are many unreleased plots of land that are released in phases over time so as to create supply for HDB upgraders and anticipated population growth for an estate.

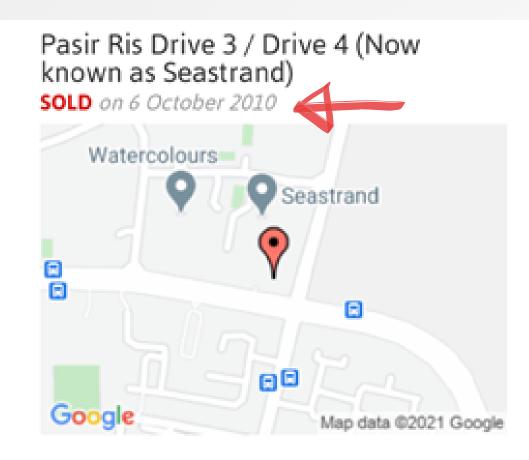


Land released in stages along with inflationary pressures in labour and raw material costs historically has resulted in higher breakeven and selling prices.



The more there are in the area, the higher the profit potential for an investor.

#### EXAMPLE - ESCALATING COSTS WITHIN NEIGHBOURING PLOTS OF GLS IN PASIR RIS



#### LAND ATTRIBUTES

Site use Tenure Site area (sqm) Site GFA (sqm) Highest bid (\$m) Highest bid (\$psf) Number of bids

#### ESTIMATED BREAKEVEN

Residential 20,000.1 42,000.2 151.4 334.8

Land (\$m) Construction (\$m) Land Financing (Sm) Professional / Legal / Taxes (\$m) Marketing / Others (\$m)

Est. Total Cost (\$m)

Est. Breakeven (\$psf ppr)

Developer

Frasers Centrepoint & Far East



246.1

143.7

17.2

26.3

761

465.4

32

151.4

110.3

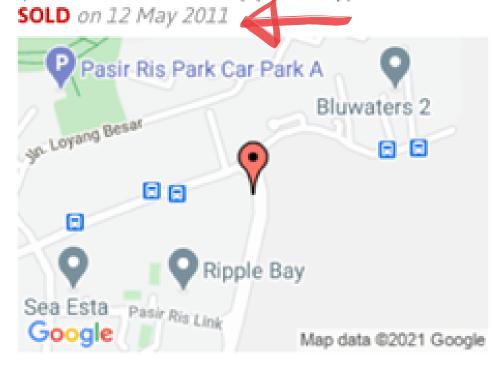
10.6

22.3

17.7

312.2

#### Jalan Loyang Besar / Pasir Ris Drive 4 (Now known as Ripple Bay)



#### LAND ATTRIBUTES

Site use Tenure Site area (sqm) Site GFA (sqm) Highest bid (Sm) Highest bid (\$psf) Number of bids

#### ESTIMATED BREAKEVEN

MCL Land

Residential 99 27,054.8 56,816.0 246.1 402.4 3

Land (\$m) Construction (\$m) Land Financing (Sm) Professional / Legal / Taxes (\$m) Marketing / Others (\$m) Est. Total Cost (\$m) Est. Breakeven (\$psf ppr) Developer



141

9.9

22.5

17.4

307.9

789

117.1

#### Jan Loyang Besar / Pasir Ris Rise



#### LAND ATTRIBUTES

Site use Tenure Site area (sqm) Site GFA (sqm) Highest bid (\$m) Highest bid (\$psf) Number of bids

#### ESTIMATED BREAKEVEN

Est. Breakeven (\$psf ppr)

Developer

Residential 99 17,274.2 36,276.0 141.0 361.0 13 Land (\$m) Construction (\$m) Land Financing (\$m) Professional / Legal / Taxes (\$m) Marketing / Others (\$m) Est. Total Cost (\$m)

Hoi Hup & Sunway

Source: EdgeProp

#### EXAMPLE - ESCALATING COSTS WITHIN NEARBY PLOTS OF GLS IN PUNGGOL



#### LAND ATTRIBUTES

ite use	Residential
enure	99
ite area (sqm)	14,344.0
ite GFA (sqm)	48,769.6
lighest bid (\$m)	169.6
lighest bid (\$psf)	323.0
lumber of bids	8

#### ESTIMATED BREAKEVEN

Land (\$m)

Construction (\$m)

Land Financing (\$m)

2011011101101110 (3111)
Professional / Legal / Taxes
(\$m)
Marketing / Others (\$m)
Est. Total Cost (\$m)
Est. Breakeven (\$psf ppr)
Developer
Capital Development & ZACD



169.6

157.5

11.9

29.1

#### Punggol Central / Edgedale Plains (Now known as River Isles) SOLD on 8 November 2011 River Isles

Map data ©2021 Google

#### LAND ATTRIBUTES

Site use	Residential
Tenure	99
Site area (sqm)	20,256.1
Site GFA (sqm)	60,768.3
Highest bid (\$m)	218.9
Highest bid (\$psf)	334.6
Number of bids	5

#### ESTIMATED BREAKEVEN

Land (\$m)	218.9
Construction (\$m)	196.2
Land Financing (\$m)	15.3
Professional / Legal / Taxes	36.7
(\$m)	
Marketing / Others (\$m)	28
Est. Total Cost (\$m)	495.]
Est. Breakeven (\$psf ppr)	757
Developer	



206.2

#### Punggol Central / Punggol Place (Now known as Parc Centros)



#### LAND ATTRIBUTES

Site use	Residentia
Tenure	99
Site area (sqm)	18,019.4
Site GFA (sqm)	54,058.2
Highest bid (\$m)	206.2
Highest bid (\$psf)	354.4
Number of bids	13

#### ESTIMATED BREAKEVEN

Qingjian

Land (\$m)

Wee Hur

Construction (\$m)	174.6
Land Financing (\$m)	14.4
Professional / Legal / Taxes	33.3
(\$m)	
Marketing / Others (\$m)	25.7
Est. Total Cost (\$m)	454.2
Est. Breakeven (\$psf ppr)	781
Developer	
Developei	

Source: EdgeProp

#### TAKE NOTE

To study the potential plots available in the neighbourhood, go to OneMap.sg and toggle between the "Satellite & Masterplan 2019".

Take note that Google Satellite maps are sometimes not updated and it may be necessary to go on-site to check whether a site has been launched if in doubt.

