Quickstart Guide

V1.0

Introduction

We created this guide to help our new members quickly get up to speed on using PropertyMarketInsights.com for the most common use cases you'd have, including:

- How to learn the general market trend and conditions?
- How to find value for money properties?
- How to track transactions for a particular project or area?
- How to find properties with high rental yields?
- How to see how well developer sales are going?

Besides the key questions listed above, PropertyMarketInsights.com contains lots of other data and analysis, so don't forget to go through our comprehensive User Guide when you have the time.

If you have any questions or issues, just contact us at info@propertymarketinsights.com and we'll help you out on it.

Without further ado, let's begin!

Yours,

PropertyMarketInsights.com team

Contents

How to learn the general market trend and conditions?

Browse through the pages in the whole of section "1. Overall Market".

1.1.1 Property Market Cycle Model (PMCM) will show you where we are in the current cycle (based on our in-house developed model) and the best actions (buy/sell/hold) for investors to take based on historical performance. You can read more about the thinking behind the PMCM here.
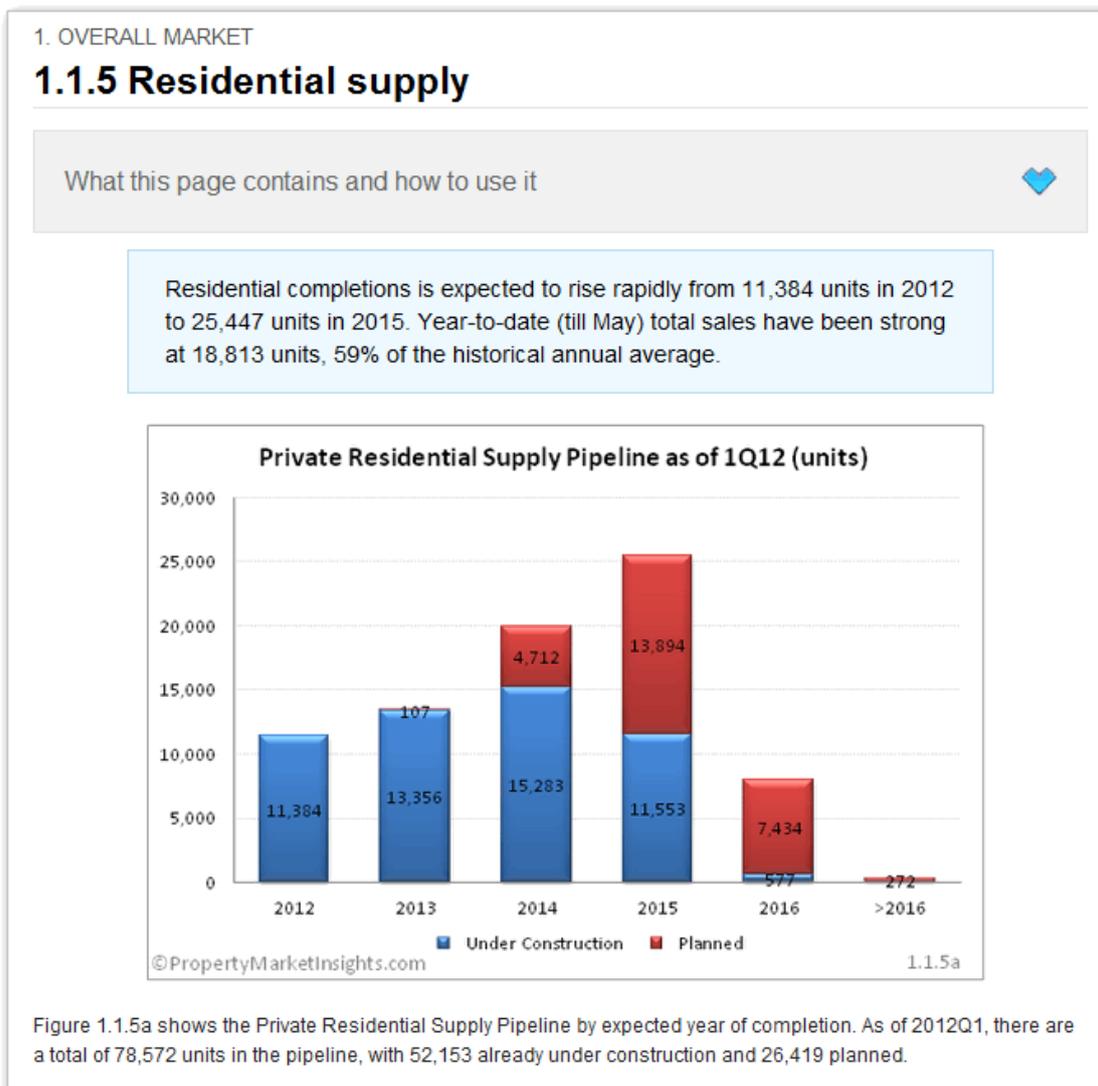

