

# C&H QUARTERLY NEWSLETTER

January – March 2018

Volume 6, Issue 1

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## KEO Address

*Nelson Lim*



*KEO of C&H Properties,  
Nelson Lim*

Indeed time waits for no man, the first quarter of 2018 had flashed passed so quickly.

In this issue, our CEO, Mr. Philip Chan, will be sharing with us the difference of each social group we surround ourselves with.

We had our Annual Dinner and Dance on 4 March 2018. We celebrated the achievements of our Top 150 producers at this significant event in Concorde Hotel. Around 300 associates and guests were present for a scrumptious dinner, games and lucky draw. Everyone had an enjoyable night of fun and laughter. There are some pictorial highlights of the events in this issue as well.

In this New Year, C&H has achieved many milestones and one of them is becoming the Exclusive Marketing Agent for Mandarin Garden's Collective Sale!

We are also pleased to have one of our Associate Division Director, Mr. Willy Tan, in The Market Says segment. Let us hear how he achieves consistency in his performance. Look out for it!

In briefing room, we have the latest statistics on the price index of the resale market for the first quarter of 2018 from URA and HDB.

Serving with Care & Honesty!

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## CEO Sharing

*Edited by Catherine Tong*



*C&H CEO,  
Mr. Philip Chan*

# The difference between different circles of people.

普通人的圈子，谈论的是闲事，赚的是工资，想的是明天。

In the circle of common people, they talk about things that don't matter, earn a fixed salary and only think about the next day.

生意人的圈子，谈论的是项目，赚的是利润，想的是下一年。

In the circle of small business owners, they talk about objectives, earn profits and only think about the next year.

事业人的圈子，谈论的是机会，赚的是财富，想到的是未来和保障。

In the circle of business people, they talk about opportunities, earn a fortune and think about the future and its guarantees.

智慧人的圈子，谈论是给予，交流是的奉献，遵道而行，一切将会自然富足。

In the circle of wise people, they talk about giving and doing the right thing and everything will naturally become fulfilling.

2018 年我们不一样！祝 Mandarin Garden Enbloc Sales 圆满成功，是有的起点，突破和里程碑！加油

We will be different in 2018! I wish the Mandarin Gardens En Bloc Sales team all the best. With this great starting point, let's surpass all the milestones.











# C&H D&D PHOTOBOOTH



## The Market Says



In this issue, we are pleased to have Mr. Willy Tan, our Division Director share his insights on the property market.



**Willy Tan**  
Division Director

***As a veteran realtor, how many years of experience do you have in the real estate business?***

**WT:** 22 years, I joined real estate business in 1995 with a small company during recession time and I was invited to join C&H by my reservist friend in September 2006.

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

**WT:** At that time I was staying in Pasir Ris new town. Every morning I would bring my 4 years old daughter to pre-kindergarten for a 2 hours session. One day I heard other children's mothers talking about how our estate's property is hot when it turns 5 years old in the resale market. I introduced myself as a property agent and started to share with them. I shared with them how sellers can sell and buy another resale property of their choice with their CPF money & hdb loan etc.. I told them we can work together by introducing sellers to me and they will receive good referral fees in return. This is how I started selling HDB resale flats. I sold more than 20 units in my own block at that time. Pasir Ris new town became my GTA. I printed flyers / did door knocking / Road shows in Mall / getting referrals. You cannot be a secret agent in the property market. You should make friends in your neighbourhood and they will see you as a friendly Property Agent.

***What are your fundamental business practices in order to stay at the top?***

**WT:** There is a saying "If you don't take good care of your clients other agents who are hungry will care for them in your place." You need to provide good customer services and go the extra mile for your customers, family & their friends on property matters. You also need to connect to your clients via facebook, whatsapp etc. on latest property matters & others. I myself also need to know the latest properties market reports and movement.

***What sectors do you specialized in?***

**WT:** I'm currently taking care of my clients' properties for Residential Rental. I rent out for them and also take care for their properties. I have been working with some owners for more than 7 years now. I have a handyman helping me in service & repair work. I also know some handywork, it can be useful when it comes to rental.

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

**WT:** Everyone knows that new Property launches are hot in the market and prices are going up. Buyers are now out to buy, knowing that developer's brought at a very high price from collective sales / Government land sales and also that GST might increase up to 9% in 4 years time. Good News is that C&H just formed an Alliance Partnership with Knight Frank for project sales. Join them to market/ get training/ get more details/ Advert in ST / Print flyers / Facebook/ Whatsapp & etc. You will start getting results. Go all out this year since the market is HOT. Don't wait until next year.

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

**WT:** Developers are hungry for land. Some developers are willing to pay higher than the reserve price from collective sale. Even 99 yrs leasehold in District 14 Park Place Residences New launch is now averaging at S\$1900psf. There is also strong take up sale of luxury apartments this year according to a Business Times report. I foresee this year's new sale & resale for Private Residential sector overtaking the whole of last year's sale volume by 50% more. HDB resale volume will drop but resale prices will go up especially for 5 yrs old flat as collective sale buyers may be looking at such flats for replacement homes.



