



# Financial Projections: Property Plans For SGM

*Prepared by Team ERA:  
SN Jana . Shaik Rifaie . Khairan Kassim  
ERA Realty Network Pte Ltd  
Date: 16/08/2024*

# Disclaimer

## **Guide Overview:**

- This presentation serves as a general guide.
- Estimates and figures are based on current market conditions and transactions from the past 3-5 years.

## **Exclusions:**

- Miscellaneous expenses and variables (if any) are not included in the estimates.

## **Recommendation:**

- Verify details with relevant industry experts before making any decisions.

## **Preparation Date:**

- Prepared in mid-August 2024

# Capital Appreciation

## 1. Market Overview:

### Recent Decline in Commercial Sales Volume:

- Impacted by global inflation and the high-profile money laundering case
- Current price correction post-money laundering saga

## 2. Strategic Opportunities

### Succession Planning:

- Ideal time to execute a succession plan for the new generation

### Sell and Profit:

- Consider selling 785 Geylang Rd to capitalize on current market conditions

### Upgrade Office Environment:

- Move to a modern office with a strong corporate image
- Relocate to an office that appeals to most corporates

## 3. Investment Strategy:

### Purchase Investment Property:

- Target properties with at least 3% rental yield
- Aim for 10% capital appreciation within the next 5 year



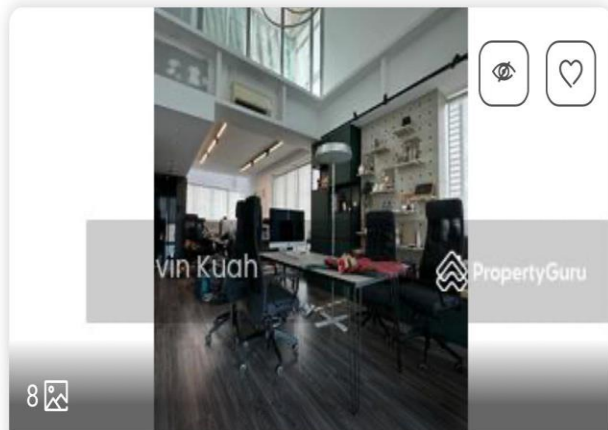
# Plan A: Purchase SOUTHBANK as Owner Occupied

# Plan A (Owner-Occupied)

SOUTHBANK. Size: 915 sqft. District 7.  
North Bridge Road/ Bugis

Asking Price as at 16 Aug 2024	Average psf Year 2024	Estimated Average Price in Year 2019	Average psf Year 2019
\$1.86 mil	\$2,033 psf	\$1.51mil	\$1,650 psf
<i>Past 5 years Gain:</i>	23%		
Assuming next 5 years gain is similar:	20% (after an estimated of 10%, deductibles)		
<b>Estimated Average Price in Year 2029</b>	<b>Average psf Year 2029</b>		
<b>\$2.232 mil</b>	<b>\$2,440 psf</b>		