1.1.2 Developer vs Resale Volumes looks at transaction volumes broken down into both developer and resale volumes, on a quarterly and monthly basis. Volumes are the "lifeblood" of the property market, so are important to keep an eye on.

1.1.3 Interest Rates and Yields tracks the current level of interest rates, market rental yields, and the estimated spread between mortgage rates and rental yields. Interest rates affect the cost of financing and hence the affordability of property, so rising interest rates are bearish for the market while falling interest rates are bullish.

1.1.4 Policy measures contains details on the property market measures the government has implemented since September 2009. It is updated whenever there are changes.

1.1.5 Residential supply looks at the upcoming pipeline of residential supply and the annual residential sales volume.

1. OVERALL MARKET

1.1.5 Residential supply

What this page contains and how to use it

Residential completions is expected to rise rapidly from 11,384 units in 2012 to 25,447 units in 2015. Year-to-date (till May) total sales have been strong at 18,813 units, 59% of the historical annual average.

Private Residential Supply Pipeline as of 1Q12 (units)

	Under Construction	Planned
2012	11,384	
2013	13,356	107
2014	15,283	4,712
2015	11,553	13,894
2016	577	7,434
>2016		272

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Figure 1.1.5a shows the Private Residential Supply Pipeline by expected year of completion. As of 2012Q1, there are a total of 78,572 units in the pipeline, with 52,153 already under construction and 26,419 planned.

1.1.6 Price vs Rental indices looks at the trend, change and premium/discount of the URA Property Price and Rental Indices. If the PPI rises too quickly relative to the Rental Index, that is a sign that the price increases are not supported by fundamentals (i.e. rental yield is falling).

How to find value for money properties?

There are quite a few ways to get ideas for where to find "value for money" properties in PropertyMarketInsights.com.

One way is to look for the cheapest properties on both a price per square foot ($ PSF) and/or total cost basis that have been transacted in the previous month. 2.1.4 Top/Bottom 20 Non-Landed New Sale Projects (by Median Price) will show you the cheapest new sale projects by developers on a $ PSF basis, while 3.2.3 20 Cheapest Landed (by $PSF) shows you this list for landed properties. For the cheapest non-landed properties on a $ PSF basis, you can head to 4.2.8 20 Cheapest Non-Landed Resi Units (by $ PSF & total cost) for the cheapest individual units and 4.2.2 20 Cheapest Non-Landed Resi Projects (by $PSF) for this list on a project level.

On a total cost basis, you can head to 3.2.4 20 Cheapest Landed (by total cost) to find the cheapest landed properties and 4.2.8 20 Cheapest Non-Landed Resi Units (by $ PSF & total cost) to find the cheapest non-landed units that have been transacted in the previous month.

If you want to try and "bottom fish" the market, you can check out 4.2.5 Bottom 20 Resi Projects by % Price Change to see projects where prices are falling significantly on a month-on-month basis. If you've done your homework and believe that the cause of the price fall is only temporary, then these projects can present interesting investment opportunities.

