

PLB RESEARCH

September 2025

# D14 and Parc Esta Market Report

Data as of 10 Sep 2025 | Prepared by PLB Research Team





# Parc Esta Owners: Current Position & Upgrade Outlook

## 1. Parc Esta Resale and Rental Market Snapshot

- **Resale PSF:** ~S\$2,200–S\$2,400, above older D14 averages.
- **Smaller units (1–2 bedders):**
  - ◊ Remain attractive to investors.
  - ◊ Rental yield: ~3%–4%, stable tenant demand.
- **Larger units (3–4 bedders):**
  - ◊ Faster transaction period: ~7–10 months.
  - ◊ Sought after by family upgraders.

## 2. Landed Property Analysis (D14–D16)

- **10-year PSF trends:**
  - ◊ Terrace, semi-detached & detached houses show steady capital growth.
- **Current supply:**
  - ◊ **D14:** Tightest landed supply, supporting price stability.
  - ◊ **D15:** More choices but high absorption for well-valued homes.
  - ◊ **D16:** Moderate supply with consistent long-term growth.
- **Key factor:**
  - ◊ **Limited supply + stable demand** historically support price resilience and gradual capital gains.

## 3. Key Takeaway for Owners

- Parc Esta's current market performance positions owners well to secure capital gains if planning to upgrade.
- Tight landed supply in D14–D16 has historically preserved value and supports a stable environment for long-term ownership.
- Owners can use these data points to benchmark current value and make a considered decision on exit and next purchase.

## 1. Overview

### A. Unit Mix and Value

Unit Type	Total Units	Unit Value	Absorption Ratio <sup>1</sup>	Rent Value	Expected Rental Yield
1 bedroom 420 – 614 sqft	329	S\$880,000 – S\$1,413,000 (S\$2,083 – S\$2,312 PSF)	~20 months	S\$3,340 – S\$3,950 (S\$6.3 – S\$8.5 PSF)	3% – 4%
2 bedrooms 581 – 1,023 sqft	550	S\$1,282,000 – S\$2,402,000 (S\$2,121 – S\$2,369 PSF)	~10 months	S\$3,870 – S\$6,340 (S\$6.1 – S\$7.3 PSF)	3%
3 bedrooms 904 – 1,206 sqft	394	S\$1,972,000 – S\$2,681,000 (S\$2,187 – S\$2,391 PSF)	~10 months	S\$5,840 – S\$7,240 (S\$5.9 – S\$6.8 PSF)	3%
4 bedrooms 1,119 – 1,410 sqft	108	S\$2,420,000 – S\$3,209,000 (S\$2,048 – S\$2,342 PSF)	~7.5 months	S\$6,910 – S\$8,880 (S\$6.0 – S\$6.6 PSF)	3%
5 bedrooms 1,399 – 1,604 sqft	18	S\$3,044,000 – S\$3,660,000 (S\$2,146 – S\$2,320 PSF)	Limited Data	S\$8,810 – S\$10,270 (S\$6.3 – S\$6.6 PSF)	3%