# Plan A : Southbank



## Southbank

881 North Bridge Road

S\$ 2,799,999

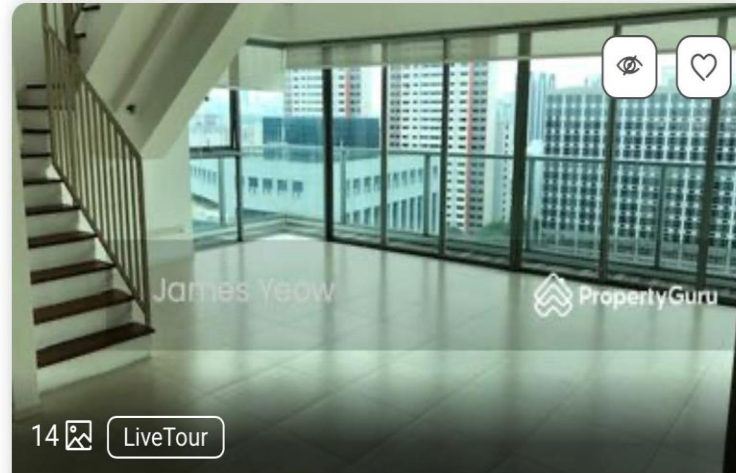
1593 sqft · S\$ 1,757.69 psf

🚶 5 mins (440 m) to EW11 Lavender MRT

Office

99-year Leasehold

🕒 16h



## Southbank

881 North Bridge Road

S\$ 2,180,000

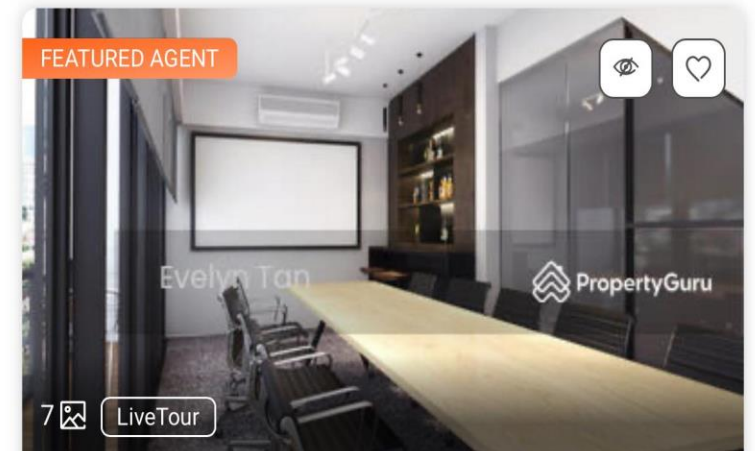
1184 sqft · S\$ 1,841.22 psf

🚶 5 mins (440 m) to EW11 Lavender MRT

Office

99-year Leasehold

🕒 11h



## Southbank

881 North Bridge Road

S\$ 2,240,000

1184 sqft · S\$ 1,891.89 psf

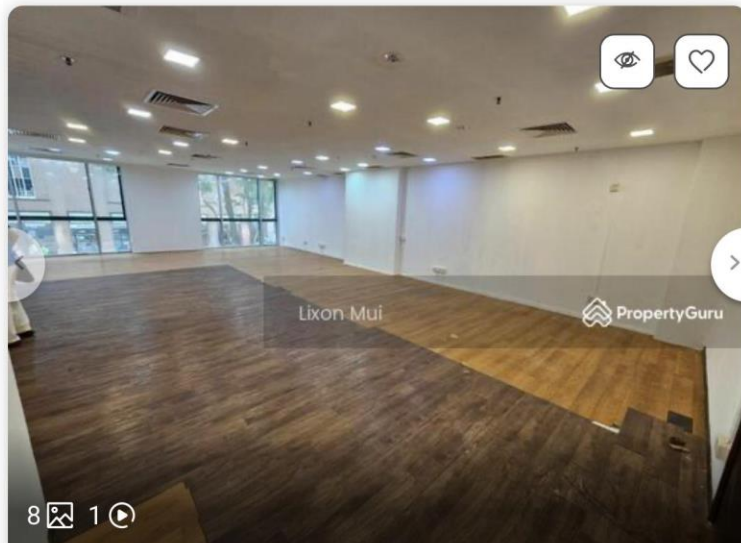
🚶 5 mins (440 m) to EW11 Lavender MRT

Office

99-year Leasehold

🕒 1w

# Plan A : The Bencoolen



## The Bencoolen

180B Bencoolen Street

S\$ 2,600,000

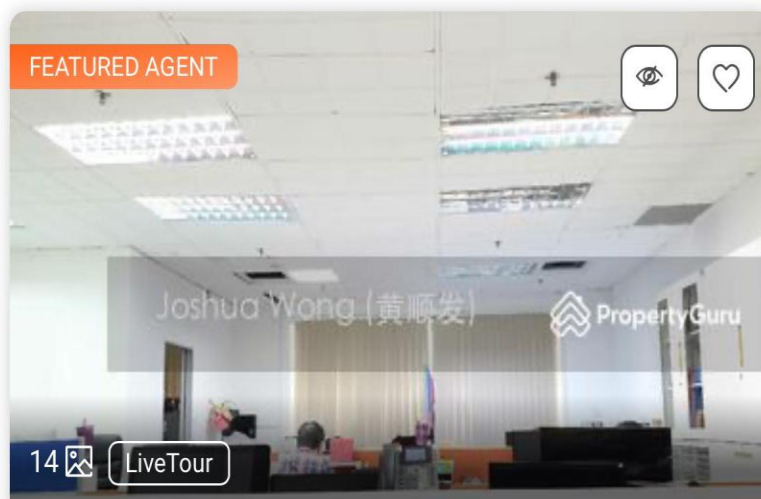
1292 sqft · S\$ 2,012.38 psf

🚶 5 mins (420 m) to DT13 Rochor MRT

Office

99-year Leasehold

🕒 1d



## The Bencoolen

180B Bencoolen Street

S\$ 2,380,000