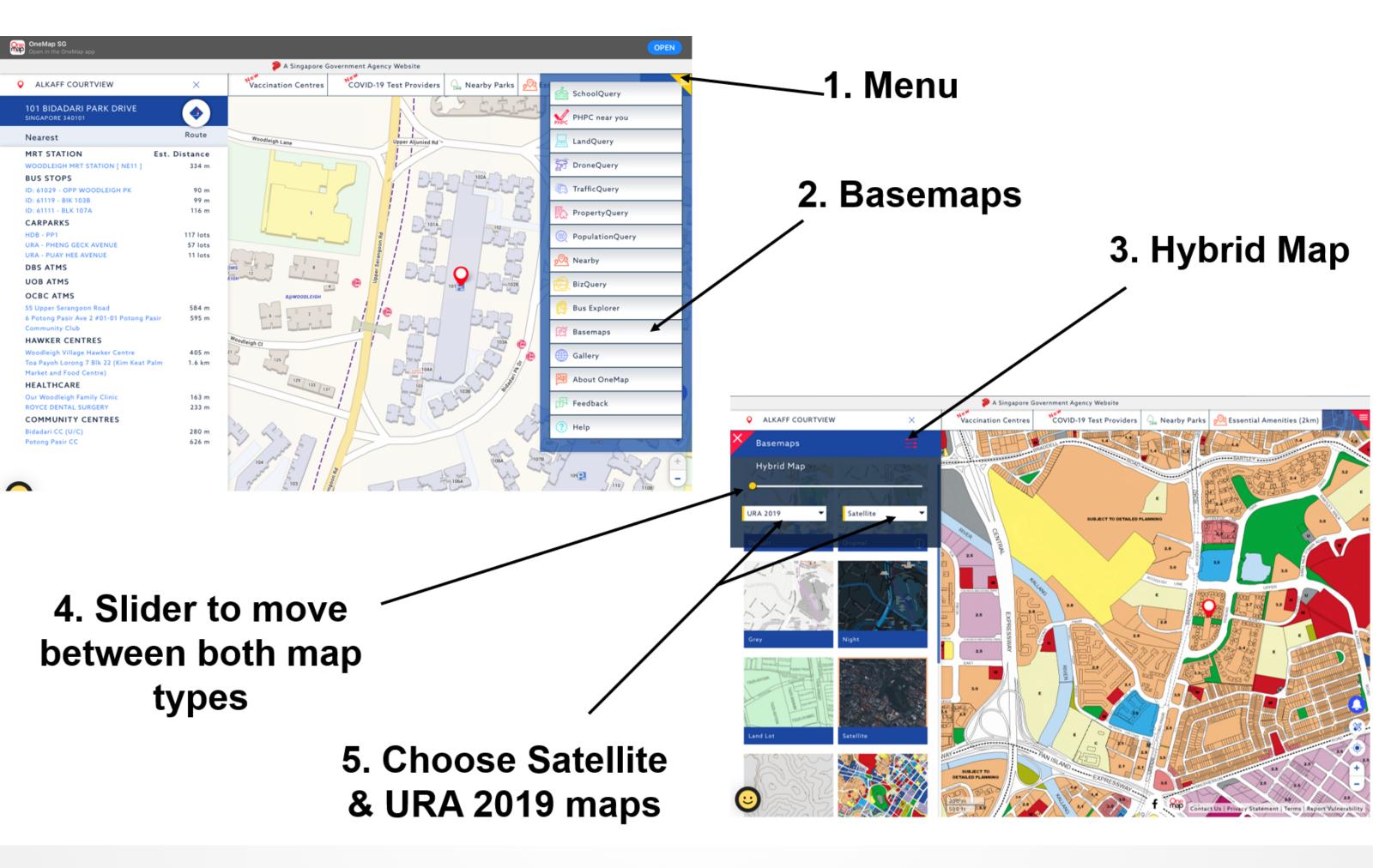


#### DATA SOURCE



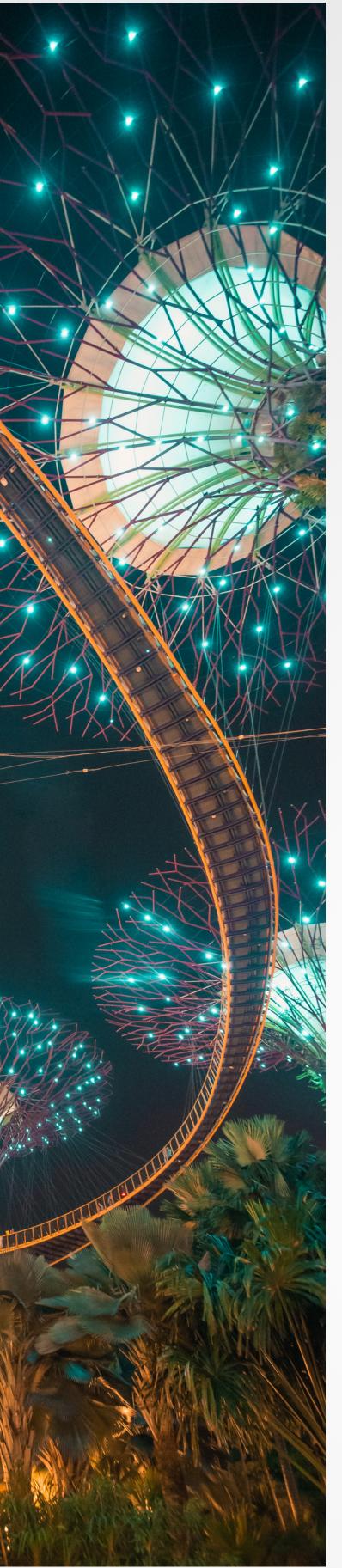
**OneMap** 

# HOW TO SWITCH BETWEEN SATELLITE / URA 2019 BASE MAPS ON ONEMAP.SG



#### PRO TIP:

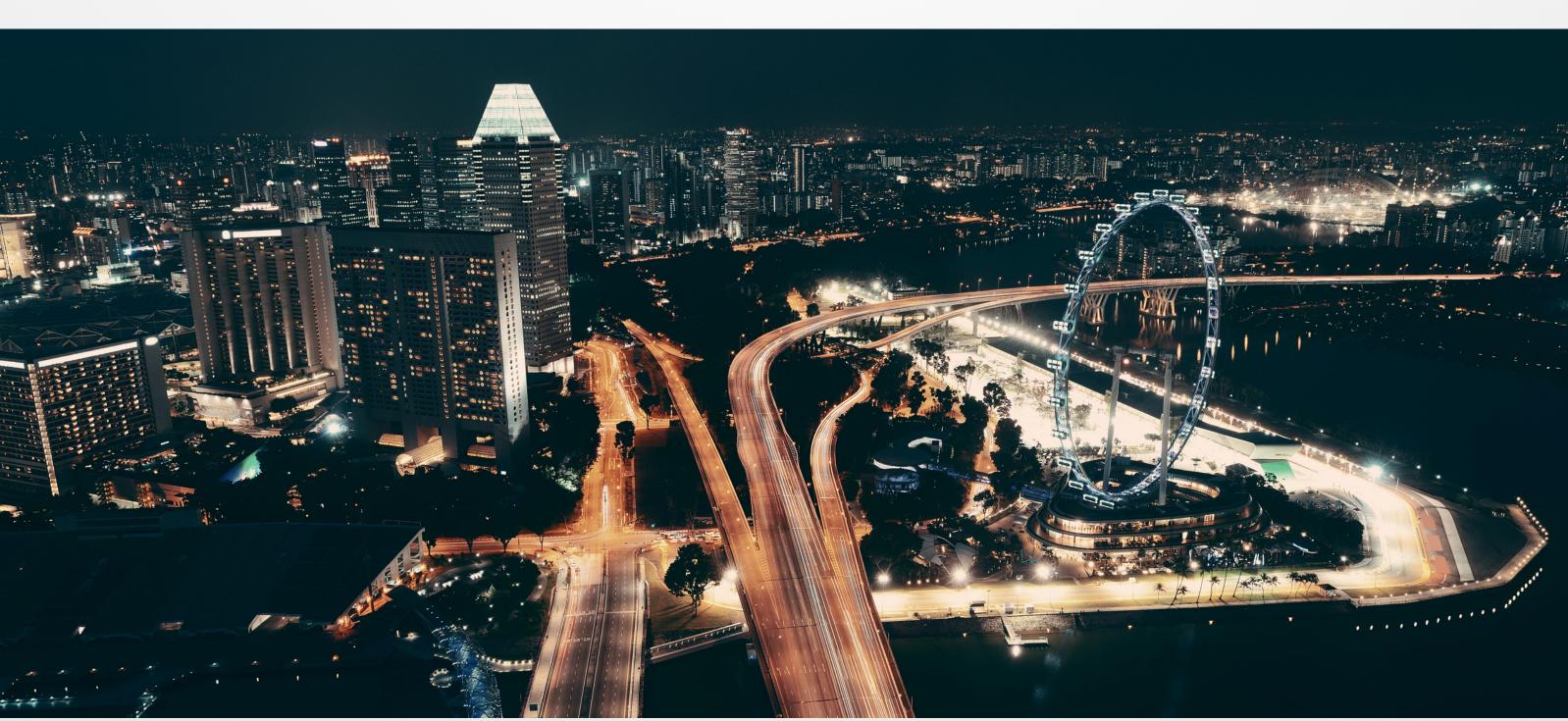
Move the slider left and right to check if a plot is bare land or has been constructed. If it is bare land, and colored orange, it has the potential to be launched as a private or public housing plot. Large plots will usually be broken down into smaller plots in the future. Yellow plots are reserved sites that are "un-zoned" for now and may have potential to be zoned residential in the future.





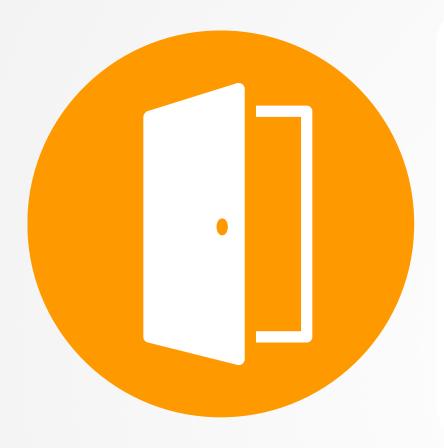
# STEP 4

Developer's Profit Margin





Developers risk hundreds of millions to develop a new project. Typical minimum profit margins expected are between **20%-25%** to be worth the risks.



At a new launch, developers hope to clear as many units as possible to **achieve 3 goals**: Good media publicity, a sell-through rate of at least 30% to qualify for construction loans disbursement & to provide a "safe for purchase" impression to the market.

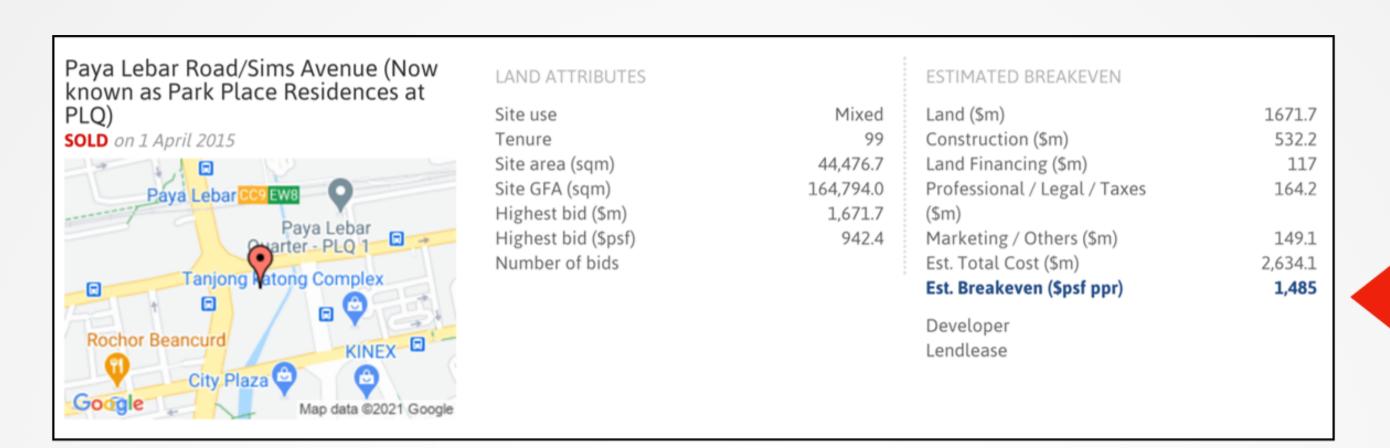


At the beginning of a launch, the profit margin is usually lower to achieve this effect and will raise gradually as more units get sold. This is called the "loss leaders strategy".