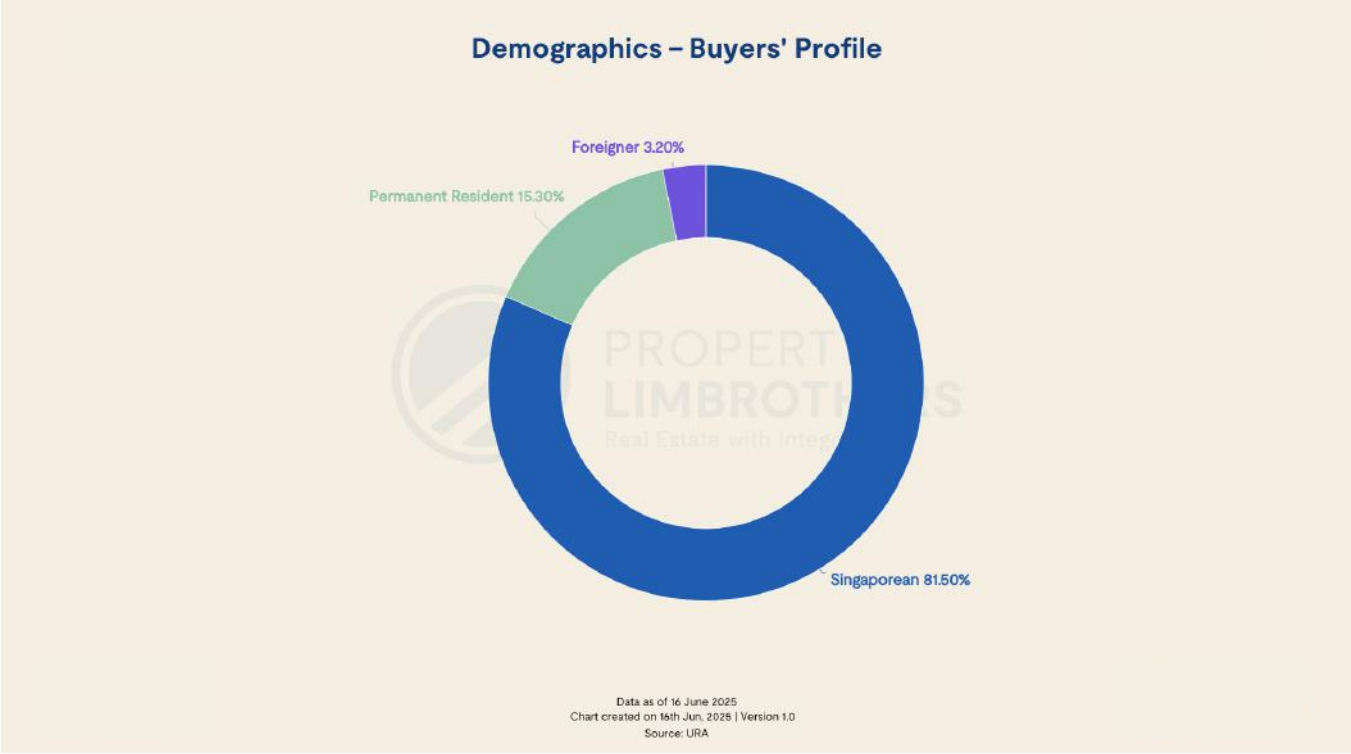
Source: URA Realis & Rea-Insights

1. Absorption Ratio = Current Inventory/Monthly Sales. It measures the time on market for the unit to be sold.

The absorption data points to a relative sellers' market where owners have an upper hand in negotiating for a higher price due to sustained demand from an active pool

of buyers. Smaller units attract investors seeking rental yields, while larger family units enjoy healthy resale turnover driven by upgraders.

