

# Best Property Investment Strategy?

~~Time in the Market:  
BUY LOW SELL HIGH~~

**Time in the Market**  
**Don't Wait To Buy**  
**Buy and Wait**

Right Property

Wait a while more  
等多一下

Wait a while  
等一下

Wrong  
Timing

Right  
Timing

Wait long long  
等久久

Wait long  
等久

Wrong Property

First, U must be financially right.  
Don't wait to Invest,  
Invest as early as possible.  
It's not only about **Timing the Market**,  
It's more about **Time In The Market**.

# What if...

## Buy & Sell at Wrong Timing?



# Are These Wrong Timings?

**Scenario 1:** Buy before SARS (4Q2002), sell at the lowest point of 2008 financial crisis (2Q2009).

**Scenario 2:** Buy at peak before 2008 financial crisis (2Q2008), sell at lowest point after 2013 TDSR implementation (2Q2017).

**Scenario 3:** Buy right before 2018 cooling measures (2Q2018).

# Scenario 1:

**Buy before SARS,  
Sell at the lowest point  
of 2008 financial crisis.**

# Scenario 1: Buy before SARS, sell at the lowest point of 2008 financial crisis

## Case Study: Yong An Park

PROFITABLE TRANSACTIONS  
(TOTAL OF 91 TRANSACTIONS)

CCR, Freehold, TOP 1986

Note: Transactions with the same address are matched. Profitability of each round-trip transaction is based only on the change in asset price and does not take into account transaction costs and the effect of financing.

Source: URA, <https://www.squarefoot.com.sg>

| SOLD ON     | ADDRESS                      | UNIT AREA (SQFT) | SALE PRICE (\$\$ PSF) | BOUGHT ON   | PURCHASE PRICE (\$\$ PSF) | PROFIT (\$\$) | HOLDING PERIOD (DAYS) | ANNUALISED (%) |
|-------------|------------------------------|------------------|-----------------------|-------------|---------------------------|---------------|-----------------------|----------------|
| 10 JUL 2009 | 331 RIVER VALLEY ROAD #13-07 | 1,464            | 1,011                 | 23 APR 2007 | 956                       | 80,000        | 809                   | 2.5            |
| 1 JUN 2009  | 331 RIVER VALLEY ROAD #04-04 | 1,808            | 1,200                 | 24 OCT 2005 | 686                       | 929,600       | 1,316                 | 16.8           |
| 7 MAY 2009  | 333 RIVER VALLEY ROAD #07-07 | 1,023            | 1,271                 | 26 NOV 2002 | 724                       | 560,000       | 2,354                 | 9.1            |
| 6 FEB 2009  | 333 RIVER VALLEY ROAD #09-03 | 4,639            | 925                   | 17 OCT 2005 | 647                       | 1,290,000     | 1,208                 | 11.4           |
| 23 OCT 2008 | 329 RIVER VALLEY ROAD #17-03 | 3,434            | 1,200                 | 26 FEB 1996 | 1,034                     | 570,000       | 4,623                 | 1.2            |
| 8 AUG 2008  | 329 RIVER VALLEY ROAD #10-03 | 3,434            | 1,485                 | 13 NOV 2006 | 1,165                     | 1,100,000     | 634                   | 15.0           |
| 5 AUG 2008  | 329 RIVER VALLEY ROAD #17-02 | 3,229            | 1,527                 | 9 FEB 2007  | 1,270                     | 830,000       | 543                   | 13.2           |
| 19 JUN 2008 | 331 RIVER VALLEY ROAD #03-01 | 1,959            | 1,327                 | 12 MAR 2007 | 1,266                     | 120,000       | 465                   | 3.8            |
| 6 JUN 2008  | 327 RIVER VALLEY ROAD #17-01 | 3,229            | 1,595                 | 18 OCT 2004 | 681                       | 2,950,000     | 1,327                 | 26.4           |
| 4 APR 2008  | 329 RIVER VALLEY ROAD #20-01 | 3,111            | 1,668                 | 23 JUL 2002 | 741                       | 2,885,000     | 2,082                 | 15.3           |