Hence, the lower the profit margin of a project today, the more likely the price loading happens in later phases of launch.

It is also <u>highly recommended</u> to check the profit margin of a unit based on its stack (Check past caveats of same stacks sold) to achieve a higher level of precision.

# PARK PLACE RESIDENCES EXAMPLE OF LOSS LEADERS AND LATER PHASE PRICE LOADING



Date	Address	Sale Type	Sqft	Type of Area	\$PSF	Price \$
5 Apr 18	8 Paya Lebar Road #08-26	New Sale	678	Strata	2,131	1,445,000
5 Apr 18	8 Paya Lebar Road #17-28	New Sale	667	Strata	2,225	1,485,000
5 Apr 18	8 Paya Lebar Road #16-29	New Sale	667	Strata	2,210	1,475,000
5 Apr 18	8 Paya Lebar Road #17-29	New Sale	667	Strata	2,225	1,485,000
5 Apr 18	8 Paya Lebar Road #13-30	New Sale	484	Strata	2,240	1,085,000
17 May 17	2 Paya Lebar Road #06-02	New Sale	646	Strata	1,706	1,101,999
13 May 17	8 Paya Lebar Road #13-23	New Sale	484	Strata	1,897	918,999
13 May 17	8 Paya Lebar Road #10-28	New Sale	667	Strata	1,909	1,273,999
2 May 17	6 Paya Lebar Road #10-21	New Sale	743	Strata	1,851	1,374,999
25 Apr 17	6 Paya Lebar Road #08-18	New Sale	667	Strata	1,828	1,219,999

Early buyers made 10-15% capital gains within 1 year when the developer raised profit margins on their remaining units from an initial launch of 24% to 48%.

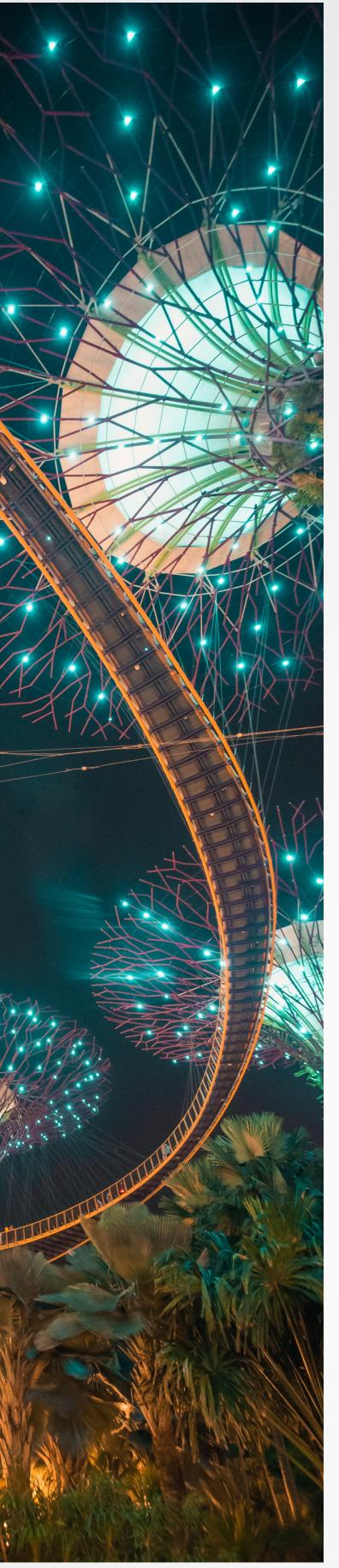
#### PRO-TIP

Consult us to access a curated list of projects with the thinnest developer's profit margin. Low profit margin properties have a higher chance of profiting when developer raise prices in later phases.

<				New Projec	cts Matri	x		
PROJECTS	₹	DISTRICT	REGION	NEAREST MRT	WALKING DISTANCE TO MRT	ESTIMATED BREAKEVEN PSF (EDGEPROP)	AVERAGE PSF	DEVELOPER'S PROFIT MARGIN BY % (G-I/I*100%)
The M		7	CCR	Bugis	3	\$2,172	\$2,589	19.2%
Normanton Park	pment	5	RCR	Kent Ridge	17	\$1,482	\$1,763	19%
Coastline Residences	i SL3 1	15	RCR	Tanjong Katong	3	\$2,100	\$2,486	18.4%
Forett at Bukit Timah	ennial	21	RCR	Beauty World	10	\$1,636	\$1,937	18.4%
Haus on Handy		9	CCR	Dhoby Ghaut	1	\$2,310	\$2,725	18%

#### DATA SOURCE



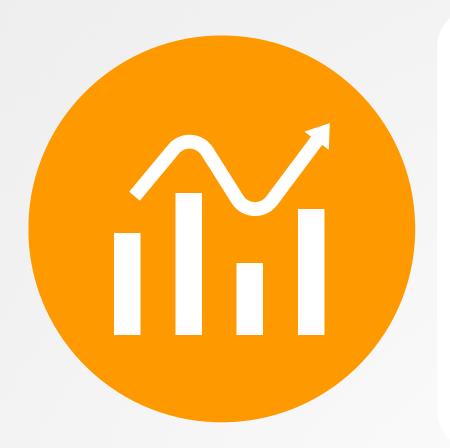




# STEP 5

Rental Yields & Rentability





Rental trends of a unit type in a project are **preferably not declining** as it indicates weakness in demand due
to aging and maintenance of the project, availability of
better-competing projects in the vicinity, or a lack of
audience for a particular room type.

For example: In OCR areas that are far from an MRT, 1 bedroom rentals might find a lack of suitable tenants due to a mismatch of resident profiles in that neighbourhood.



Research into a project's tenant catchment factors (International Schools/Business Parks/Offices etc) to find out what type of units best suit the target market staying there.



Minimum rental yields expected should not deviate too much from 3% for CCR, 3.5% for RCR, and 4% for OCR.

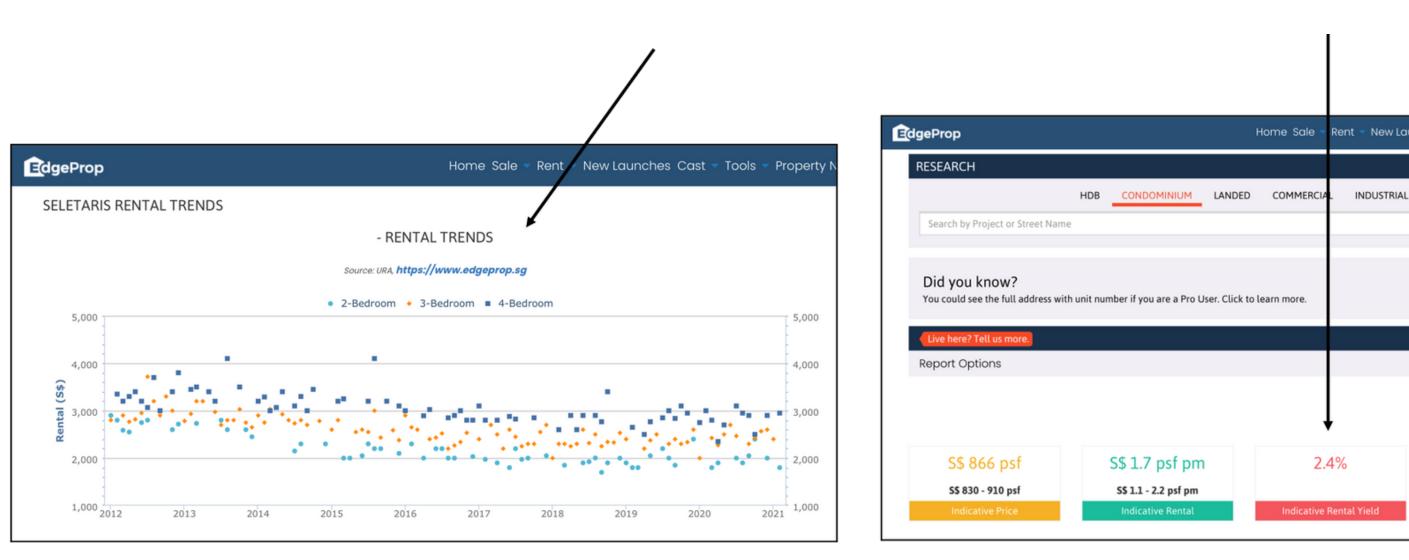
E

2.8/5

3.7/5

#### **RESOURCES**

- OneMap.sg surrounding amenities and tenant catchment factors.
- EdgeProp.sg under Research tab for average current rental yields (Based on today's rental prices for resale properties and based on projected rental prices for new launches at TOP.)
- EdgeProp.sg under Research tab for rental trends.



