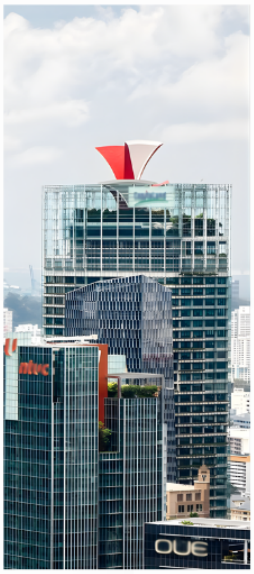
Huttons











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PRIMEKEY ANALYSIS REPORT

A Framework to Identify Singapore's Most Lucrative Real Estate Investments

Aurea

2026



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FT FINANCIAL TIMES HIGH-GROWTH COMPANIES ASIA-PACIFIC 2024 statista

THE STRAITS TIMES Singapore's Fastest Growing Companies 2023 - 2025 statista

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Your Market Compass With PrimeKey Analysis

PrimeKey Analysis (PKA) is a proprietary framework developed by Navis that bridges the gap between raw data and human wisdom.

It combines rigorously back-tested data with proven insights and decades of our collective market experience to evaluate and grade assets by their risk-reward potential.

PrimeKey Analysis isn't a shortcut; it's a compass. It empowers investors to confidently grade and capitalize on opportunities while filtering out emotional hype, blind spots, and common decision-making fallacies. We look forward to hearing of the success you will achieve in your real estate investment journey with our methodology.

PrimeKey Framework

1. **MRT Connectivity**
   Walking distance to train stations directly impacts livability, rental demand and widens the audience profiles – Typically the more convenient it is, the more desired it is.
2. **Growth Hotspot**
   Being located within or near a URA Masterplan growth hotspot historically delivers higher price growth over mature estates as new amenities and infrastructure attract investors.
3. **Government Land Sales / Enbloc Sites**
   Future releases of lands nearby fuel future growth, as land prices escalates over time historically – lifting asset values.
4. **Project Size**
   Larger developments enjoy lower density living, higher variety of facilities, higher resale volume and supporting valuations thereby reducing liquidity risks.
5. **Remaining Tenure**
   99-years leasehold properties typically go through a 3 stage life cycle - Growth, stagnation and declination. A healthy remaining tenure helps prevent equity decay and higher probability of a profitable exit.
6. **Rental Yield**
   Higher yields indicate strong demand, providing better cash flow for landlords and increased demand from potential investors.
7. **School Effect**
   Being within 1km to a popular primary school helps in enrolment probabilities and provides a consistent demand pool that parents are willing to pay a premium for.
8. **MOP Cluster (HDB Upgrader Demand)**
   Neighbourhoods with higher numbers of HDB flats reaching their minimum occupation period (MOP) dates generate natural demand as home owners are generally younger with stronger aspirational needs.

PrimeKey Scoring System

MRT Connectivity
(Minutes walk)

Score Card	
<5min	★★★★★
5-10min	★★★★
10-12min	★★★
12-14min	★★
>14min	★

Growth Hotspot

Score Card	
Within GHS	★★★★★
1-500m	★★★★
501-1000m	★★★
1001-1500m	★★
>1500m	★

Government Land Sales / Enbloc Sites

Score Card	
4 plots or more	★★★★★
3 plots	★★★★
2 plots	★★★
1 plots	★★
No plots	★

Project Size
(No. Of Units)

Score Card	
>=400	★★★★★
300-399	★★★★
200-299	★★★
100-199	★★
<100	★

Remaining Tenure

Score Card	
>90 yrs	★★★★★
85-89 yrs	★★★★
80-84 yrs	★★★
75-79 yrs	★★
<75 yrs	★

School Effect
(Proprietary formula based on weighted subscription ratios)

Score Card	
Elite school	★★★★★
Popular school	★★★★
Premium school	★★★
Standard school	★★
No school	★

MOP Cluster
(HDB Upgrader Demand)

Score Card	
>2000 units	★★★★★
1500-1999 units	★★★★
1000-1499 units	★★★
500-999 units	★★
<500 units	★