# Scenario 1: Buy before SARS, sell at the lowest point of 2008 financial crisis

## Case Study: Yong An Park

CCR, Freehold, TOP 1986

| Address                      | Area (sqm) | Transacted Price | Unit Price (\$psf) | Sale Type | Transaction Date |
|------------------------------|------------|------------------|--------------------|-----------|------------------|
| 333 River Valley Road #07-07 | 95         | Buy \$740,000    | \$724              | Resale    | Nov-02           |
| 333 River Valley Road #07-07 | 95         | Sell \$1,300,000 | \$1,271            | Resale    | May-09           |

**Profit: \$560,000**

**75.68% profit**

**Holding period: 6.6 years**



Source: URA, ERA Research and Consultancy





# Scenario 1: Buy before SARS, sell at the lowest point of 2008 financial crisis

Source: URA, <https://www.squarefoot.com.sg>

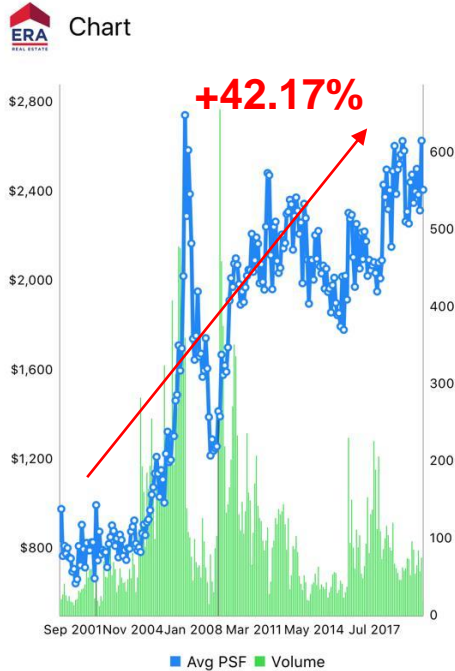
## Case Study: Yong An Park



Source: URA, Squarefoot, ERA Research and Consultancy

# How to use IERA market trend

**District 9  
(Dec 2002 -  
May 2009)**



Dec 2002 Avg PSF: \$998 | Volume: 46  
 May 2009 Avg PSF: \$1,418 | Volume: 271  
 Compare Avg PSF: **+42.17%** | Volume: **+489.13%**

**Yong An Park  
(Nov 2002 - Jun 2009)**



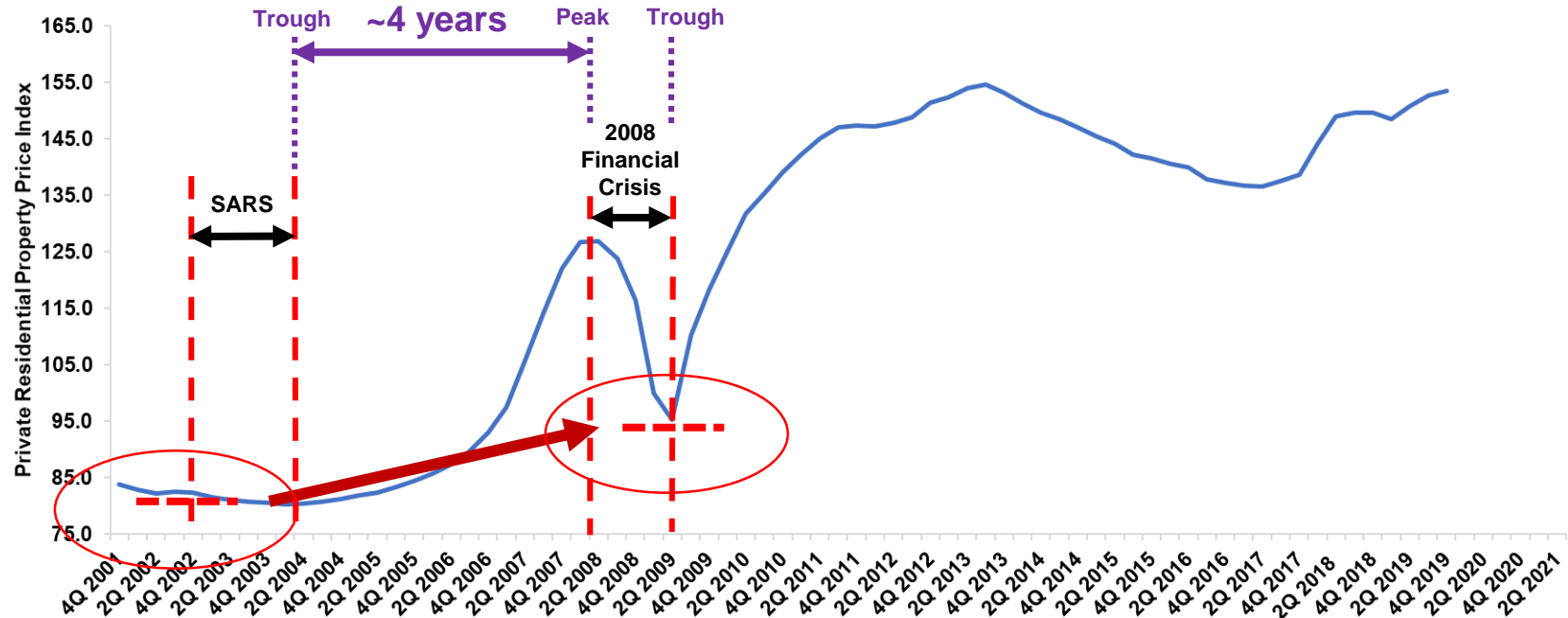
Nov 2002 Avg PSF: \$723 | Volume: 1  
 Jun 2009 Avg PSF: \$1,251 | Volume: 2  
 Compare Avg PSF: **+72.96%** | Volume: **+100.00%**