1302 sqft · S\$ 1,827.96 psf

🚶 5 mins (420 m) to DT13 Rochor MRT

Office

99-year Leasehold

🕒 1w



## The Bencoolen

180B Bencoolen Street

S\$ 2,600,000

1292 sqft · S\$ 2,012.38 psf

🚶 5 mins (420 m) to DT13 Rochor MRT

Office

99-year Leasehold

🕒 22h



Plan B: Purchase WOODS  
SQUARE as Investment Unit

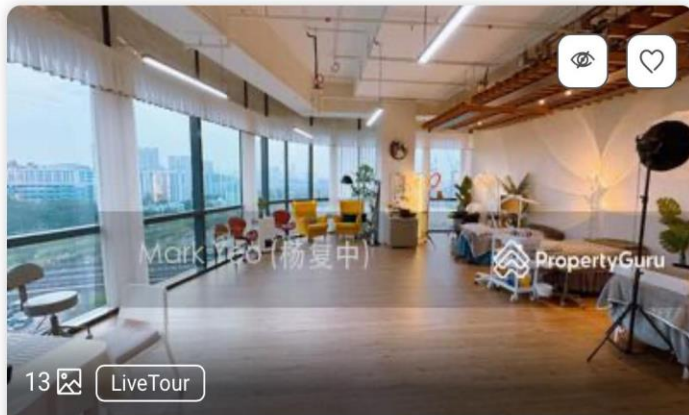


# Plan B (Investment Unit)

WOODS SQUARE. Size: 754 sqft. TOP: 2014  
District 25. Admiralty/ Woodlands

Asking Price as at 16 Aug 2024	Average psf Year 2024	Estimated Average Price in Year 2020	Average psf Year 2020
\$1.7 mil	\$2,254 psf	\$1.37 mil	\$1,817 psf
<i>Past 5 years Gain:</i>	24%		
Assuming next 5 years gain is similar:	21% (after an estimated of 10%, deductibles)		
<b>Estimated Average Price in Year 2029</b>	<b>Average psf Year 2029</b>	Current rental till May 2025	Rental Yield
<b>\$2.056 mil</b>	<b>\$2,727 psf</b>	\$3,400	2 - 3 %