Rental Yield

Score Card

CCR	RCR	OCR	
>=3%	>=3.5%	>=4%	★★★★★
2.5-2.9%	3-3.4%	3.5-3.9%	★★★★
2-2.4%	2.5-2.9%	3-3.4%	★★★
1.5-1.9%	2-2.4%	2.5-2.9%	★★
<1.5%	<2%	<2.5%	★

Color Grading

EXCELLENT | GOOD | AVERAGE | POOR

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The content on this report is meant as an objective method for reasonable comparison and not intended to serve as financial or investment advice. Property transactions involve significant financial commitments and may carry risks. It is recommended to seek the advice of qualified professionals before making any decisions. Past performance in real estate does not guarantee future returns, and market conditions can fluctuate.

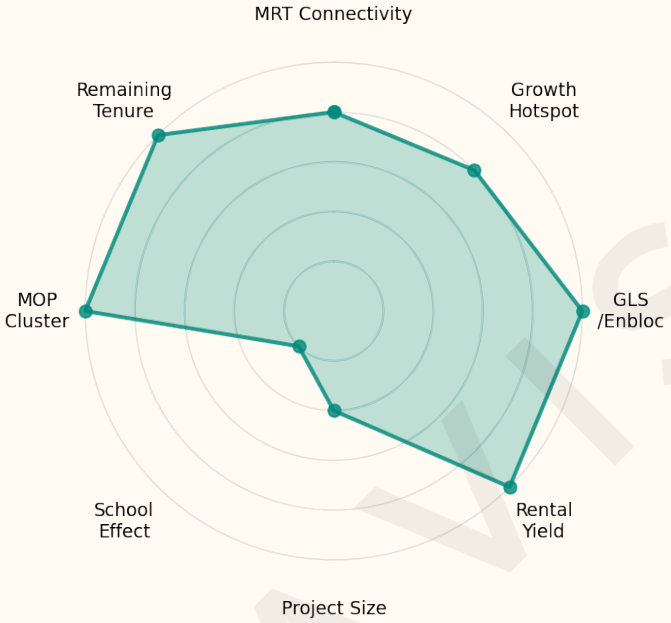
PrimeKey Score

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Overall Score: 31/40 (77.5%)