Source: IERA

The New Low at 2009  
is HIGHER than  
the Previous High in 2002



# The New Low at 2009 is HIGHER than the Last High in 2002



Source: URA, ERA Research and Consultancy

# Scenario 2:

**Buy at peak before 2008 financial crisis,  
Sell at lowest point in 2017 (after 2013  
TDSR implementation).**

# Scenario 2: Buy at peak before 2008 financial crisis, sell at lowest point after 2013 TDSR implementation

## Case Study 1: The Belleforte

PROFITABLE TRANSACTIONS  
(TOTAL OF 45 TRANSACTIONS)

RCR, Freehold, TOP 2003

Note: Transactions with the same address are matched. Profitability of each round-trip transaction is based only on the change in asset price and does not take into account transaction costs and the effect of financing.

Source: URA, <https://www.squarefoot.com.sg>

| SOLD ON     | ADDRESS               | UNIT AREA (SQFT) | SALE PRICE (\$\$ PSF) | BOUGHT ON   | PURCHASE PRICE (\$\$ PSF) | PROFIT (\$\$) | HOLDING PERIOD (DAYS) | ANNUALISED (%) |
|-------------|-----------------------|------------------|-----------------------|-------------|---------------------------|---------------|-----------------------|----------------|
| 3 JUN 2019  | 6 AH HOOD ROAD #19-04 | 1,991            | 979                   | 17 NOV 2006 | 527                       | 900,000       | 4,581                 | 5.1            |
| 27 JUL 2018 | 6 AH HOOD ROAD #08-02 | 1,023            | 1,281                 | 23 MAY 2008 | 831                       | 460,000       | 3,717                 | 4.3            |
| 9 JUL 2018  | 6 AH HOOD ROAD #18-04 | 1,335            | 1,259                 | 25 APR 2005 | 659                       | 800,000       | 4,823                 | 5.0            |
| 26 JUN 2018 | 6 AH HOOD ROAD #17-04 | 1,335            | 1,349                 | 1 JUN 2009  | 824                       | 700,000       | 3,312                 | 5.6            |
| 1 MAR 2018  | 6 AH HOOD ROAD #10-04 | 1,335            | 1,251                 | 2 MAY 2008  | 734                       | 690,000       | 3,590                 | 5.6            |
| 8 DEC 2017  | 6 AH HOOD ROAD #10-01 | 1,335            | 1,184                 | 18 MAR 2011 | 985                       | 265,000       | 2,457                 | 2.8            |
| 23 OCT 2017 | 6 AH HOOD ROAD #09-02 | 1,023            | 1,125                 | 8 JUN 2009  | 763                       | 370,000       | 3,059                 | 4.7            |
| 30 MAY 2017 | 6 AH HOOD ROAD #10-02 | 1,023            | 1,125                 | 5 JUN 2008  | 851                       | 280,000       | 3,281                 | 3.2            |
| 6 APR 2017  | 6 AH HOOD ROAD #07-03 | 1,432            | 1,055                 | 30 JAN 2003 | 597                       | 655,000       | 5,180                 | 4.1            |
| 15 SEP 2016 | 6 AH HOOD ROAD #05-02 | 1,023            | 1,134                 | 24 JAN 2002 | 648                       | 496,964       | 5,348                 | 3.9            |