B. Parc Esta Buyers' Demographics



## C. Historical Transactions – 20 out of 1,722 Transactions

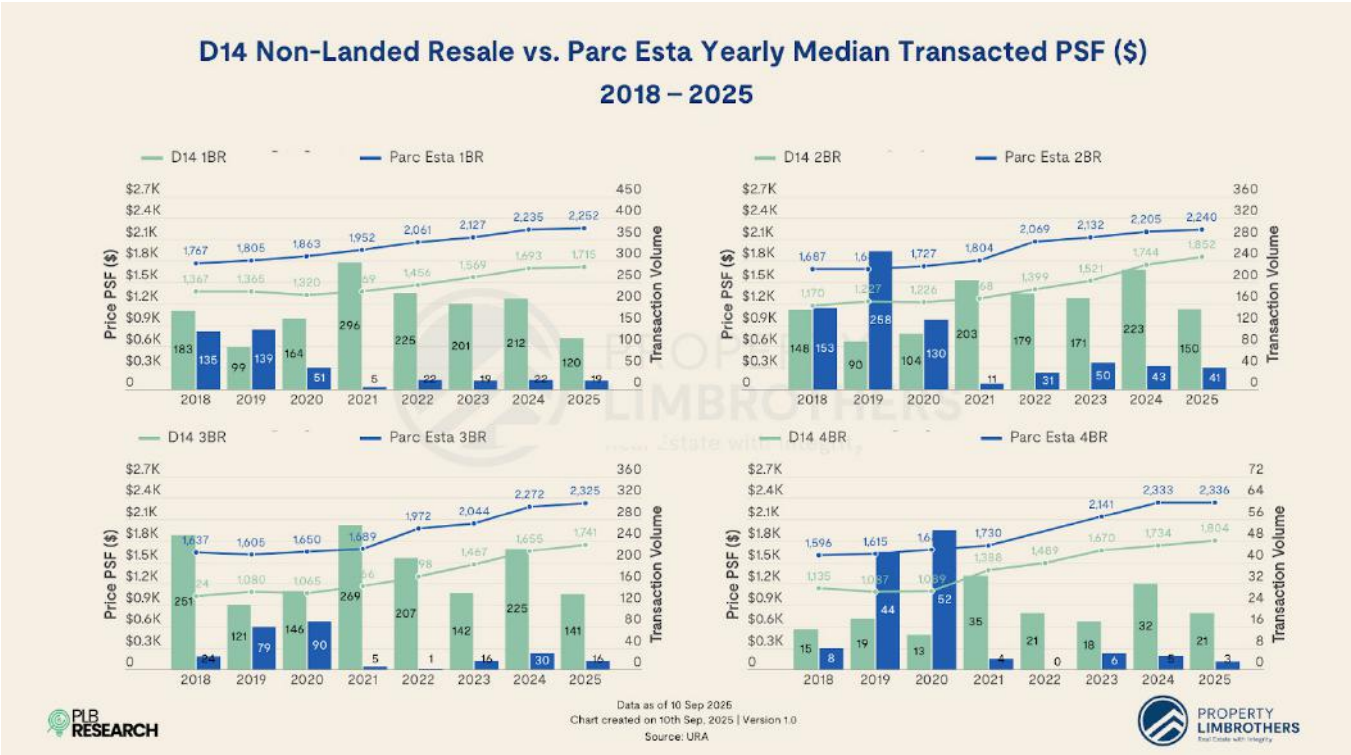
Date	Details	Transacted Price	Transaction Type
27/08/2025	910 Sims Avenue #08-XX 915 sqft – 3 bedrooms 2 bathrooms	S\$2,150,000	Resale
25/08/2025	902 Sims Avenue #16-XX 1,001 sqft – 3 bedrooms 2 bathrooms	S\$2,488,000	Resale
25/08/2025	902 Sims Avenue #11-XX 452 sqft – 1 bedroom 1 bathroom	S\$965,000	Resale
16/08/2025	902 Sims Avenue #09-XX 743 sqft – 2 bedrooms 2 bathrooms	S\$1,658,000	Resale
12/08/2025	914 Sims Avenue #12-XX 904 sqft – 3 bedrooms 2 bathrooms	S\$2,130,000	Resale
11/08/2025	904 Sims Avenue #14-XX 840 sqft – 2 bedrooms 2 bathrooms	S\$1,980,000	Resale
05/08/2025	902 Sims Avenue #16-XX 743 sqft – 2 bedrooms 2 bathrooms	S\$1,725,028	Resale
31/07/2025	900 Sims Avenue #03-XX 743 sqft – 2 bedrooms 2 bathrooms	S\$1,650,000	Resale
31/07/2025	904 Sims Avenue #05-XX 635 sqft – 2 Bedrooms 1 Bathroom	S\$1,655,000	Resale
31/07/2025	914 Sims Avenue #12-XX 743 sqft – 2 bedrooms 2 bathrooms	S\$1,700,000	Resale
06/06/2025	912 Sims Avenue #15-XX 743 sqft – 2 Bedrooms 2 Bathrooms	S\$1,680,000 (S\$2,262 PSF)	Resale
04/06/2025	916 Sims Avenue #08-XX 1,023 sqft – 3 Bedrooms 2 Bathrooms	S\$2,388,888 (S\$2,336 PSF)	Resale
01/06/2025	906 Sims Avenue #18-XX 1,335 sqft – 4 Bedrooms 2 Bathrooms	S\$2,800,000 (S\$2,098 PSF)	Resale
31/05/2025	908 Sims Avenue #02-XX 1,227 sqft – 4 Bedrooms 2 Bathrooms	S\$2,900,000 (S\$2,363 PSF)	Resale
23/05/2025	912 Sims Avenue #07-XX 635 sqft – 2 Bedrooms 1 Bathroom	S\$1,450,000 (S\$2,283 PSF)	Resale
14/05/2025	908 Sims Avenue #14-XX 700 sqft – 2 Bedrooms 2 Bathrooms	S\$1,615,000 (S\$2,308 PSF)	Resale
08/05/2025	902 Sims Avenue #10-XX 904 sqft – 3 Bedrooms 2 Bathrooms	S\$2,163,000 (S\$2,392 PSF)	Resale
07/05/2025	902 Sims Avenue #11-XX 527 sqft – 1 Bedroom 1 Bathroom	S\$1,245,000 (S\$2,360 PSF)	Resale
03/05/2025	904 Sims Avenue #05-XX 635 sqft – 2 Bedrooms 1 Bathroom	S\$1,400,000 (S\$2,204 PSF)	Resale
02/05/2025	902 Sims Avenue #13-XX 743 sqft – 2 Bedrooms 2 Bathroom	S\$1,688,000 (S\$2,273 PSF)	Resale

D. Parc Esta Yearly Median Transacted Price and Volume (2018-2025)



This breakdown helps owners benchmark their current unit’s potential sale price and plan upgrade pathways. The jump in quantum

from 2BR to 3BR and above reflects the premium families place on extra space.