# Plan B : Woods Square



13 LiveTour

## Woods Square

12 Woodlands Square

S\$ 1,990,000

1044 sqft · S\$ 1,906.13 psf

🚶 6 mins (530 m) to TE2 Woodlands MRT

Office 99-year Leasehold

🕒 4d



10

## Woods Square

6 Woodlands Square

S\$ 2,183,142

969 sqft · S\$ 2,252.98 psf

🚶 6 mins (520 m) to NS9 Woodlands MRT

Office 99-year Leasehold

🕒 1d



3

## Woods Square

8 Woodlands Square

S\$ 2,175,786

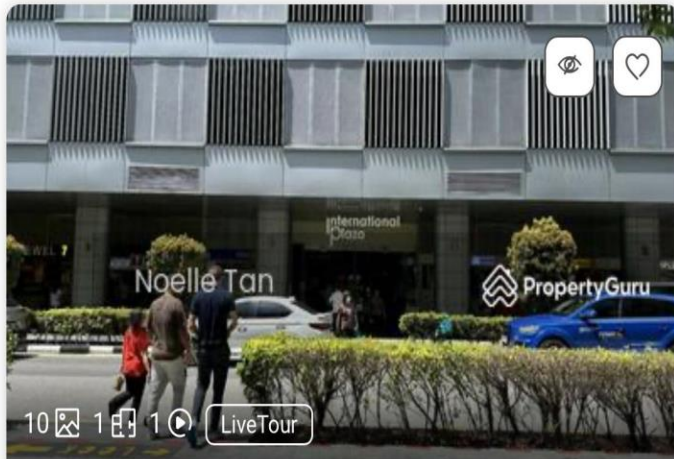
1033 sqft · S\$ 2,106.28 psf

🚶 5 mins (380 m) to NS9 Woodlands MRT

Office 99-year Leasehold

🕒 17h

# Plan B : International Plaza



## International Plaza

10 Anson Road

S\$ 1,150,000

398 sqft · S\$ 2,889.45 psf

🚶 3 mins (250 m) to EW15 Tanjong Pagar MRT

Other Retail 99-year Leasehold

🕒 17h



## International Plaza

10 Anson Road

S\$ 1,980,000

969 sqft · S\$ 2,043.34 psf

🚶 3 mins (250 m) to EW15 Tanjong Pagar MRT

Office 99-year Leasehold

🕒 2d



## International Plaza

10 Anson Road

S\$ 2,850,000

1450 sqft · S\$ 1,965.52 psf

🚶 1 mins (100 m) to EW15 Tanjong Pagar MRT

Office 99-year Leasehold Built: 1976

🕒 3d



Plan C: Purchase PAYA LEBAR  
SQUARE as Investment Unit

# Plan C (Investment Unit)

**PAYA LEBAR SQUARE. Size: 840 sqft. TOP: 2011  
District 14. Paya Lebar/ Eunos**

<b>Asking Price as at 16 Aug 2024</b>	<b>Average psf Year 2024</b>	<b>Estimated Average Price in Year 2019</b>	<b>Average psf Year 2020</b>
\$2 mil	\$2,381 psf	\$1.674 mil	\$1,920 psf
<i>Past 5 years Gain:</i>	24%		
Assuming next 5 years gain is similar:	21% (after an estimated of 10%, deductibles)		
<b>Estimated Average Price in Year 2029</b>	<b>Average psf Year 2029</b>	Current rental till June 2026	Rental Yield
<b>\$2.420 mil</b>	<b>\$2,881 psf</b>	\$5,000	3 %