#### DATA SOURCES



**EdgeProp** 

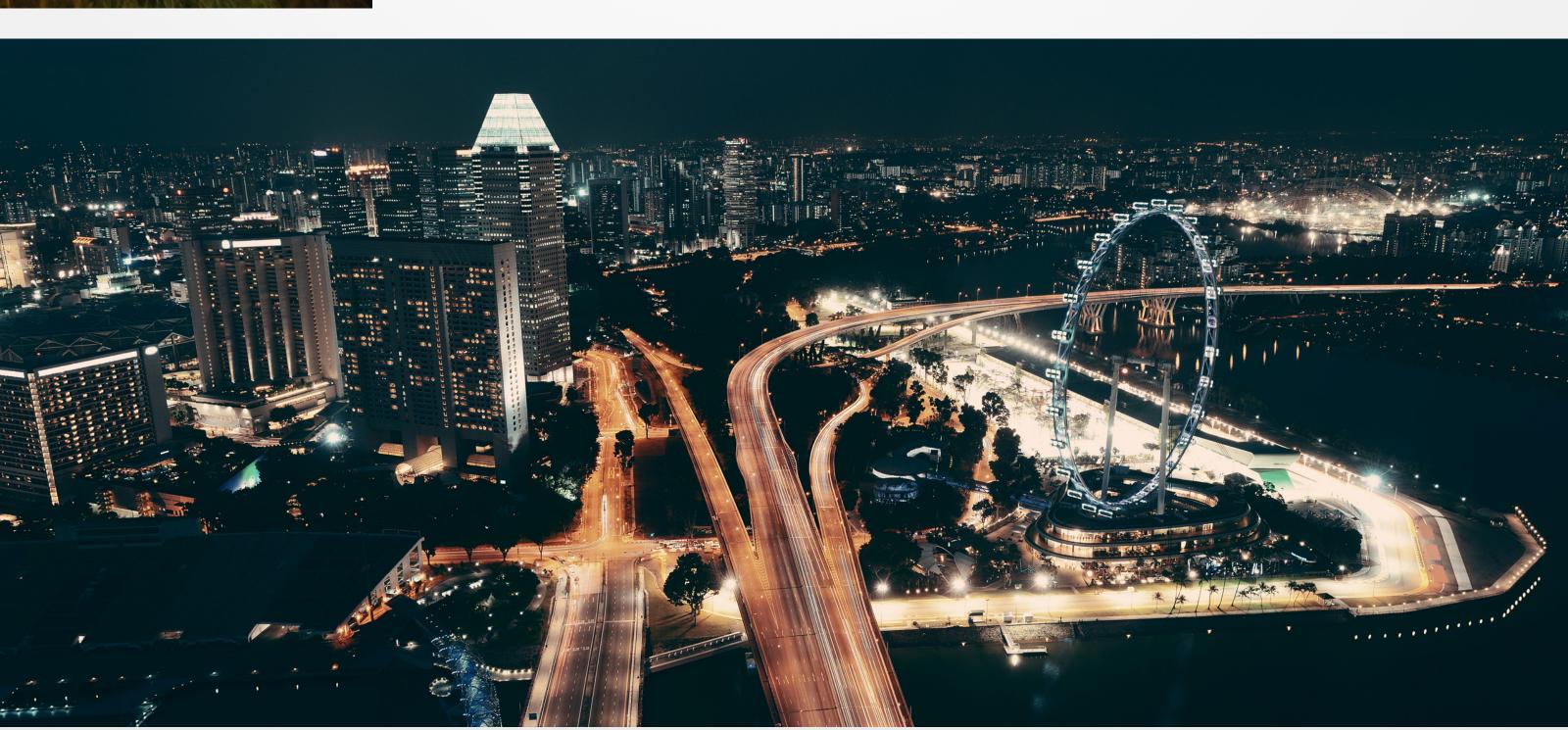
**OneMap** 

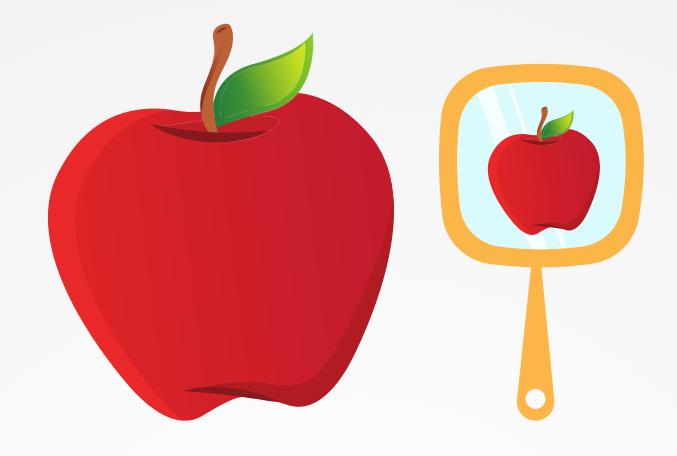




# STEP 6

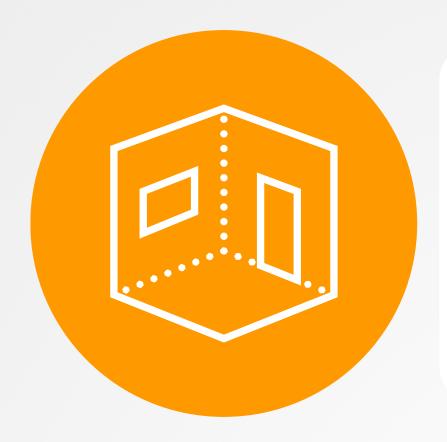
Surrounding Price
Comparison & Valuation





Apples to apples comparison is required when making fair comparisons. Brand new launches should be compared with brand new ones.

If a brand new launch PSF is compared with a resale project PSF, it must be accompanied by pro-rating the price with the remaining lease of the land and by comparing its quantum too due to TDSR's impact.



As past building guidelines favoured larger units with bay windows, properties in the early 2000s had larger units with lower PSF but less space efficiency vs smaller units today.



Ensure that your client is not overpaying for a property by comparing the surrounding pricing (Both quantum & PSF) of similar bedroom type/size units.



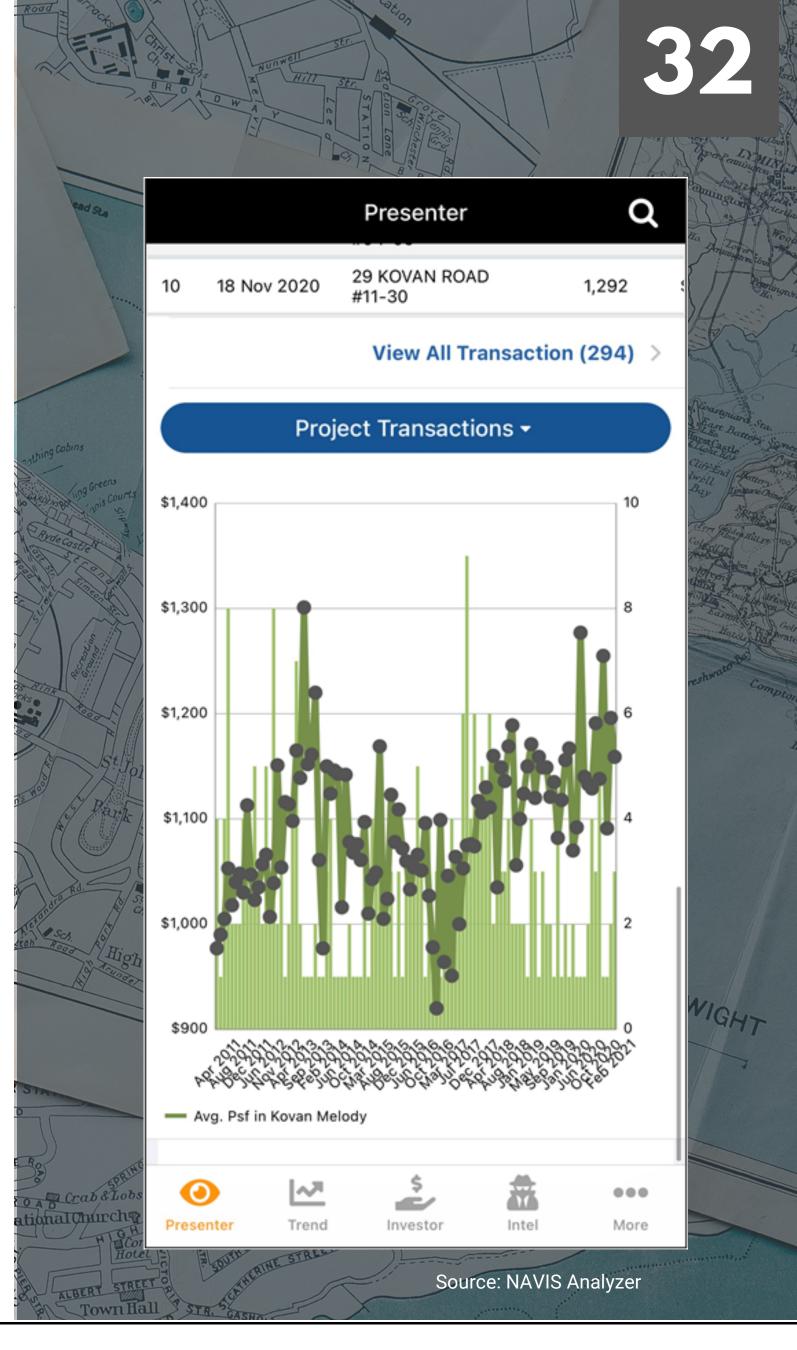
Avoid setting record prices in a project where possible as it is harder to break even or profit from it later on.