Parc Esta’s slight price premium is sustained by its superior facilities, direct MRT access, and younger building age compared to older

D14 condos. Buyers value the convenience and modern layout, which underpins stronger resale pricing.

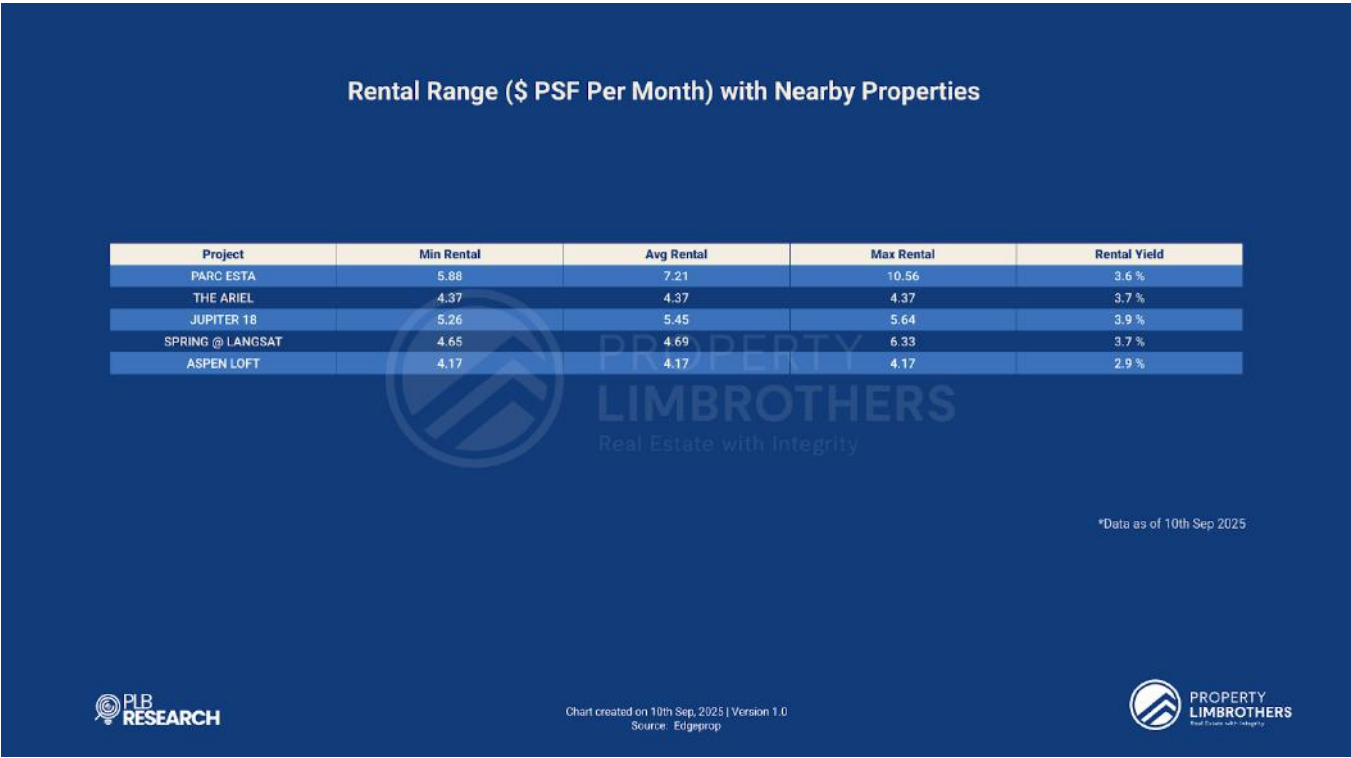


2. Parc Esta Median Asking Price In Comparison with Nearby Projects



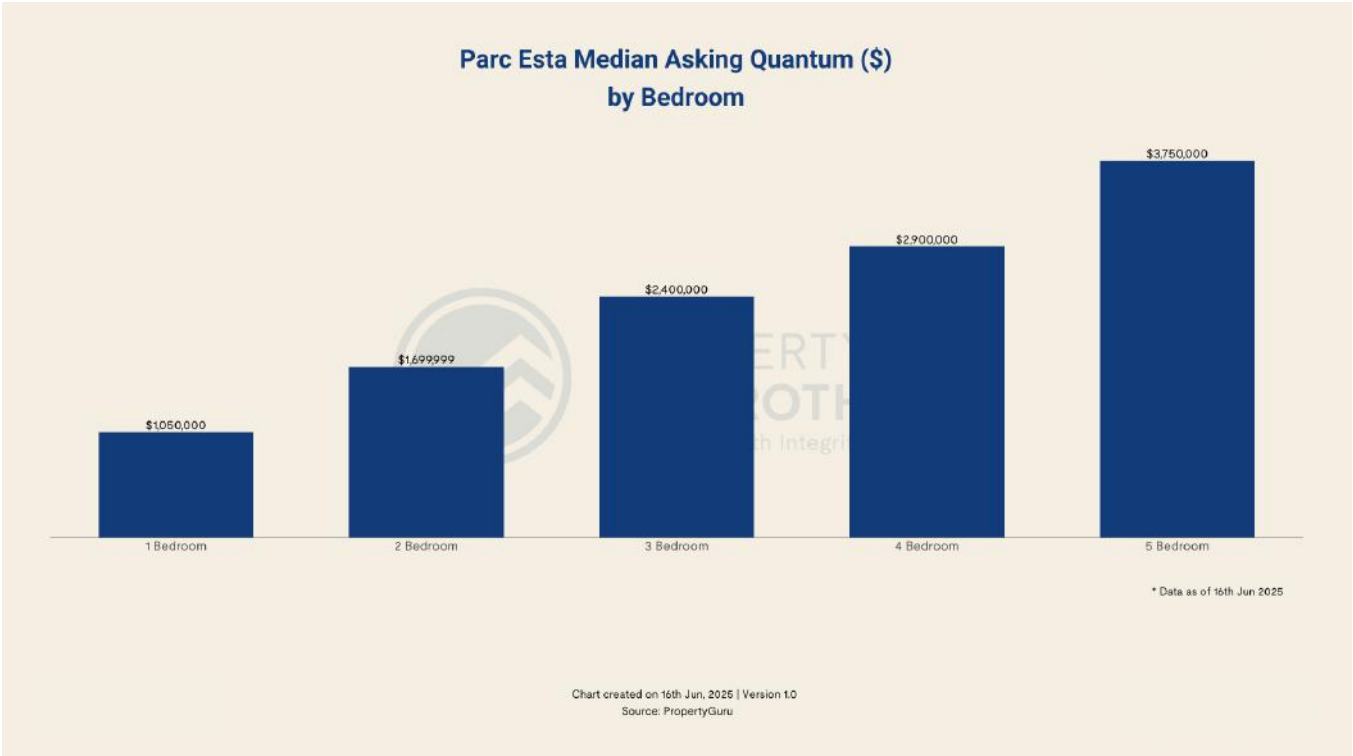
Comparing with nearby projects helps owners gauge the current valuation of their units.





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3. Parc Esta Median Asking PSF Price and Quantum



Parc Esta’s absolute valuations by bedroom types, based on current median asking prices listed on PropertyGuru.

4. Parc Esta Inventory by Bedroom



Provides the breakdown in terms of relative supply on market. It also helps in calculating the absorption ratios (measures the time on market for a unit to be sold) by bedroom types.



5. Thinking of Selling and Upgrading to a Landed Home?

Below are key landed market trends and our exclusive PLB frameworks — including the Category 1, 2, 3, and 4 homes, the PLB Landed Moat, and the PLB 4 Horses Framework — to guide you through every

stage of your landed journey. These proven strategies help you select the right landed asset, protect your capital, and maximise upside potential, ensuring you make a confident move into the landed segment.

A. Freehold Landed Median PSF Price by Property Types



Over the past decade, terrace, semi-detached, and detached houses have all shown steady PSF growth despite minor

dips, proving strong long-term demand and value resilience.