# Plan C : Paya Lebar Square



## Paya Lebar Square

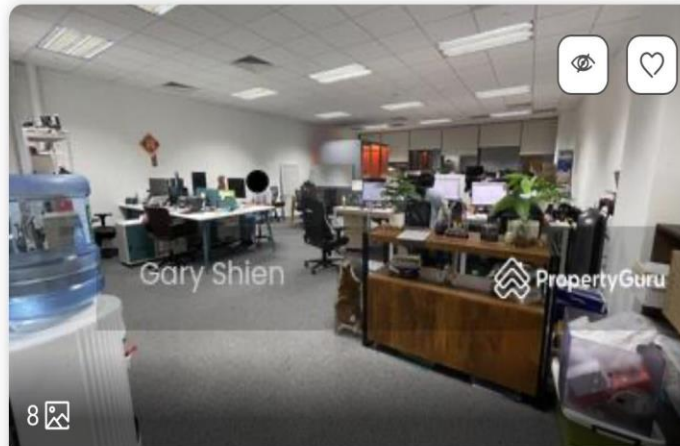
Office 99-year Leasehold

**S\$ 2,560,000** Negotiable

1076 sqft · S\$ 2,379.18 psf

Est. Repayment S\$ 11,635 /mo

Get pre-approved now >



## Paya Lebar Square

60 Paya Lebar Singapore

**S\$ 2,380,000**

1065 sqft · S\$ 2,234.74 psf

🚶 1 mins (40 m) to EW8 Paya Lebar MRT

Office 99-year Leasehold

🕒 2d



## Paya Lebar Square

60 Paya Lebar Singapore

**S\$ 2,480,000**

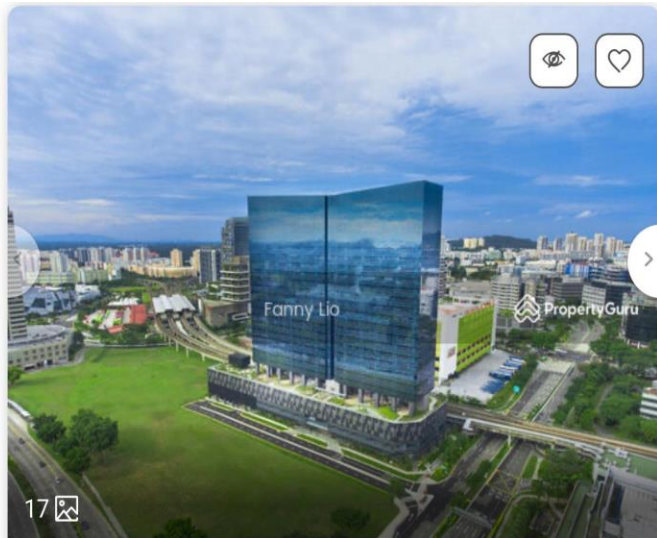
1066 sqft · S\$ 2,326.45 psf

🚶 1 mins (40 m) to EW8 Paya Lebar MRT

Office 99-year Leasehold

🕒 16h

# Plan C : Vision Exchange



## Vision Exchange

2 Venture Drive

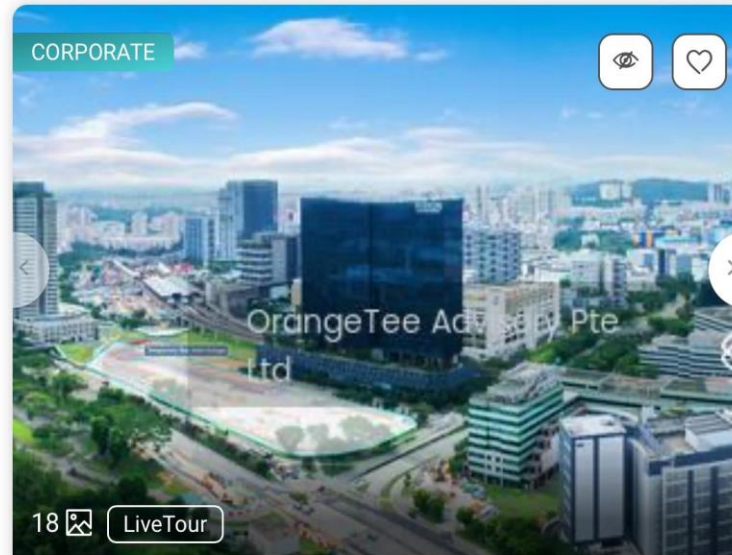
**S\$ 2,297,300**

1098 sqft · S\$ 2,092.26 psf

🚶 7 mins (550 m) to JE5 Jurong East MRT

Office 99-year Leasehold

🕒 16h



## Vision Exchange

2 Venture Drive

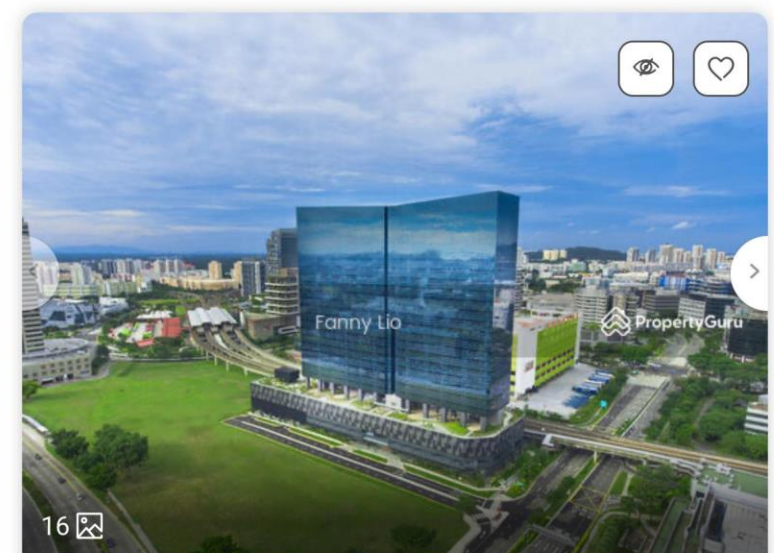
**S\$ 2,100,000**

958 sqft · S\$ 2,192.07 psf

🚶 7 mins (550 m) to JE5 Jurong East MRT

Office 99-year Leasehold

🕒 1d



## Vision Exchange

2 Venture Drive

**S\$ 1,780,000**

840 sqft · S\$ 2,119.05 psf

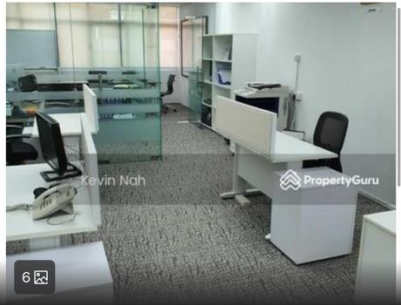
🚶 7 mins (550 m) to JE5 Jurong East MRT

Office 99-year Leasehold

🕒 20h



# Others



## WIS @ Changi

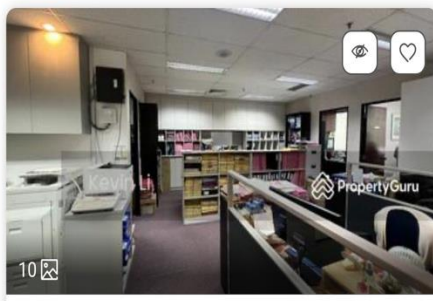
Office Freehold

**S\$ 1,250,000** Negotiable

818 sqft · S\$ 1,528.12 psf  
Est. Repayment S\$ 5,681 /mo

Get pre-approved now

WIS @ Changi  
116 Changi Road



## Chinatown Point

133 New Bridge Road

**S\$ 2,200,000**

1087 sqft · S\$ 2,023.92 psf

🚶 2 mins (140 m) to NE4 Chinatown MRT

Office 99-year Leasehold

🕒 3d



## High Street Plaza

Office 999-year Leasehold

**S\$ 2,600,000** Negotiable

990 sqft · S\$ 2,626.26 psf

Est. Repayment S\$ 11,817 /mo

Get pre-approved now



## Fortune Centre

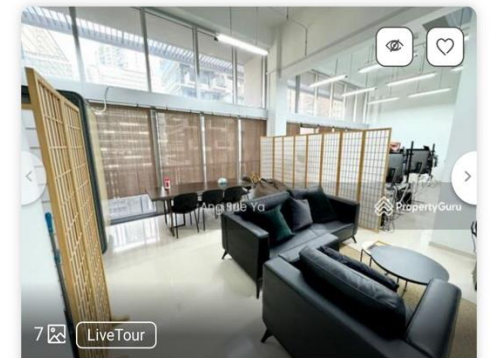
Office 99-year Leasehold Built: 1980

**S\$ 2,533,000** Negotiable

1668 sqft · S\$ 1,518.59 psf