Source: URA, Squarefoot Research



# Scenario 2: Buy at peak before 2008 financial crisis, sell at lowest point after 2013 TDSR implementation

## Case Study: The Belleforte

RCR, Freehold, TOP 2003

| Address               | Area (sqm) | Transacted Price | Unit Price (\$psf) | Sale Type | Transaction Date |
|-----------------------|------------|------------------|--------------------|-----------|------------------|
| 6 Ah Hood Road #10-02 | 95         | Buy \$870,000    | \$851              | Resale    | Jun-08           |
| 6 Ah Hood Road #10-02 | 95         | Sell \$1,150,000 | \$1,125            | Resale    | May-17           |

**Profit: \$280,000**

**32.18% profit**

**Holding period: 8.9 years**



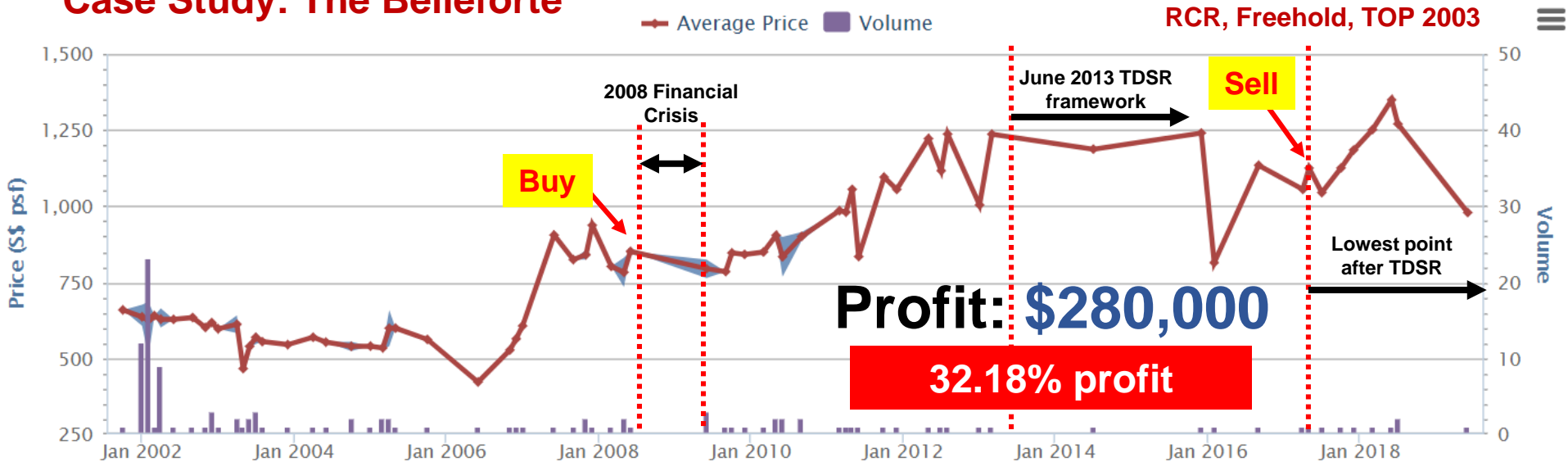
Source: URA, ERA Research and Consultancy



