

C&H QUARTERLY NEWSLETTER

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KEO Address

Nelson Lim



KEO of C&H Properties, Nelson Lim

All too soon, we are now into second half of 2016, this is now the second issue of our 2016 newsletter!

This issue, we start with CEO sharing on the positive attitude possessed by the former Secretary of United States, Condoleezza Rice. Her values of perseverance and hard work motivate us to become more persistent in our life and never give up when face obstacles to achieve success.

For “The Market Says” segment, we are pleased to have Jimmy Teow and Ken Lim, Associate Division Directors of C&H Properties Pte Ltd to share their insights about the property market.

Look out for the latest statistics released by URA and HDB on the price index of the resale market for the second quarter of 2016 in our briefing room.

New section, “Happening Now” which covers the latest happenings in C&H. Recruitment 2017 is now ongoing. We hope that we can recruit more salespersons to join our C&H family!

Last but not least, let us take this opportunity to congratulate our top producers in the 2nd quarter. We have posted the Monthly Top 3 producers’ images on company Facebook for publicity and encouragement to our associates. Hard work pays off. Keep your eyes on the goal and persevere to achieve it. More importantly, work hard for what you want because success will not come without a fight!

Serving with Care & Honesty!

Nelson Lim

Inside This Issue

KEO Address 1

CEO Sharing 2

.....
The Market Says 3



.....
Briefing Room 4

Happening Now 5

CEO Sharing

CEO, Philip Chan translated by Shereen Sim

美国前国务卿赖斯的奋斗经历很有传奇色彩，短短 20 年的时间，她就从备受歧视者成长为一个受人尊敬的人。她时刻牢记父母的话：“改善黑人状况的最好办法就是取得非凡的成就，如果你拿出双倍的劲头往前冲，或许能赶上白人的一半；如果你愿意付出四倍的辛劳，就得以跟白人并驾齐驱；如果你愿意付出八倍的辛劳，就一定能赶在白人前头。”于是她发奋学习，不断积累知识，迅速增长才干。

The former Secretary of United States, Condoleezza Rice's life always been filled with twists and turns. She was once discriminated by the 'White Elite Class', yet within 20 years, she became a woman who is respected by many. Condoleezza Rice has always remembered her parents' advice; "The best way to improve Ethiopian's life is to accomplish extraordinary achievement. If you put in double amount of effort, then you might be able to achieve half of the results as the 'White Elite Class'. If you devote fourfold of their effort, then you might be as successful as them. If you devote eightfold of their effort, then you might be able to accomplish more than those 'White Elite Class'. These words motivated her to continuously learn and improve herself. She worked very hard and contributed to her own new success.

我们应该像赖斯那样，付出“八倍的辛劳”，以积极的工作态度来取胜。如果身处逆境，只会埋怨生存环境不好，或者为受到不公平待遇而烦扰，那是怨天尤人，对自己很不利。

We should emulate her values of perseverance and hard work, with positive attitude to gain success. Always complaining about the environment conditions and the unfair treatment when facing obstacles will only be detrimental to us.

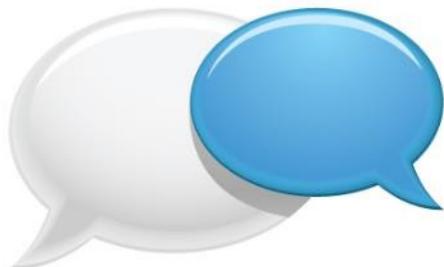
“人生在世，我们都渴望建功立业，也希望参与公平竞争，但事实上，世界上真正的公平竞争很少，总有这样那样的不公平因素。”因此，积极努力地工作是最好的选择。

In fact, fair competition rarely happens in reality. Hence, perseverance, enthusiasm and good working attitude are the best way to achieve success.



CEO, Philip Chan

The Market Says



For this issue, we are pleased to invite our Division Directors, Mr Jimmy Teow and Mr Ken Lim to share their insights on the property market.