**Note**: Buying undervalued is definitely better for investors (Although hard to find). Find out if a property is asking at fair value by doing at least 3 valuation searches and averaging them out.

#### TAKE NOTE

If using Huttons Analyzer, scroll to the bottom and choose "Project Transactions" from the drop-down.

\*Be discerning in distinguishing
the effects of pricing outliers due
to special factors like big
patio/roof terrace or renovated
units.



#### HISTORICAL MONTHLY PRICE RANGE & VOLUME Source: URA, https://www.edgeprop.sg -- Average Price Volume 500 1,200 400 1,000 Price (S\$ psf) 300 800 600 200 400 100 200 0 Jan 2000 Jan 2004 Jan 2006 Jan 2008 Jan 2016 Jan 2002 Jan 2010 Jan 2012 Jan 2014 Jan 2018 Jan 2020

#### DATA SOURCES



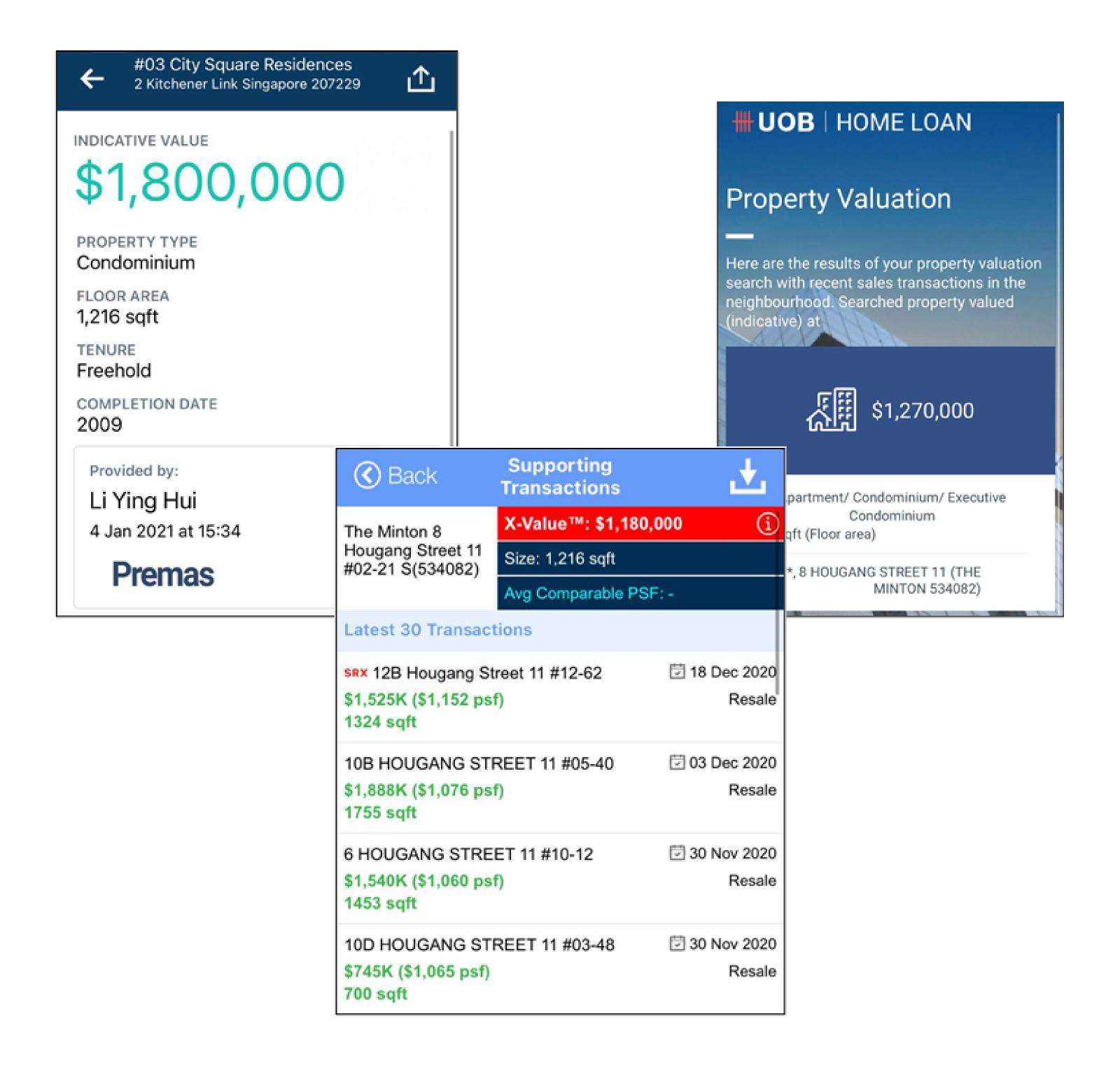
OneMap

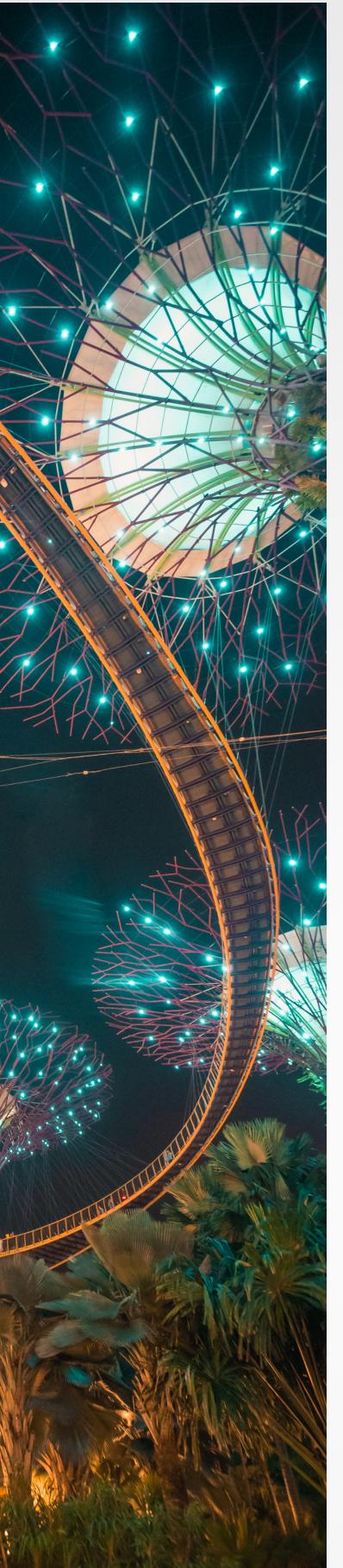


**EdgeProp** 

#### DATA SOURCES

- JetVal mobile app (FOC)
- SRX X-Valuation (Visit their website for free tool)
- UOB Valuation tool (FOC)
- Urban Zoom (FOC)
- Check with various bankers

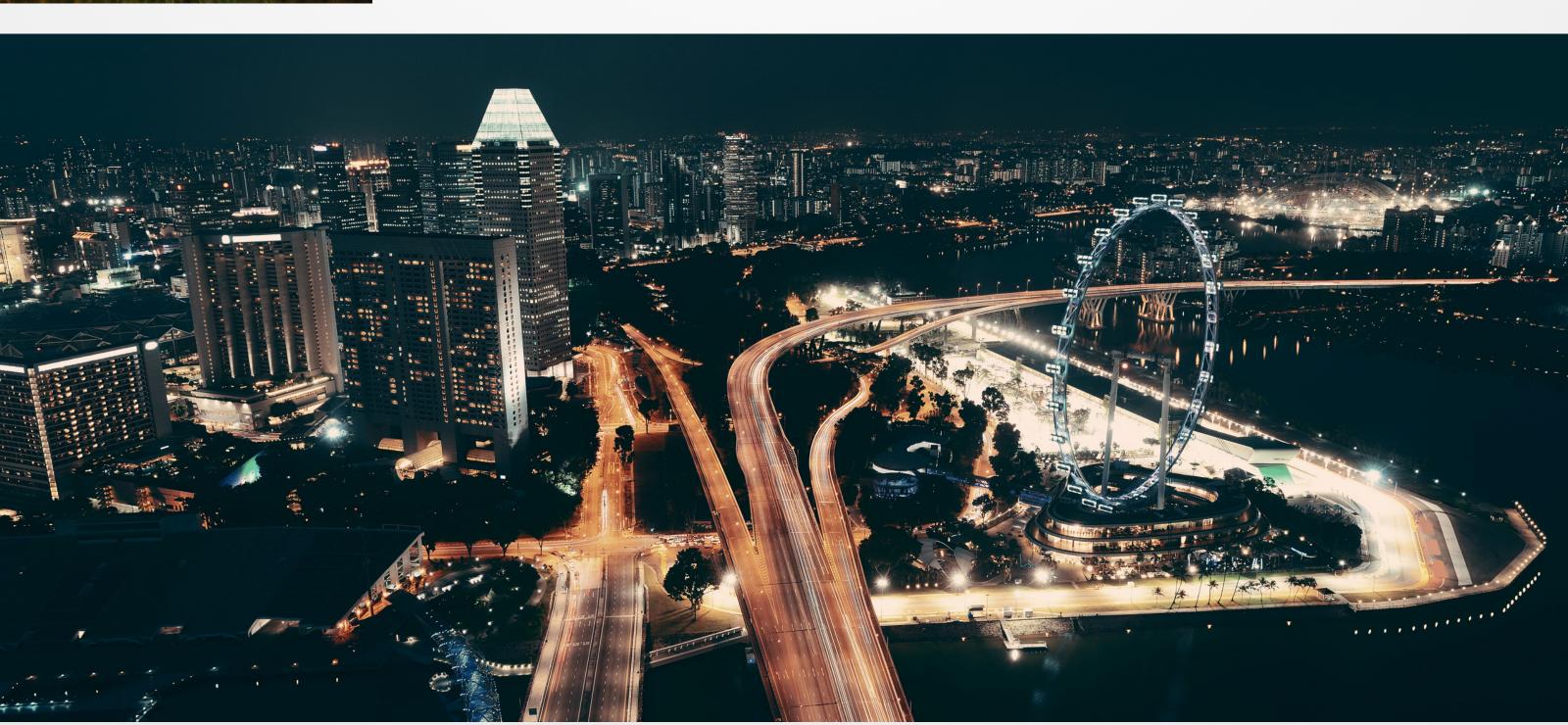






# STEP 7

Remaining Tenure (For 99-years leasehold properties)