Est. Repayment S\$ 11,512 /mo

Get pre-approved now



## Eon Shenton

70 Shenton Way

**S\$ 2,500,000**

1033 sqft · S\$ 2,420.14 psf

🚶 1 mins (120 m) to CC32 Prince Edward Road MRT

Office 99-year Leasehold

🕒 4d



# Returns on Investment (ROI & SROI)

## Returns on Investment (ROI & SROI)

### Return on Investment (ROI)

- Measures profit earned on an investment as a percentage of its total cost
- Typically calculated over a specific time frame
- ROI is realized when the property is sold
- Formula:  $(\text{Sale Price of Investment} - \text{Cost of Investment}) / \text{Cost of Investment}$

### Factors Considered for a Good ROI

- Capital Appreciation
- Rental Yields (if applicable)
- Expenses during the duration of the property

### Example Calculation

- Purchase Price: \$1,000,000
- Value After 3 Years: \$1,300,000
- ROI Calculation:
  - Increase: \$300,000
  - ROI:  $\$300,000 \div \$1,000,000 = 0.3$  or 30%

### Considerations for Accurate ROI

- Include Additional Costs
- Taxes Administrative Fees
- Mortgage Interests
- Total Costs Over Property's Lifespan

### Real Estate Investment in Singapore

- Social Returns on Investment (SROI)
  - Non-financial Benefits
    - Entry into Singapore's property market
    - Enhanced property portfolio
    - Positive economic returns

# Transactions for Paya Lebar

Corporate Image/Branding

## Past Transactions 2024

PAYA LEBAR SQUARE

Contract Date	Unit Area (sqft)	PSF	Price
31 May 2024	958	\$2,250	\$2,155,500
20 May 2024	721.19	\$2,350	\$1,695,000
16 May 2024	538.2	\$2,258	\$1,215,000
02 May 2024	1323.97	\$2,063	\$2,731,093
02 May 2024	1356.26	\$2,063	\$2,797,706
08 Apr 2024	538.2	\$2,323	\$1,250,000
04 Apr 2024	548.96	\$2,310	\$1,268,000
25 Mar 2024	484.38	\$2,230	\$1,080,000
22 Feb 2024	484.38	\$2,148	\$1,040,600
25 Jan 2024	505.91	\$2,372	\$1,200,000
19 Dec 2023	538.2	\$1,894	\$1,019,444
04 Dec 2023	484.38	\$2,292	\$1,110,000
07 Nov 2023	645.84	\$1,949	\$1,259,000