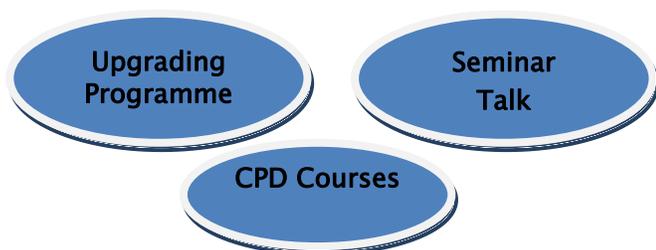
How many years of experience do you have in the real estate business?

JT: I have been in real estate industry for more than 23 years, since October 1992.

KL: I have been in this industry for more than 13 years.

Could you share with us some of your trade secrets for you to be a successful real estate agent?

JT: Be service-oriented. Solving clients' difficulties by providing proper advice and servicing them to my full capacity, as I believe diligence does paid off. In addition, I will always keep myself with the government property market trend and regulation changes. These changes should be researched, analysed with the support of the URA website. Attending upgrading programmes such as seminar talk, CPD Courses and performance workshop are also important, to continually improve my knowledge.



KL: I like the work I do. Serving buyers and sellers to help them achieve their real estate objectives gives me a sense of satisfaction.

What sectors do you specialise in?

JT: I specialised in private residential for sale and rent in districts 04, 05, 21, 22, 23, and 25. I have sold and rented in projects like The Centris, Lakeshore, Caspian, the Parc Condo, Villa Verde landed house, The Parc Vista, Park View Apt etc. I have also transacted commercial and industrial for both sale and rent in district 14, 20, 22, 23, 25 and 28. In the period of 2009 to 2016, I had a breakthrough in industrial properties especially Northstar at Ang Mo Kio. Here, I have sold and rented more than 30 units.

KL: I specialised in residential for sale and rent in all district.

Any advice you would like to provide to our fellow C&H agents on the upcoming trend?

Tip 1: *HDB sellers must be more realistic in their asking price.* The public housing market (HDB), recorded an increase in the Resale Price Index (RPI) in the 4th quarter of 2015, increasing by 0.1% from 134.6 points in the 3rd quarter. In comparison, the RPI registered a decline of 0.3% in the previous quarter. For sellers, the new supply coming on stream in 2016 plus new BTO launches announced means that sellers need to be more realistic in their asking price. Buyers are now spoilt for choice and have the upper hand. It is a buyer's market.

Tip 2: *HDB Landlords - be prepared to lower asking price.* Meanwhile, landlords will need to lower their asking price in view of the excess supply coming on stream this year.

As mentioned, HDB plans to launch four Build-To-Order (BTO) exercises in 2016 that will translate in the total supply of about 18,000 flats.

This upcoming supply of new plus existing HDB homes will dilute demand for the rental market.

Continue from Page 3

KL: I think it is important that salespersons are systematic and go step-by-step in performing their duties. Learning the fundamentals will help equip them with relevant knowledge and techniques. In addition, there are still opportunities in the market and hence, they should keep their activities moving.

Do you foresee any change in the transaction volume or price? If yes, what is the rationale?

JT: **Shifting rental trend.** The influx of new condominiums in the market has also led to a decline in private housing rental prices. Analysts expect a flood of 26,467 new private condominium and executive condominium units this year.

We see a shift in rental trends, where expatriates who used to rent HDB flats, are now choosing condominium units instead. The gap in rental prices between HDB flats and older private properties has narrowed, making condominiums, which come with facilities like swimming pools and gymnasiums, more affordable and attractive for expatriates.

According to data from the Urban Redevelopment Authority (URA), private residential rents dropped by 4.6 % last year. The suburbs registered the biggest decline, with rents falling 5.6%, followed by the city fringe and city area at 4.9% and 3.8%, respectively.

Demand and Supply. Generally, there has been a slower growth of expatriates moving to Singapore. This has caused fluctuation in demand and supply. Also, expatriates' jobs have been affected, resulting in them moving out of Singapore. This has led to a situation where there is a higher amount of vacant units. In addition, the slew of cooling measures by the government to prevent a property bubble has affected the rental market.

KL: The overall market condition remains the same as compared to recent years. However, there are probably more activities in HDB sectors due to announcement in 2013 where PRs have to wait for 3 years to buy HDB resale flat. As we are now approaching to the end of 3 years period, there may see a positive trend in HDB sales transactions.