# Scenario 2: Buy at peak before 2008 financial crisis, sell at lowest point after 2013 TDSR implementation

Source: URA, <https://www.squarefoot.com.sg>

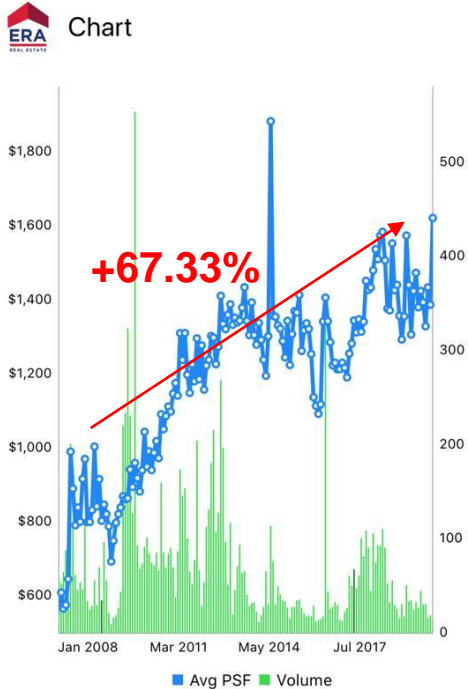
## Case Study: The Belleforte



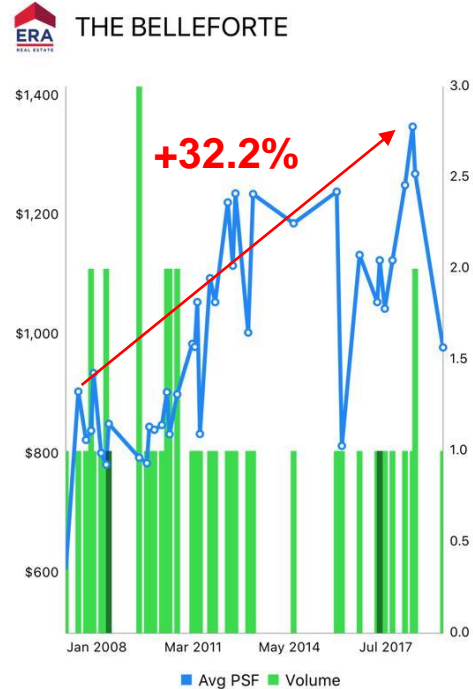


# How to use IERA market trend

**District 12  
(Jul 2008 -  
May 2017)**



Jul 2008 Avg PSF: \$804 | Volume: 35  
 May 2017 Avg PSF: \$1,345 | Volume: 68  
 Compare Avg PSF: **+67.33%** | Volume: **+94.29%**



Jun 2008 Avg PSF: \$851 | Volume: 1  
 May 2017 Avg PSF: \$1,125 | Volume: 1  
 Compare Avg PSF: **+32.20%** | Volume: **0.00%**