## C&H Appointed Exclusive Marketing Agent – Mandarin Gardens & Harbourlights Collective Sale



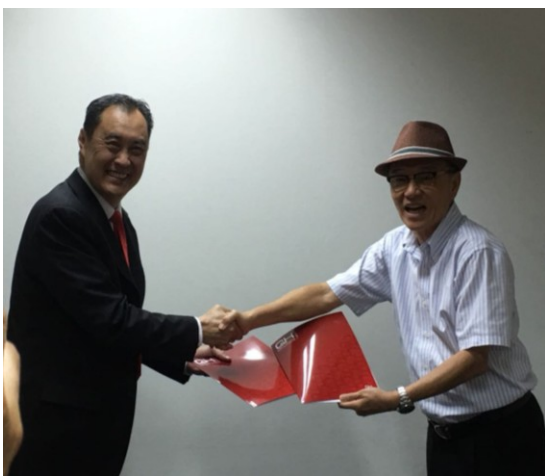
C&H CEO, Mr. Philip Chan with the Chairman of Mandarin Gardens' CSC



C&H CEO, KEO, Legal Advisor and the En Bloc team members

C&H's En Bloc team has achieved a new milestone this year by being appointed as the Exclusive Marketing Agent for Mandarin Garden's Collective Sale. Mandarin Gardens is a 99 year leasehold residential condominium with a plot size in excess of 1 million sqft comprising of more than 1,000 units.

As one of the biggest residential development in Singapore, Mandarin Gardens is well received for its sea view frontage, proximity to reputable schools and good connectivity. Also, the upcoming Thomson East Coast MRT line when completed will ply right in front of the development further increasing its desirability factor.



C&H KEO, Mr. Nelson Lim with the Chairman of Harbourlights' CSC

Shortly after the successful Extraordinary General Meeting for Mandarin Gardens, our en-bloc team has been appointed as the Exclusive Marketing Agent by Harbourlights' Collective Sale Committee.

The team is headed by Raymond Khoo, Freddy Choo, Ken Seah and Joseph Tan who are the core team members. We wish them great success and also for C&H to continue climbing to greater heights!

## Briefing Room

The following is based on the 1<sup>st</sup> quarter 2018 statistics released by URA and HDB.

### URA Real Estate Statistics for Private Property

#### Price Index

The key pointers for the private property price index in the 1<sup>st</sup> Quarter 2018 are as follows:

#### Results for Q1 2018 Performance

- The private residential property index rose by 5.4 points from Q4 2017 to 144.1 points in Q1 2018. This represents an increase of 3.9% in prices, quarter-on-quarter.
- Prices of non-landed properties in CCR and RCR increased by 5.5%, and 1.2% and OCR increased by 5.6% respectively.
- Prices of landed properties rose by 1.9%, in 1<sup>st</sup> Quarter 2018 compared to the 0.5% increase in the previous quarter.

For the full article, please visit

<https://www.ura.gov.sg/Corporate/Media-Room/Media-Releases/pr18-26>

#### HDB's Resale Price Index

The flash estimate Resale Price Index for 1<sup>st</sup> Quarter of 2018 had declined by 0.8%, to an index of 131.6.

More information is available on the HDB InfoWEB, <http://www.hdb.gov.sg/cs/infoweb/residential/buying-a-flat/resale/resale-statistics>

### Upcoming Sales Launch

In 2017, HDB will launch about 17,000 new flats for sale. Check out the following for the upcoming sales launches.

Build-To-Order		
Month of Launch	Town/ Estate (Click to view map of site)	Estimated No. of New Flats
May 2018	<b>Non-Mature Towns/ Estates</b>	
	<a href="#">Seng Kang</a>	1,180
	<a href="#">Yishun</a>	960
	<b>Mature Towns/ Estates</b>	
	<a href="#">Toa Payoh</a>	540
	<a href="#">Tampines</a>	1,270

Available DBSS Projects	
Pasir Ris One	
Location	<a href="#">Pasir Ris (site map)</a>
For Enquiries	<ul style="list-style-type: none"> <li>• Singxpress Land (Pasir Ris) Pte Ltd and Kay Lim Holdings Pte Ltd.</li> <li>• 6293-3386</li> <li>• <a href="mailto:pasirrisone@singhaiyi.com">pasirrisone@singhaiyi.com</a></li> </ul>
Centrale 8	
Location	<a href="#">Tampines (site map)</a>
For Enquiries	<ul style="list-style-type: none"> <li>• Sim Lian Land Pte Ltd</li> <li>• 6665-0330</li> <li>• <a href="mailto:enquiries@simlian.com.sg">enquiries@simlian.com.sg</a></li> <li>• <a href="http://www.simlian.com.sg">www.simlian.com.sg</a></li> </ul>

More upcoming sales launches is available on HDB InfoWEB at

<http://www.hdb.gov.sg/cs/infoweb/residential/buying-a-flat/new/sales-launches>



# Upcoming Events

## WALK 4 CHARITY




### Saturday 2 June '18

### Start Time: 8.30 AM

### Registration Time: 8AM

### Venue: Marina Bay Start point: The Promontory @ Marina Bay

### Distance: 5KM (From Promontory to Satay Club and return to Promontory)



**AWWA School Mission**  
To achieve the AWWA's mission by maximising the potential for independence and improve the quality and life of pupils with special needs.

**Organized by:**



**Beneficiary:**



**Donation Ticket: \$15 (Adult)/ \$8 (6-12 yr old)**

\*Any single donation above \$50 is eligible for TAX DEDUCTION (250%)

\*Ticket Sales 100% donated to AWWA

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