Briefing Room

The following is based on the 2nd quarter 2016 statistics released by URA and HDB.

URA Private Property Price Index

The key pointers for the private property price index in the 2nd Quarter 2016 are as follows:

Results for Q2 2016 Performance

- Prices of non-landed properties in OCR, RCR and CCR are 0.5% decline, 0.2% increase, and 0.3% increase.
- Prices of landed properties declined by 1.5%, compared to the 1.1% decline in the previous quarter.
- Prices of office space decreased by 1.5% in 2nd Quarter 2016
- Rentals of office space fell by 3.5% in 2nd Quarter 2016.

Key indicators	Change	1Q2016	2Q2016
Price index	-0.4%	140.6	140.0
Rental index	-0.6%	107.5	106.9
Take-up*	+59.0%	1,419	2,256
Pipeline supply*	-11.7%	53,512	47,250
Vacancy rate*	+1.4% points	7.5%	8.9%

* Figures excluding ECs

For the full article, please visit <https://www.ura.gov.sg/uol/mediaroom/news/2016/jul/pr16-49.aspx>

Continue reading on Page 5

Continue from Page 4

HDB- Price Index of HDB Resale flats

The Resale Price Index for 2nd Quarter remains unchanged from 1st Quarter, 134.7.

HDB Resale Price Index, 2Q2015-2Q2016 (1Q2009 = 100)

Period	Index	Percentage Change From The Previous Quarter	
2016	II	134.7	0.0%
	I	134.7	-0.1%
2015	IV	134.8	0.1%
	III	134.6	-0.3%
	II	135.0	-0.4%

The resale transactions increased by 31.2%, from 4,449 cases (1st Quarter) to 5,838 cases (2nd Quarter).

Number of Resale Applications Registered by Flat Type

QUARTER	1-ROOM	2-ROOM	3-ROOM	4-ROOM	5-ROOM	EXECUTIVE*	TOTAL
1Q2016	1	51	1,220	1,809	1,023	345	4,449
2Q2016	3	72	1,500	2,473	1,369	421	5,838

Note:
* Includes Multi-Generation flats.

HDB Rental Market

The number of applications approved for subletting of HDB flats increased by 5.2%, from 11,239 cases (1st Quarter) to 11,824 cases (2nd Quarter). As at 30 Jun 2016, 52,171 HDB flats were sublet, an increase of 2.2% over 1st Quarter.

Number of Subletting Approvals by Flat Type

QUARTER	1-ROOM	2-ROOM	3-ROOM	4-ROOM	5-ROOM	EXECUTIVE	TOTAL
1Q2016	2	132	3,783	3,682	2,847	793	11,239
2Q2016	6	140	3,942	3,969	2,944	823	11,824

Upcoming Sales Launch

In 1H2016, HDB offered 13,110 flats, comprising 7,940 Build-To-Order (BTO) flats and 5,170 balance flats. In August 2016, HDB will offer about 4,800 BTO flats in Hougang, Sembawang, Tampines and Yishun. More information on the August 2016 BTO exercise is available on the HDB InfoWEB, <http://www.hdb.gov.sg/cs/infoweb/residential/buying-a-flat/resale/resale-statistics>

Happening Now

C&H Recruitment 2017 is now happening! Recruitment seminars on every Tuesday and Thursday nights will be conducted from now to October 2016. These sessions are hosted by our associates, division directors and senior division directors.

Several modes of recruitment are used, for example via social media channels such as Facebook and Whatsapp, or by sms, email and word of mouth.

We look forward for a strong recruitment campaign this year and let us work toward achieving growth of our C&H family!

Every C&H agent can recruit, form teams or simply just be an introducer. Invite your co-brokers and real estate friends to our recruitment seminars. Attractive incentives and overriding commission awaits you!



Recruitment 2017
Join Us and be part of the C&H Family!

C&H Group – an establishment of 25 years.

- > Established, stable, trustworthy & reliable
- > Good brand recognition
- > Care and Honesty philosophy
- > Friendly Working Environment

For more information, please:
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