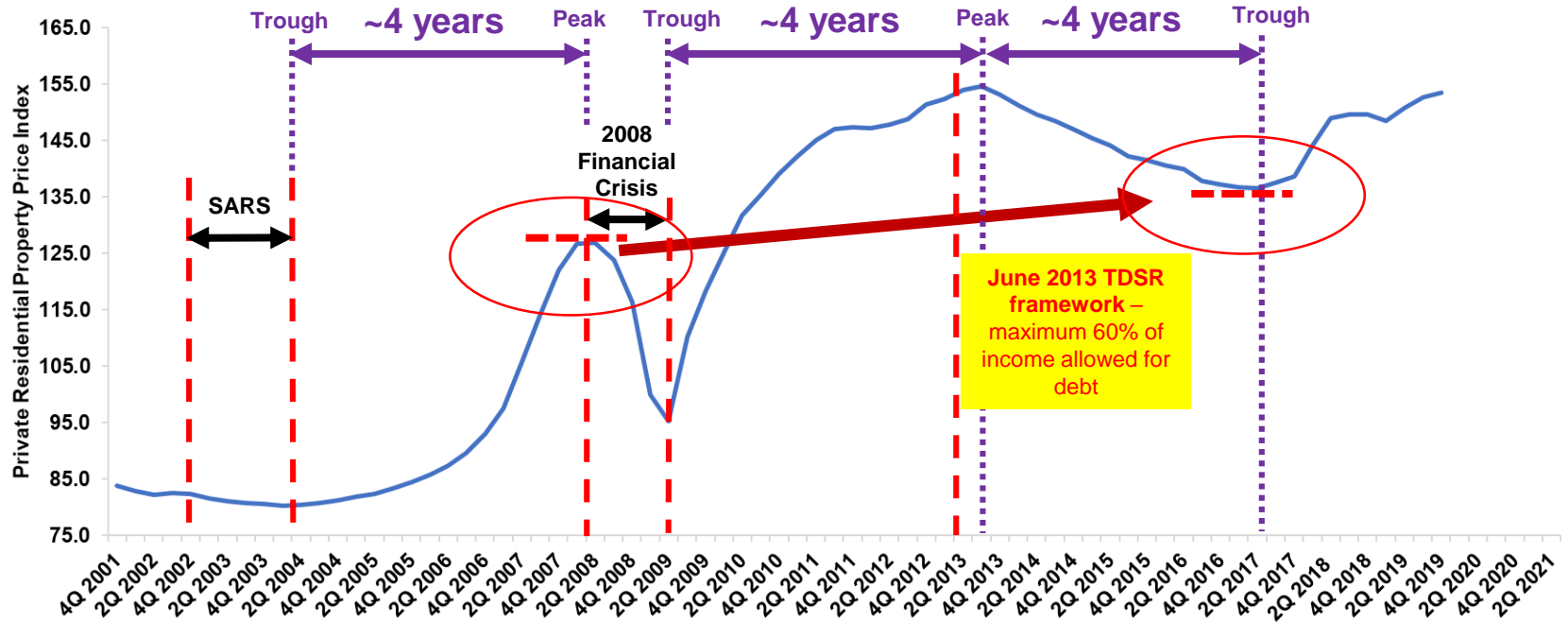
**The Belleforte  
(Jun 2008 - May 2017)**

Source: IERA

The New Low in 2017  
is HIGHER than  
the Previous High in 2008



# The New Low in 2017 is HIGHER than the Last High in 2008



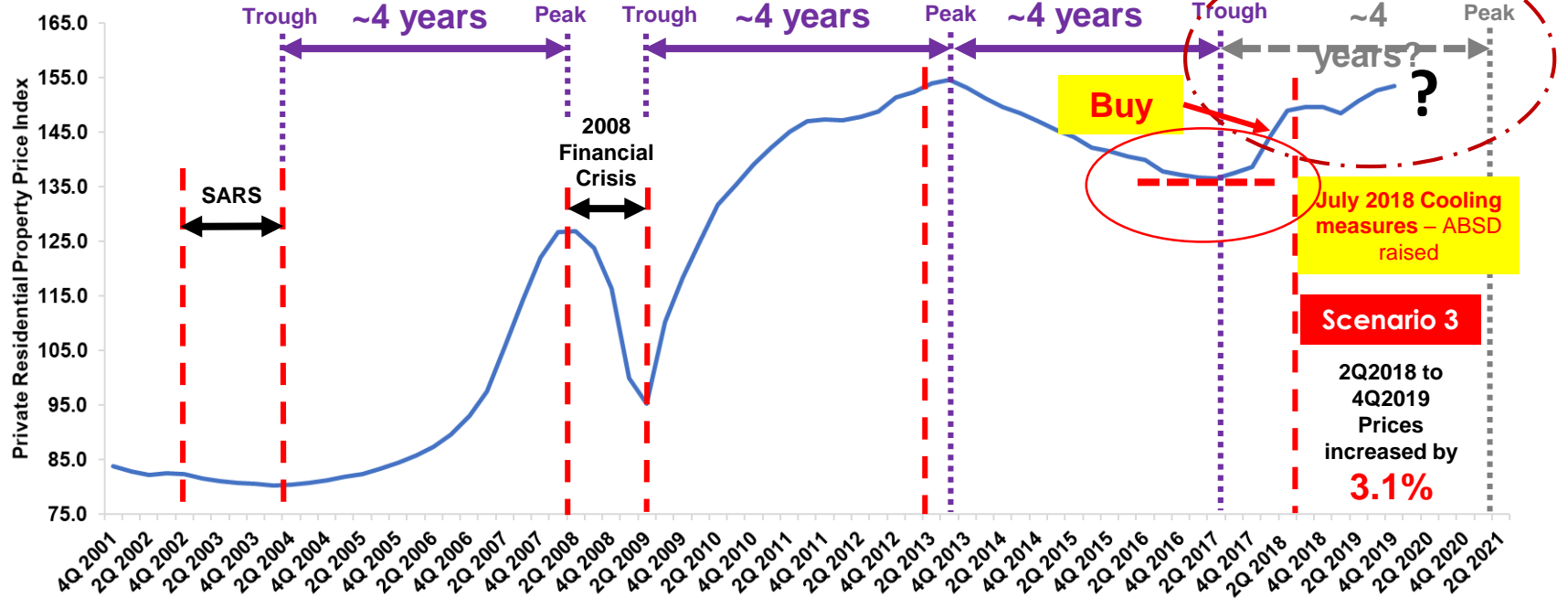
Source: URA, ERA Research and Consultancy