3.9 ★



Total Units
188

District
D7 / Downtown Core

Tenure
99 yrs from 18/11/2024

MRT Connectivity
★★★★☆
6 min walk to MRT

Growth Hotspots
★★★★☆
0.3 km to growth hotspot

GLS / Enbloc Sites Pipeline
★★★★★
Have 5 GLS nearby

Project Size
★★☆☆☆
188 units

Remaining Tenure
★★★★★
Balance: 97 years

Rental Yield
★★★★★
Avg: 3.42% in CCR

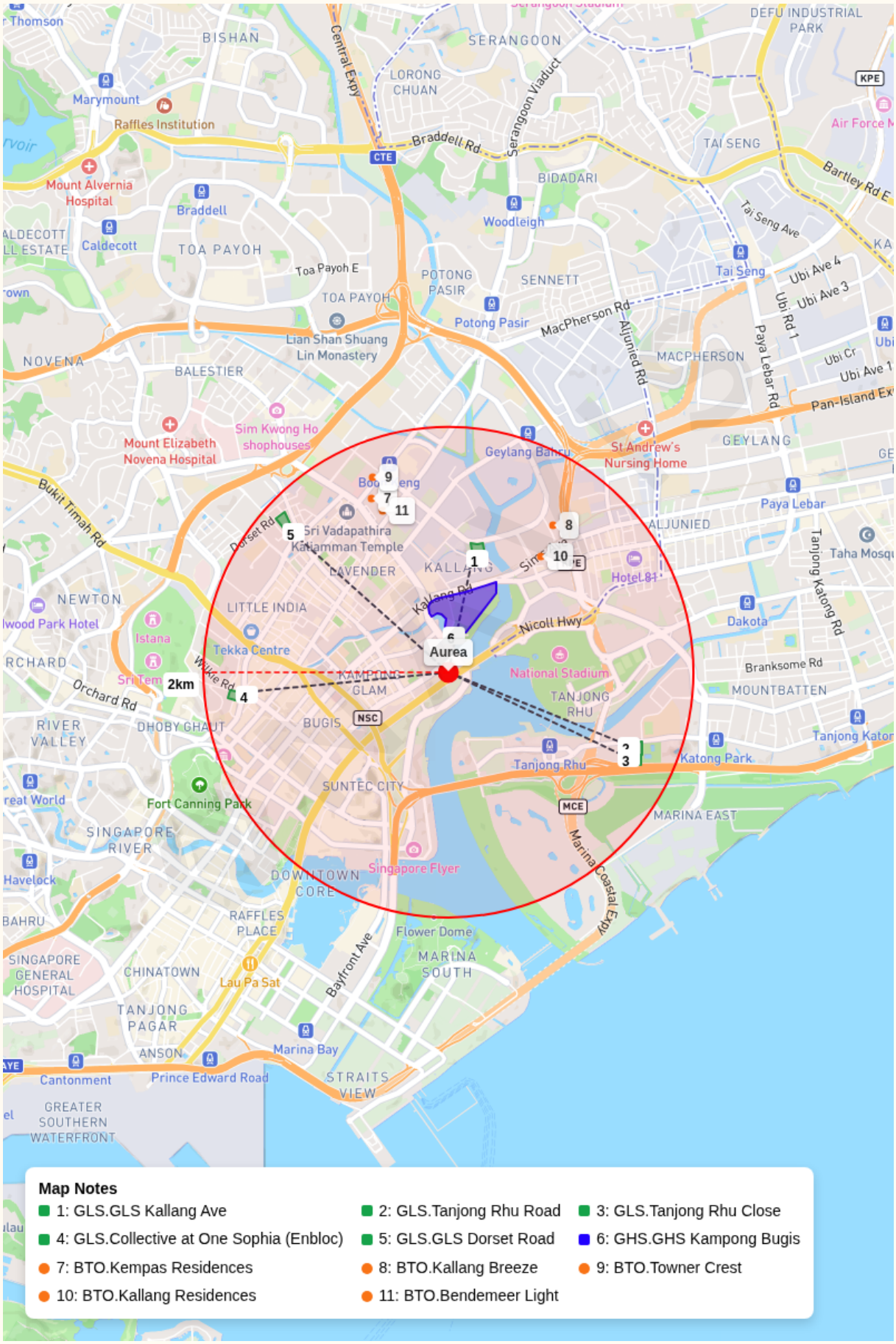
School Effect
★☆☆☆☆
No nearby schools

MOP Cluster
★★★★★
2305 MOP cluster units nearby

PrimeKey Map

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Detailed Breakdown

#	Criteria	Rating	Analysis
1	**MRT Connectivity**	4★	The project offers strong MRT connectivity with a walking time of 6 minutes to NICOLL HIGHWAY MRT STATION EXIT A, placing it within the 5-10 minute range that supports convenient daily commutes. This level of access enhances the property's livability and marketability, particularly for commuters relying on public transport. Compared to the broader market standard, a 6-minute walk is considered excellent and contributes positively to both rental demand and resale value.
2	**Growth Hotspots**	4★	Although not located within the GHS Kampong Bugis boundary, the project lies just 334 meters away, placing it within the 0-500m buffer zone that qualifies for a 4-star rating. This proximity allows the project to benefit from nearby urban transformation, including planned infrastructure upgrades, new amenities, and increased employment opportunities. Residents and investors stand to gain from spillover effects such as improved accessibility and rising market attention, making it a strategically positioned asset in a developing corridor.
3	**Government Land Sales / Enbloc Sites Pipeline**	5★	The project is surrounded by a highly active pipeline of Government Land Sales and enbloc sites, with five confirmed or reserve plots within 2km. These include high-profile developments such as GLS Kallang Ave, Tanjong Rhu Road, and GLS Dorset Road, signaling sustained developer interest and future supply constraints. This concentration of upcoming land releases indicates strong market confidence and supports long-term price appreciation potential, especially given the limited number of new supply options in the immediate vicinity.
4	**Project Size**	2★	The project comprises 188 units, which falls within the 100-199 unit range, earning a 2-star rating. While this size is moderate compared to larger developments, it still allows for a balanced mix of unit types and potentially higher turnover rates due to manageable scale. However, smaller projects like this may face more competition in the resale market during downturns, though the current data does not indicate any material downside beyond the inherent limitations of mid-sized developments.