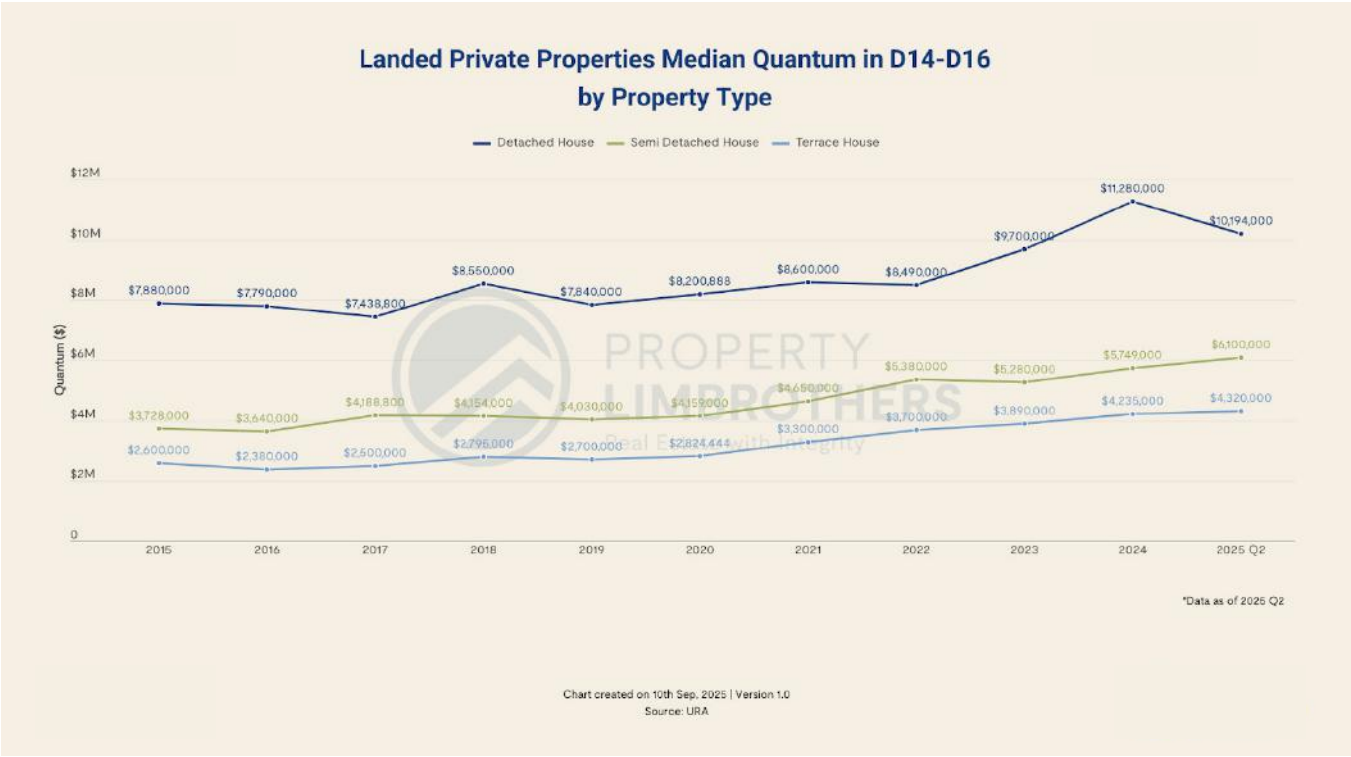
B. D14, D15 & D16 Landed Inventory



**Inventory:** D14–D16 shows relatively limited landed listings, especially in D14 — indicating tight supply that supports stable prices. D15 has the highest number