The remaining tenure of a property can significantly impact the capital appreciation potential due to SLA's reliance on the Bala's Table. (Refer to resources)



Leasehold properties generally go through 3 stages - **Growth, Stagnation and Declination** 



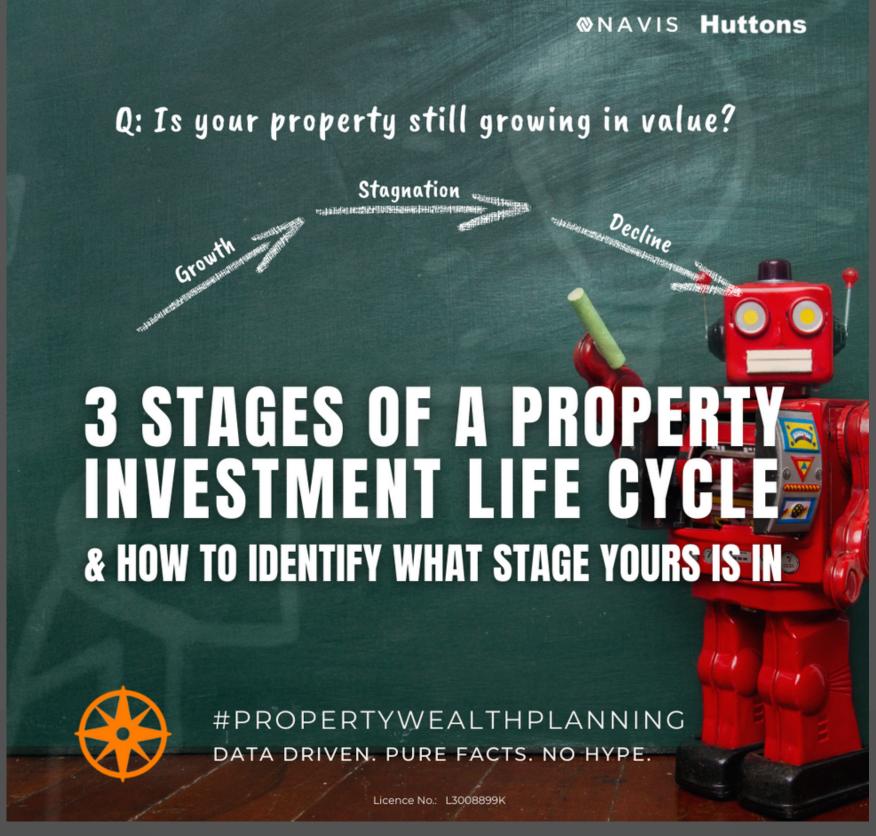
Refer to the PWP decks accessible by us to look at the average growth, stagnation and declination stages for different age group of HDBs and private properties.

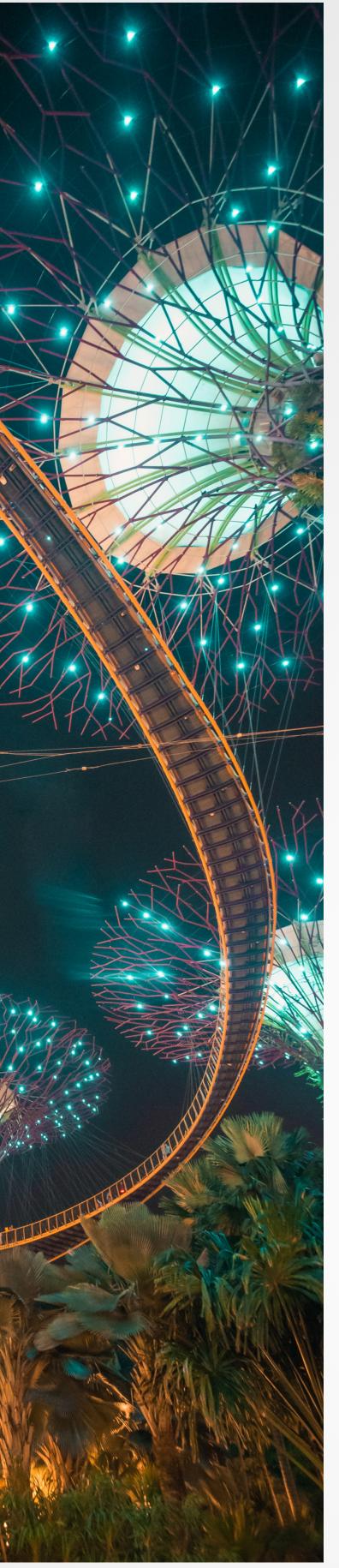
Resources:

https://www.clc.gov.sg/docs/default-source/commentaries/balas-table.pdf

#### DATA SOURCES



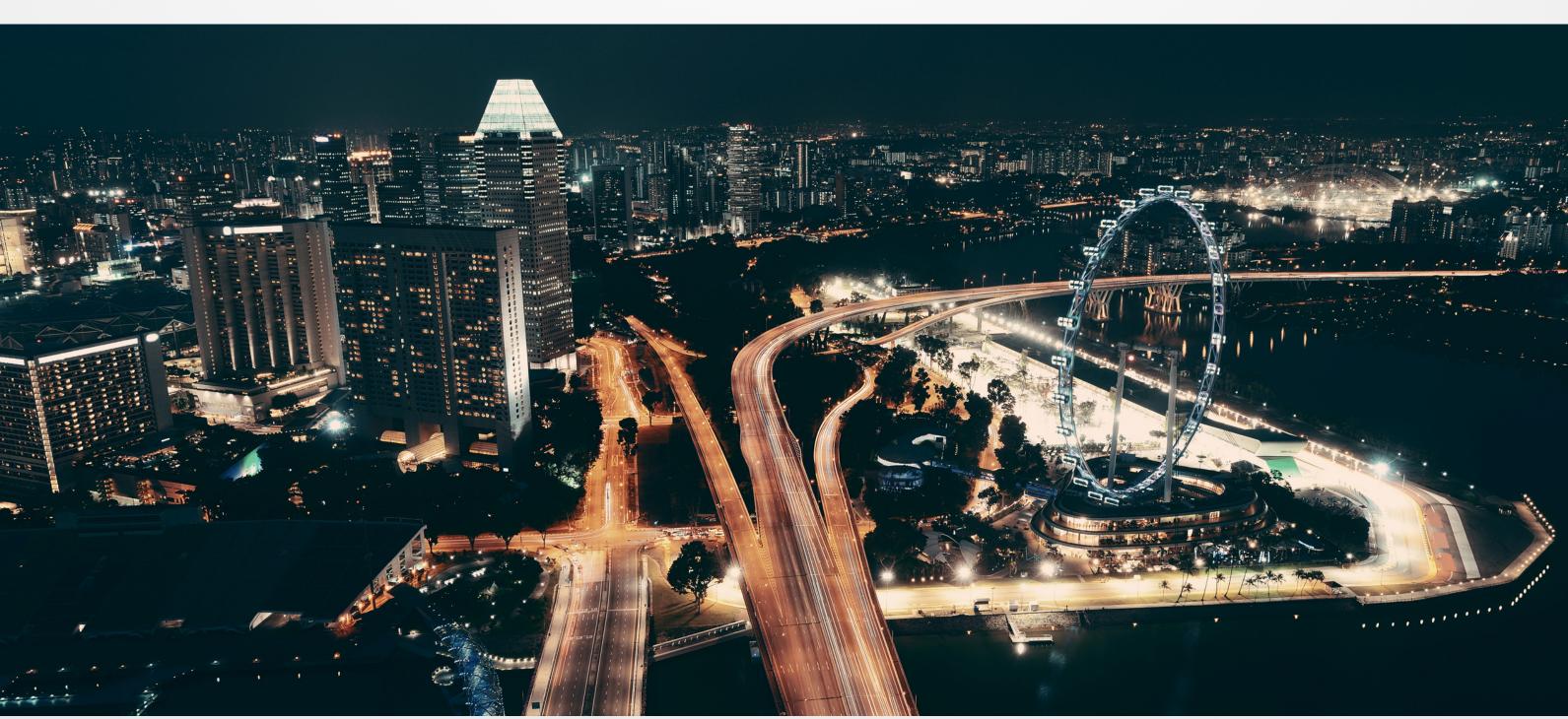






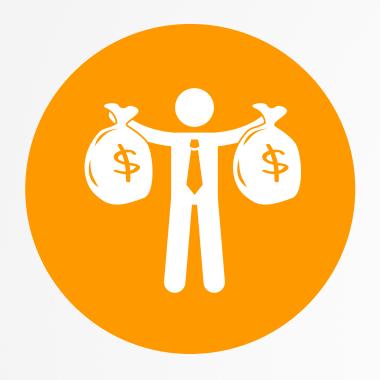
# STEP 8

Bonus Step: Enbloc Potential





A property with enbloc potential might reap a windfall for the investor in the future, although the timeline cannot be ascertained.



