



The Sail @ Marina Bay - a waterfront lifestyle condominium

## The 10 most profitable new launched private homes since 2000

Waiting for properties to be completed before selling them pays off. Square Foot Research recent findings suggest that new launches are historically largely profitable at the point of completion. Looking at the average capital gain of new projects launched after the year 2000 with resale transactions occurring within a 365-day window before and after completion, out of a total of 581 projects with sufficient data, about 1 in 5 (22.3%) reflected a loss whereas 77.7% reflected a profit. The most profitable is The Sail @ Marina Bay with almost 97% capital gain upon completion in 2008 even in the wake of the collapse of investment bank Lehman Brother.

The property, which is a joint venture by City Developments and AIG has an average selling price of \$1,873 psf compared to its purchase price of only \$965 psf. It was the first residential project to be launched and completed in Marina Bay and stands tallest in Singapore at 245 metres and 70 storey high. The 70-storey Tower 1 was launched in September 2004, followed by the 63-storey Tower 2 a year later.

Second in rank is South Bank, a mixed-use development by Kings & Queens Development and with 87.2% capital gain. It's selling price upon completion in 2006 fetch \$1,332 psf on average against purchase price of merely \$723psf. South Bank was a re-development of the former Eng Cheong Tower along North Bridge Road. The imposing towers showcase modern aluminium/glass façade and prominent

curved roof features.

Third in the list is the upmarket 35-storey Urbana by Keppel Land, which is amongst tallest buildings in River Valley Road. Sellers of Urbana units during TOP year achieved capital gain of 74.19%. The 160-unit condominium was purchased for \$950 psf on average in 2004 and was sold for \$1,653 psf three years after. Each unit has its own private lift lobby and features lofty bay windows for panoramic city views

### Singapore's tallest condominium

Far East Org's ICON came in fourth with 70.15% capital gain. Targeted at young, affluent buyer, the selling price of a unit at ICON has gone up to \$1,179 psf in 2007 from just \$694 psf during 2003 launch. Launched in May, the 46-storey development was also advertised as Singapore's tallest condominium. Fifth is Sherwood Development's The Belvedere with 67.9% capital gain. The property located at Mayer Road was sold for \$1,321 psf on average from just \$785 psf in 2005. MCL Land's The Metz is ranked sixth with 67.42% capital gain. The 169-unit property located at Devonshire was completed back in 2007. The Metz was followed by Watermark Robertson Quay with a capital gain of 65.8%. This 206-unit freehold condominium was constructed back in 2008 and provides residents starting at 10th floor a good view of the Singapore River. Rounding up the top 10 list of most profitable new launched private homes include; One Amber (65.35%); Caspian (65.30%); and CityLights (64.38%).

## NUMBERS

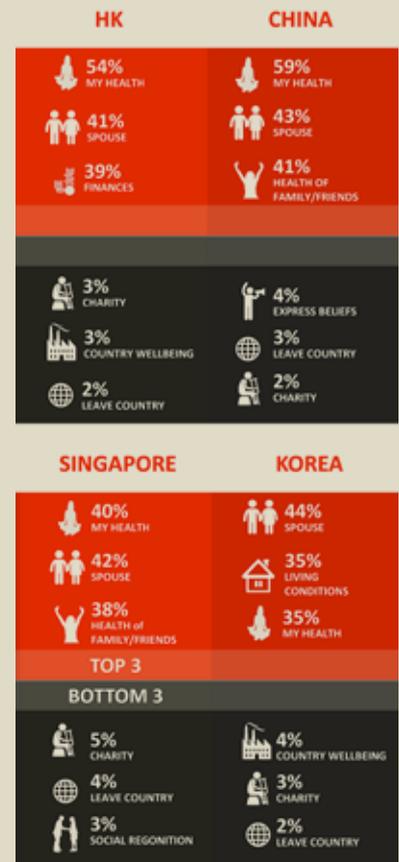
### A look at happiness levels in Asia

Check out what makes Asians happy

#### Happiness Index 2013



#### What gives you greatest happiness?



Source: Ipsos Q3 2013