TOP/BOTTOM

4.2.5 Bottom 20 Resi Projects by % Price Change

Bottom 20 Residential Projects by % Price Change

Project Name	4/12 Median Price ($ psf)	4/12 No. of transactions	5/12 Median Price ($ psf)	5/12 No. of transactions	% Change
EON SHENTON	$2,596	26	$2,207	27	-15.0%
THE PROMENADE@PELIKAT	$1,259	7	$1,144	57	-9.1%
YISHUN EMERALD	$704	8	$643	5	-8.6%
REFLECTIONS AT KEPPEL BAY	$1,779	16	$1,638	14	-7.9%
MI CASA	$927	8	$873	7	-5.8%
BOATHOUSE RESIDENCES	$938	6	$886	7	-5.5%
ARCHIPELAGO	$1,108	56	$1,069	45	-3.5%
IDYLLIC SUITES	$1,220	12	$1,178	7	-3.4%
COSTA DEL SOL	$1,287	8	$1,245	6	-3.2%
SMART SUITES	$1,469	29	$1,428	21	-2.8%
FORESQUE RESIDENCES	$1,134	5	$1,106	6	-2.5%
LA VIDA @ 130	$1,322	5	$1,290	9	-2.4%
REGENTVILLE	$790	5	$772	5	-2.3%
THE INTERLACE	$1,188	8	$1,164	15	-2.0%
THE CASCADIA	$1,711	9	$1,678	14	-1.9%
THE GARDENS AT BISHAN	$962	7	$944	9	-1.9%
NATURA@HILLVIEW	$1,333	49	$1,309	46	-1.8%
RIVERSOUND RESIDENCE	$880	64	$865	21	-1.7%
VACANZA @ EAST	$1,153	9	$1,136	15	-1.5%
CENTRO RESIDENCES	$1,664	7	$1,641	6	-1.4%

Source: URA, PropertyMarketInsights.com   Copyright © PropertyMarketInsights.com

But let's say that you want to compare overall prices between different areas to shortlist some areas that could be attractive to invest in. You can head to 4.1.2 Non-landed (by Planning Area and Type of Sale) to get the average prices of transactions in the previous month broken down by both area and type of sale (new sale, resale or subsale). You can also use this page to compare new sale and resale prices to look for areas where the premium of new sales over resales is very large, and then hunt for cheap resale projects in the vicinity of the higher priced new projects. 4.1.1 Landed (by Planning Area and Type of Sale) contains a similar analysis for landed property.

Once you have an area you are interested in, you can head to 4.2.3 Prices of Non-Landed Resi Projects (by Planning Area) to find the cheapest projects in each area based on the previous month's transactions. For example, let's say you're interested in projects in the Bedok area (e.g. because you've decided that's an area that is relatively cheaper than other areas and meets your criteria such as having an MRT, amenities etc). You can type "bedok" in the Search box to filter only projects in Bedok, and then sort by price by clicking the arrows in "Average price ($ psf)".

TOP/BOTTOM

4.2.3 Prices of Non-Landed Resi Projects (by Planning Area)

What this page contains and how to use it

Show 50 entries   Search: bedok

Planning Area	Project Name	Average price ($ psf)	No. of Transactions
Bedok	EASTWOOD CENTRE	$593	1
Bedok	BAYWATER	$666	1
Bedok	MILL CREEK	$705	1
Bedok	BEDOK COURT	$713	1
Bedok	CRESCENDO BUILDING	$806	1
Bedok	PALMWOODS	$814	1
Bedok	ESCADA VIEW	$817	1
Bedok	BETA GROVE	$839	1
Bedok	NEPTUNE COURT	$850	2
Bedok	LAGUNA PARK	$851	4
Bedok	AQUARIUS BY THE PARK	$851	4
Bedok	THE CLEARWATER	$852	2

How to track transactions for a particular project or area?

2.1.1 Non-landed Transactions (Resale and Subsale) contains a search and sortable list of non-landed residential transactions (resale and subsale) from the current and previous month (we've received feedback from members who want to get a longer term transaction history of a particular project, which is something we're working on).

For example, if you're interested in Freehold condo projects in the Newton area, you can type "newton condo freehold" into the Search box to filter the list for those words. You can then sort the list by "Unit Price ($ psf)" to find the cheapest units that meet that criteria.

Or let's say you're interested in a particular project, for example "Bayshore Park". Just type that into the Search box to get all the units that have transacted in the current and previous month.

3.1.2 Landed (Resale & Subsale) has transactions for landed resale. For developer sales, you can check out 2.1.2 Developer Project Sales (Non-landed) and 3.1.1 Developer Project Sales (Landed).

For commercial property (available only to Pro members), you can find the transactions at 5.1.1 Shop (New, Resale, Subsale), 5.1.2 Office (New, Resale, Subsale), 5.1.3 Shophouse (New, Resale, Subsale), and 5.1.4 Industrial (New, Resale, Subsale).