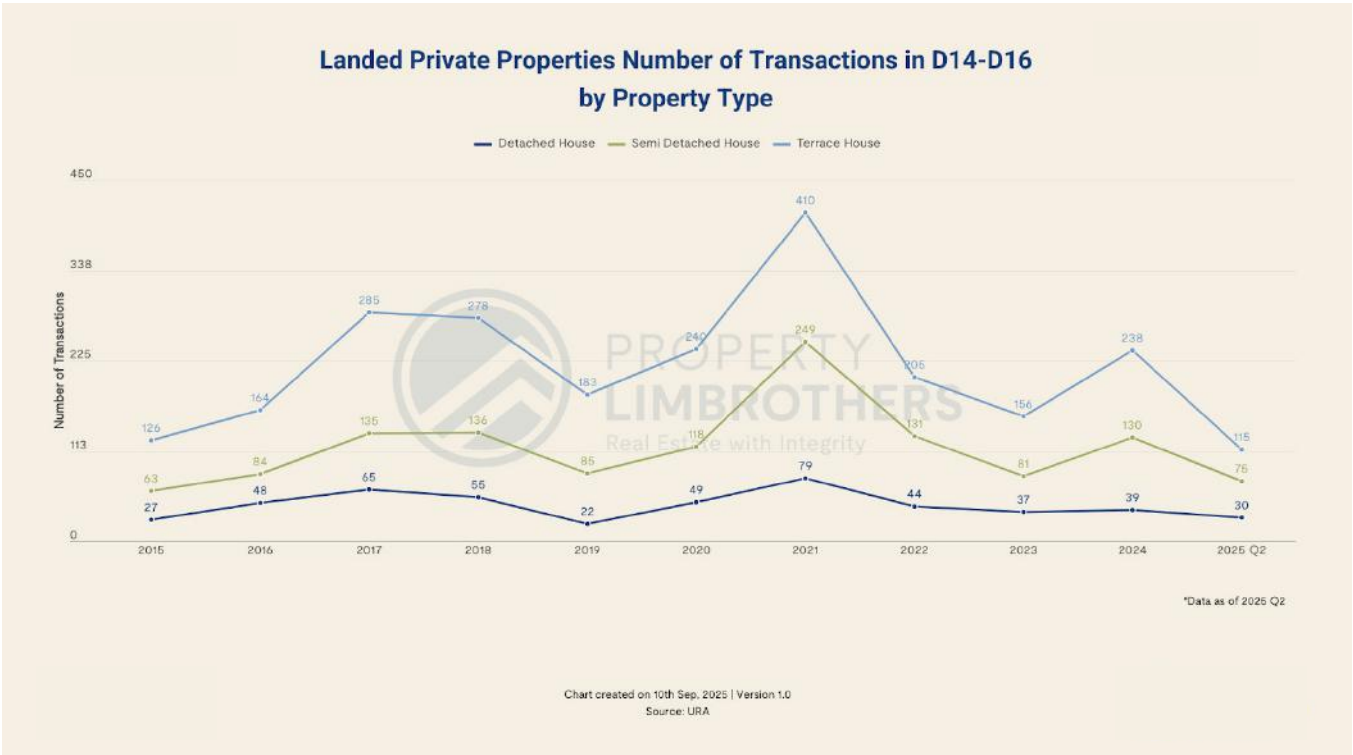
of landed listings, giving upgraders more variety but still seeing quick take-up for well-priced homes.

C. D14, D15 & D16 Landed Price Trend





C. D14, D15 & D16 Landed Price Trend



Over the past decade, terrace, semi-detached, and detached houses across D14–D16 have all appreciated steadily. Despite short-term fluctuations, the long-

term trend remains upward, making landed homes in these districts a strong capital preservation and wealth growth option.

6. PLB Proprietary Frameworks

A. PLB Frameworks



B. PLB Landed Frameworks



C. PLB Landed Horses Pricing Investment Strategy

PLB LANDED CLINIC

PROPERTY LIMBROTHERS



Good DNA Horse

**GIC**

Good Inherent Characteristics



Stellar Horse

**GIC+VAE**

Good Inherent Characteristics + Value Add Enhancements



Poorer DNA Horse

**PIC**

Poorer Inherent Characteristics



Enhanced Horse

**PIC+VAE**


Poorer Inherent Characteristics + Value Add Enhancements

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D. PLB Landed Cat 1, 2, 3 and 4 Framework


PLB LANDED CLINIC

PROPERTY LIMBROTHERS  
Real Estate With Integrity




CATEGORY 1  
FULL-ON REBUILD  
AGE >30 YEARS


18-24 months



CATEGORY 2  
AGE >20 YEARS  
REQUIRE A&A



CATEGORY 3  
AGE ABOUT 10 TO 15 YEARS  
MINOR RENOVATION



CATEGORY 4  
BRAND NEW  
PURCHASE DIRECTLY FROM  
DEVELOPERS

Due Unit

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E. PLB Landed IPA Framework



If you'd like to learn more about our proven PLB Frameworks and how to plan your next property move smartly, book a free consult with us here:  
<https://www.propertylimbrothers.com/contact-us/>



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