## Past Transactions 2022

PAYA LEBAR SQUARE

Contract Date	Unit Area (sqft)	PSF	Price
10 Mar 2023	538.2	\$2,209	\$1,188,800
06 Mar 2023	1044.11	\$2,188	\$2,284,200
14 Feb 2023	947.23	\$2,119	\$2,007,600
12 Jan 2023	505.91	\$2,412	\$1,220,000
08 Nov 2022	1442.38	\$2,045	\$2,950,000
18 Oct 2022	538.2	\$2,118	\$1,139,800
14 Oct 2022	484.38	\$2,081	\$1,008,000
13 Oct 2022	635.08	\$2,091	\$1,328,000
06 Oct 2022	505.91	\$2,135	\$1,080,000
27 Sep 2022	538.2	\$2,072	\$1,115,000
13 Sep 2022	505.91	\$2,190	\$1,108,000
05 Sep 2022	548.96	\$2,128	\$1,168,000
01 Sep 2022	1130.22	\$1,858	\$2,100,000

## Paya Lebar Square - Unique Selling Points:

- Proximity to MRT
- Access to shopping centers
- Ideal for corporate image and branding

## Transaction History:

- **2024:** Approx. \$2,200 psf
- **2022:** Approx. \$1,900 psf

## Investment Potential:

- High demand for well-located offices
- Strong investment opportunity

# Transactions for EON Shenton

## 2024 is now 2400psf

### Past Transactions

EON SHENTON

Contract Date	Type	Unit Area (sqft)	PSF	Price
11 Jun 2024	Lease	1700.71	\$2,405	\$4,09
09 Jan 2024	Lease	1033.34	\$2,323	\$2,40
11 Sep 2023	Lease	505.91	\$2,075	\$1,03
06 Mar 2023	Lease	1765.3	\$2,436	\$4,30
09 May 2022	Lease	1765.3	\$2,323	\$4,10
17 Jan 2022	Lease	1700.71	\$2,535	\$4,31
23 Dec 2021	Lease	1033.34	\$2,613	\$2,70
11 Jun 2021	Lease	1108.69	\$2,191	\$2,42
30 Mar 2021	Sale	172.22	\$3,687	\$635
23 Mar 2021	Sale	182.99	\$3,443	\$630
10 Dec 2019	Lease	1033.34	\$2,321	\$2,39
29 Apr 2019	Lease	1108.69	\$2,075	\$2,30
18 Jun 2018	Lease	505.91	\$2,471	\$1,25

## 2021 was 2100psf

### Past Transactions

EON SHENTON

Contract Date	Type	Unit Area (sqft)	PSF	Price
06 Mar 2023	Lease	1765.3	\$2,436	\$4,30
09 May 2022	Lease	1765.3	\$2,323	\$4,10
17 Jan 2022	Lease	1700.71	\$2,535	\$4,31
23 Dec 2021	Lease	1033.34	\$2,613	\$2,70
11 Jun 2021	Lease	1108.69	\$2,191	\$2,42
30 Mar 2021	Sale	172.22	\$3,687	\$635
23 Mar 2021	Sale	182.99	\$3,443	\$630
10 Dec 2019	Lease	1033.34	\$2,321	\$2,39
29 Apr 2019	Lease	1108.69	\$2,075	\$2,30
18 Jun 2018	Lease	505.91	\$2,471	\$1,25
30 May 2018	Lease	1033.34	\$2,555	\$2,64
24 Jan 2018	Lease	1033.34	\$2,468	\$2,55
13 Jun 2017	Lease	1108.69	\$1,984	\$2,20

### Investment Potential:

- High demand for well-located offices
- Promising investment opportunity

### Long-term Value

- Well-located offices with strong corporate image tend to hold or increase in price over time



# Thank You!

*DISCLAIMER: ALL FIGURES AND CALCULATIONS ARE ESTIMATES BASED ON  
CURRENT MARKET & CONDITIONS. AUGUST 2024.*