How to find properties with high rental yields?

Head to 4.2.7 Top 20 Non-Landed Resi Projects by Rental Yield to find a list of the Top 20 highest yielding non-landed residential projects in the previous quarter (based on median yield). It will also show you the number of rental and sales transactions in that quarter, and the 25th/median/75th percentile rental per square foot.

4.2.6 Non-Landed Resi Projects Rentals, Prices and Yields contains a searchable and sortable list of non-landed residential projects with median yield information. Let's say you want to drill down further and look for the highest yielding projects in the Clementi area, perhaps because you already live there and want an investment property nearby that'll make it easier for you to manage. Just type "clement" in the Search box and it will instantly filter the list to include any project in Clementi. You can then sort by "Median Yield" to find the highest yielding ones.

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4.2.6 Non-Landed Resi Projects Rentals, Prices and Yields

What this page contains and how to use it

Show 50 entries

Search: clementi

Name of Project	Planning Area	Postal District	Number of rental contracts	25th percentile rental ($ psf)	Median rental ($ psf)	75th percentile rental ($ psf)	Number of sale contracts	Median Price ($ psf)	Median Yield
WEST BAY CONDOMINIUM	Clementi	5	15	$3.09	$3.26	$3.62	4	$819	4.77%
REGENT PARK	Clementi	5	19	$2.97	$3.70	$4.34	3	$963	4.62%
BLUE HORIZON	Clementi	5	27	$3.67	$3.84	$4.13	5	$1,003	4.59%
WESTCOVE CONDOMINIUM	Clementi	5	11	$2.72	$2.96	$3.22	4	$843	4.22%
THE STELLAR	Clementi	5	11	$3.66	$3.89	$4.19	2	$1,169	4.00%
PARK WEST	Clementi	5	20	$2.32	$2.80	$3.12	2	$844	3.99%
THE INFINITI	Clementi	5	13	$2.68	$2.78	$3.12	4	$892	3.74%
VARSITY PARK CONDOMINIUM	Clementi	5	16	$3.29	$3.45	$4.09	1	$1,111	3.73%
THE PARC	Clementi	5	18	$3.29	$3.47	$3.72	11	$1,152	3.61%

How to see how well developer sales are going?

[2.1.2 Developer Project Sales (Non-landed)](#) contains a searchable and sortable list of projects launched by developers in the previous month. It includes key information such as cumulative units sold-to-date, number of units sold in the month, median price and Total Sell-through Rate (defined as the cumulative units sold-to-date divided by the total number of units in a project). [3.1.1 Developer Project Sales (Landed)](#) contains this information for landed property.

We've also compiled various lists that will make it easy for you to scan through and find interesting projects: [2.1.3 Top 20 Non-Landed New Sale Projects (by Units Sold in the Month)](#) tells you which projects are selling well in terms of volume; [2.1.4 Top/Bottom 20 Non-Landed New Sale Projects (by Median Price)](#) shows you the cheapest and most expensive new launches by median price; [2.1.5 Top/Bottom 20 Non-Landed New Sale Projects (by Sell-through Rate)](#) shows you which projects are sold out (or close to it) and which projects are not selling as well.

The above pages look at developer sales on a project-by-project basis. If you're interested to find out how developer sales are doing as a whole head to [2.2.5 Developer Sell-through Rate and Inventory Levels](#). This page contains information on Developer Sell-through Rates on a monthly and quarterly basis, and also developer inventory levels. In general, increasing Sell-through Rates and decreasing inventory levels are bullish signals for the primary market in particular, and whole market in general. Decreasing Sell-Through Rates and increasing inventory levels are bearish signals.

ANALYSIS

2.2.5 Developer Sell-through Rate and Inventory Levels

What this page contains and how to use it

The volatile Monthly Developer Sell-Through Rate saw a sharp spike to 105% in June. Developer inventory is now close to a five-year high. If sales start to fall significantly, developers could be stuck with a lot of unsold units.

Developer Sellthrough Rate

Developer Sellthrough Rate — Average Developer Sellthrough Rate = 56.9%

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As of 2012Q1, the Developer Sell-through rate hit 80.5%, significantly above the historical average of 56.9% (since 1998Q2). The market for new sales is very hot indeed!