# Scenario 3:

**Buy right before 2018 cooling measures.**

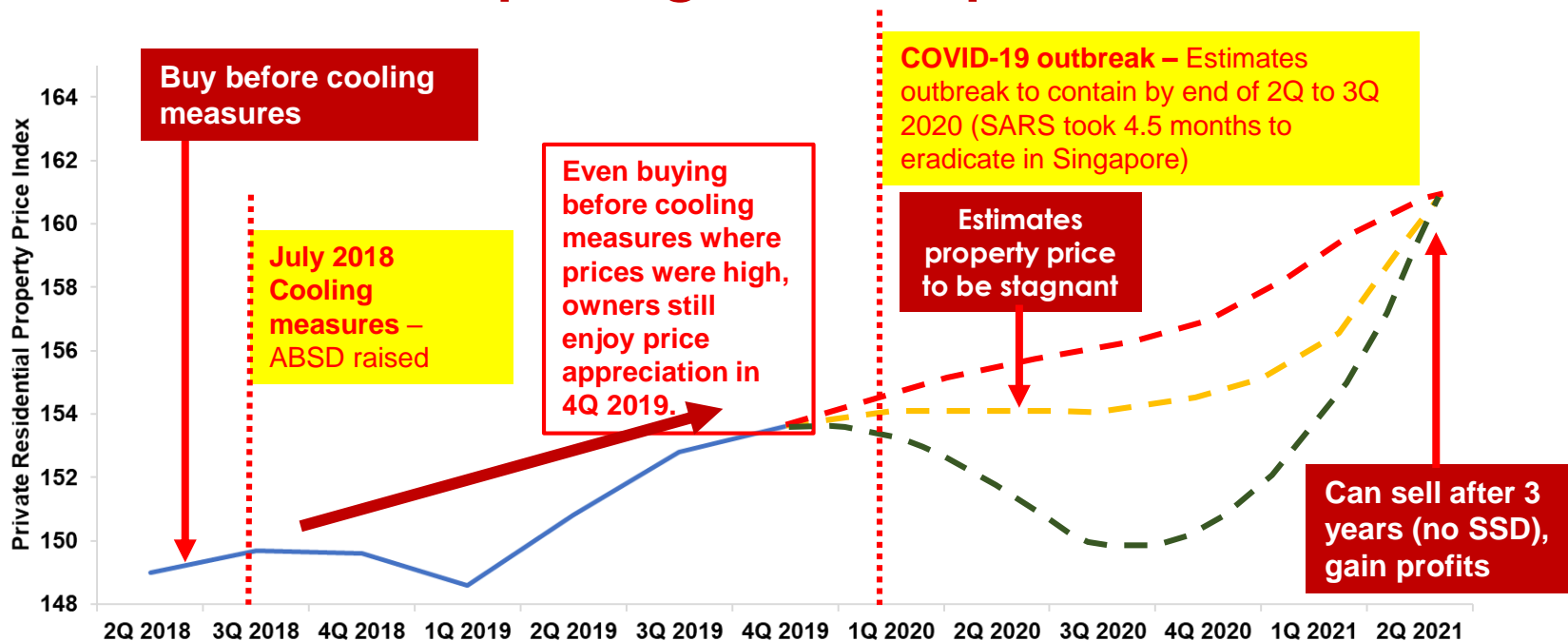


# Scenario 3: Buy right before 2018 cooling measures



Source: URA, ERA Research and Consultancy

# Where will the market be moving- Dip, Stagnant or Up?



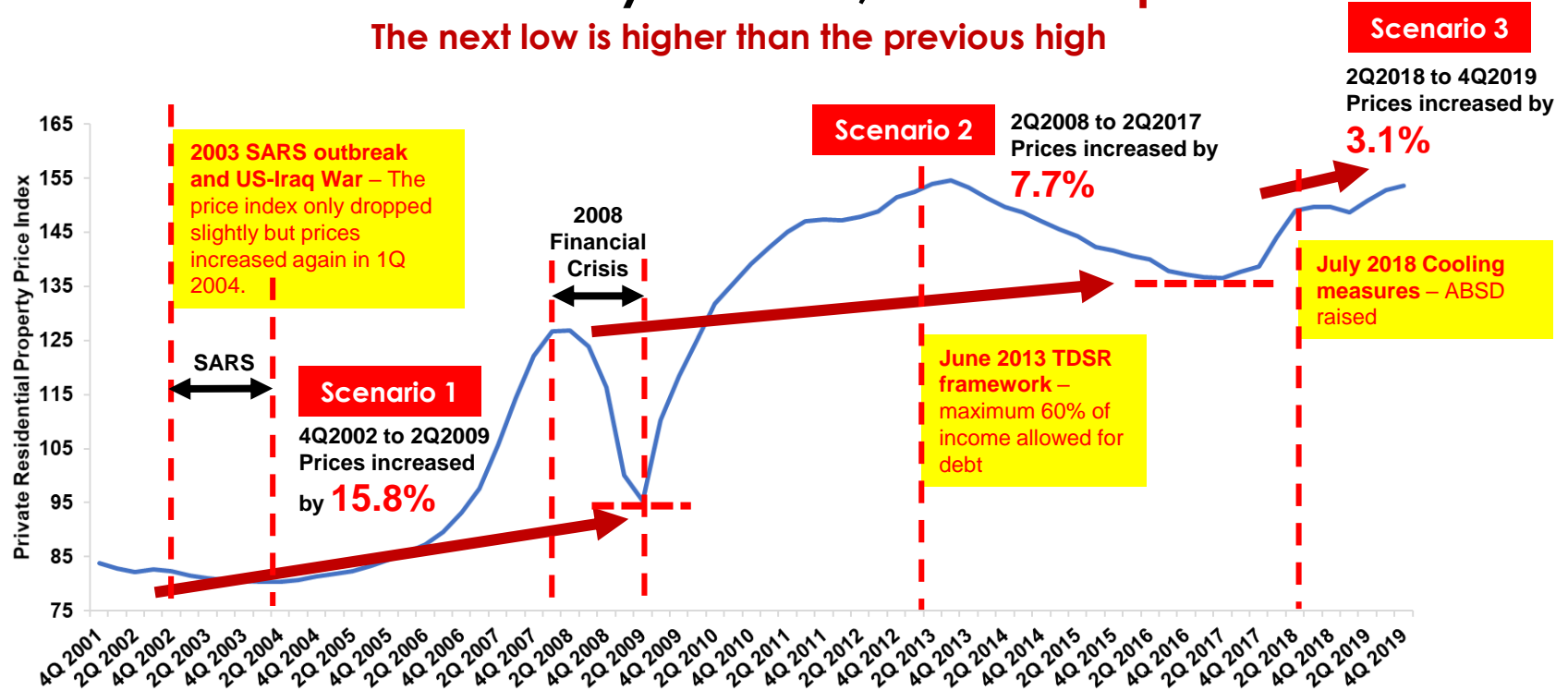
Source: URA, ERA

Will the Next New Low in 20XX  
is HIGHER than  
the Previous High in 2018?



# Worst times to buy and sell, still make profits

The next low is higher than the previous high



Source: URA, ERA Research and Consultancy



‘Someone’s sitting in the shade today because someone planted a tree a long time ago’

... Warren Buffet