Some investors are willing to take this risk and await a windfall.



Enbloc potential properties generally are 30 years and older, do not get very good rental returns (Based on today's market price), and require more maintenance costs.



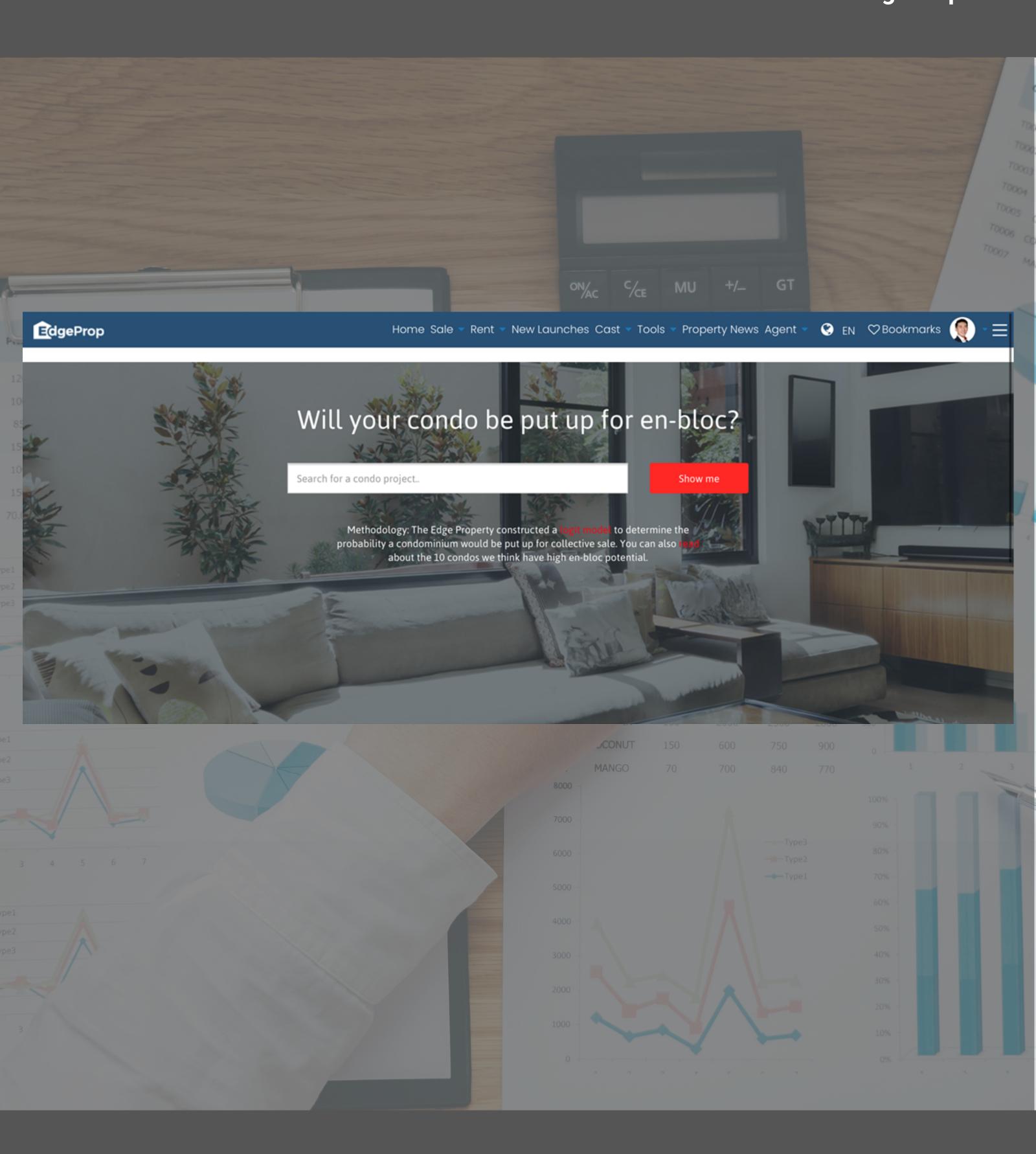
These properties can see a rise in value when speculative waves come about in the market.

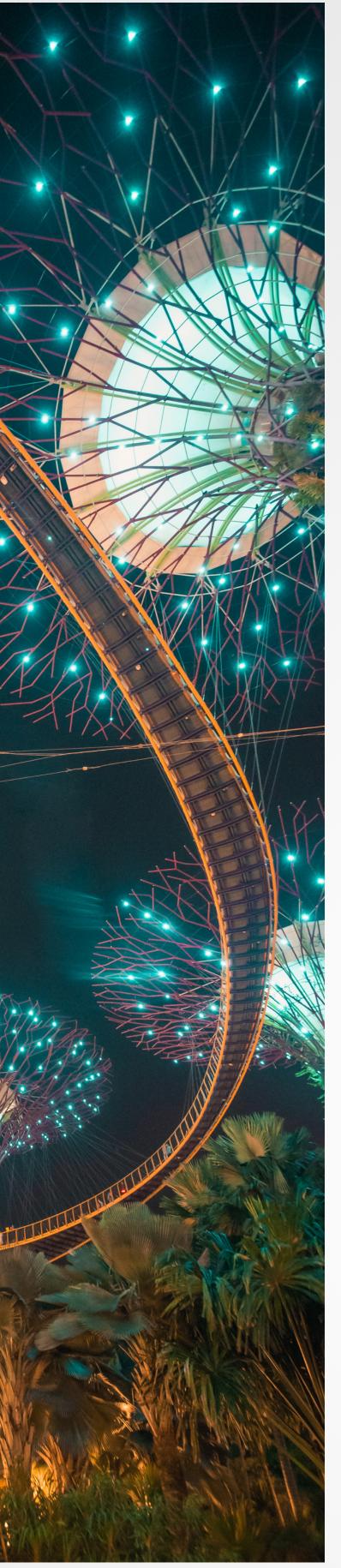
#### DATA SOURCE

- EdgeProp -> Enbloc Calculator (FOC)
- https://www.edgeprop.sg/en-bloc-calculator



**EdgeProp** 

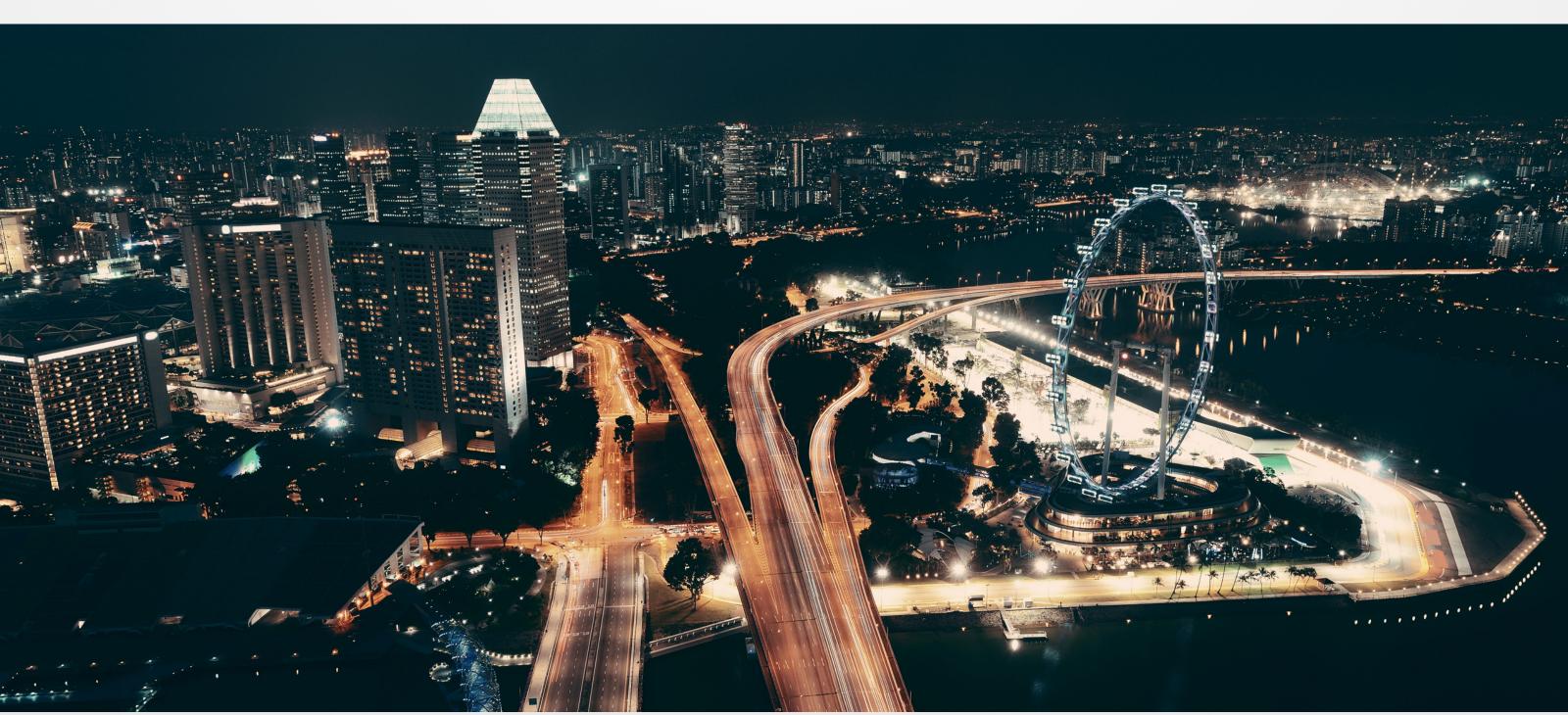






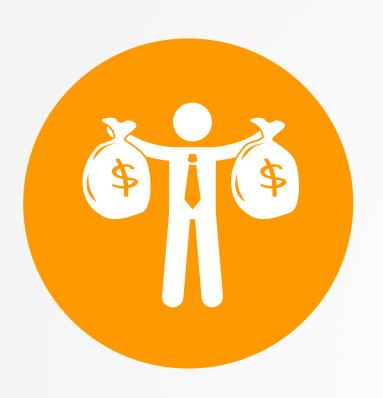
# STEP 9

Bonus Step: HDB MOP Supply In The Coming Decade





BTO owners are typically the younger generation in their 20s-30s, who are gainfully employed with higher relevant skill sets.



Most aspire to upgrade to a condominium after they meet their HDB MOP date and are supported by the profits from their sales proceeds and CPF savings after 4 years of waiting for their BTO to be completed followed by a 5-year MOP period.



Having a large number of potential MOP upgraders means that there will be demand in the coming years for projects in the vicinity as the probability of upgrading within the same estate is highest.

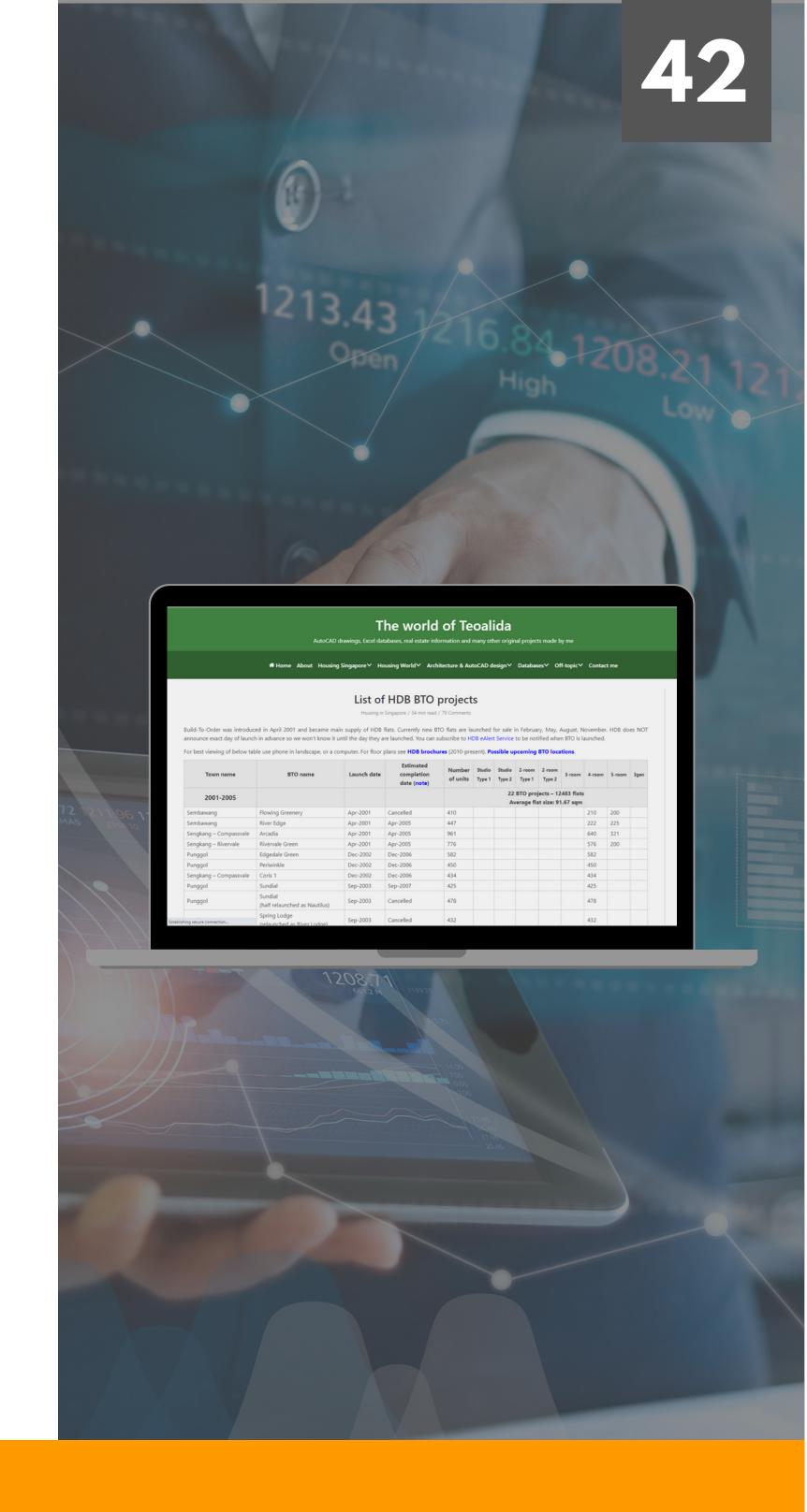


This provides upside price pressures from demand coming on stream.

**Note:** that this factor does not apply to town area properties with no or low HDB flats.

#### TAKE NOTE

Refer to our NAVIS Research of "Highest MOP districts for 2022-2030" and "Study of Correlation between high MOP estates and Property Price Index" in the following slides.



#### DATA SOURCES



**Link Up** 

#### DISTRICTS WITH THE HIGHEST SUPPLY OF MOP FLATS BETWEEN 2022-2030

DISTRICT	TOTAL MOP 2022-2030
CLEMENTI (D5)	1770
ALEXANDRA/COMMONWEALTH (D3)	1583
PUNGGOL/SENGKANG/HOUGANG (D19)	18230
YISHUN / SEMBAWANG (D27)	11450
PASIR RIS / TAMPINES (D18)	14212
AMK/BISHAN/THOMSON (D20)	3635
TOA PAYOH / BALESTIER (D12)	5191
TENGAH (D24)	5296
BUKIT PANJANG / CCK / DAIRY FARM (D23)	9482
POTONG PASIR / MACPHERSON (D13)	4057
BEDOK / UPPER EAST COAST (D16)	1956
ADMIRALTY / WOODLANDS (D25)	5450
JURONG (D22)	2410

Districts with the highest upcoming MOP volume in the next 8 years are likely to see genuine demand by end users who belong to the younger generation, gainfully employed as a result of relevant skill sets and with the financial power to upgrade from their MOP flats.

These factors, together with the significant profits from cashing out of their HDB flats will likely translate into profits from investors of neighbourhood resale condos (current new launches).

Take note that the above figures only counted 4, 5 and 3-Gen flats which are likely to see the highest returns. 1-2 and 3 room flats were excluded in this study.

Source: https://www.teoalida.com/singapore/btolist/



#### A study of the correlation between number of MOP flats and private nonlanded property price index between 2011-2021

HDB MOP Quantity vs Priva	te Non-Landed Properties Per	rformance (2011-2021)
Estate Name	Estimated MOP Units	Property Price Index (Non-Landed
Punggol/Sengkang/Hougang	43316	39%
Yishun / Sembawang	8741	29%
CCK/Bukit Panjang/Bukit Batok	10058	33%
Admiralty/Woodlands	2544	7%
Chinatown/Tanjong Pagar	1848	2%
Queenstown/Bukit Merah	2125	56%
Pasir Ris/Tampines	2669	39%
Toa Payoh/Balestier	1470	19%
Clementi	672	58%
Bedok/Upper East Coast	236	8%
Jurong	1621	18%

The above are numbers taken for 4/5 rooms and 3-Generation flats that reached their minimum occupation period between 2011-2021.

As can be seen above, there is a high though not absolute correlation between high MOP flats HDB estates and the corresponding private homes within the same district.

Outliers cases we observed where the number of MOP flats were low but had saw high private home price growth were in the Queenstown/Bukit Merah, Pasir Ris/Tampines and Clementi districts.

This may be attributed to the possibility of residents of further neighbourhoods moving closer to the centre. E.g. West side MOP upgraders moving closer to town, hence benefiting Queenstown/Bukit Merah, and likewise upgraders from Jurong region moving to Clementi.

This research should be taken into context with other factors like number of GLS/enbloc supply etc and not relied on in its own totality.



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