Detailed Breakdown

#	Criteria	Rating	Analysis
5	**Remaining Tenure**	5★	The project features a leasehold tenure with 97 years remaining, which exceeds the 90-year threshold required for a 5-star rating. This long remaining tenure provides investors with a secure ownership structure and strong long-term capital appreciation potential. With only 2 years elapsed since the lease commencement date of 18 November 2024, the project is in its early life cycle, offering minimal depreciation risk and high future resale value retention.
6	**Rental Yield**	5★	The project delivers a projected rental yield of 3.42% in the CCR region, which meets the 5-star threshold of 3.0% and above. This strong yield reflects favorable demand conditions in the core central region, supported by proximity to transport hubs and employment centers. For investors, this level of return is attractive, especially when combined with the project's other strengths, making it a competitive choice in the rental market.
7	**School Effect**	1★	There is no available data on schools within 1km or 2km of the project, nor are there any nearby school names provided. This absence of information limits the project's appeal to families prioritizing proximity to quality education institutions. Without verified school access, the project cannot be rated higher than 1 star under the School Effect criteria, representing a notable weakness for buyer segments focused on family-oriented living.
8	**MOP Cluster**	5★	The project is situated within a cluster of 2,305 HDB/BTO units expected to reach Minimum Occupation Period (MOP) within the next five years. This substantial volume of upgrader units indicates a large pool of potential buyers entering the private market, creating strong future demand for private housing. The presence of over 2,300 upgraders within 2km significantly boosts the project's resale liquidity and pricing power, as these buyers are likely to seek upgraded homes in well-located developments with good amenities and connectivity.

Summary

Aurea presents a strong investment proposition with excellent MRT connectivity, proximity to the GHS Kampong Bugis, and a robust pipeline of Government Land Sales (GLS) sites within 2km.
The project benefits from a high rental yield of 3.42% in the CCR region and an extended leasehold tenure of 97 years.
It is well-positioned near significant urban transformation initiatives, with over 2,300 upgrader units expected within 2km in the next five years, indicating strong future demand.
Despite its relatively modest size of 188 units, the project's strategic location and favorable market dynamics support long-term capital appreciation.
The absence of nearby schools within 1km is a notable limitation for families seeking immediate educational access.

Target Buyer Profile

Ideal buyers include investors and young professionals who value proximity to major transport links, future urban transformation, and strong rental returns.
The project appeals to those interested in capital appreciation driven by nearby infrastructure upgrades, government land sales, and a growing supply of upgrader demand.
Families may find the lack of nearby schools a drawback, but those prioritizing long-term growth and accessibility to central amenities will find Aurea well-aligned with their goals.

Investment Potential

Aurea is a compelling opportunity for investors seeking exposure to a rapidly evolving area with strong infrastructure and development momentum.
Its proximity to the GHS Kampong Bugis, combined with a high concentration of upcoming GLS plots and a large pool of potential upgraders within 2km, positions it to benefit from spillover demand and rising market attention.
The project’s solid rental yield and long remaining tenure further enhance its appeal.
Investors focused on growth-oriented assets in a dynamic corridor should consider this project as a priority.

Closing Summary

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Key Rewards

- Highest capital appreciation probability due to GLS plots nearby creating new benchmark pricing. Including GLS Kallang Ave, Tanjong Rhu Road, Tanjong Rhu Close, Collective at One Sophia (Enbloc), GLS Dorset Road
- Excellent rental returns for investors.
- High growth potential due to proximity to growth hotspot. Growth potential: 0.3 km to GHS Kampong Bugis growth hotspot
- Excellent for Home owners and Tenants due to proximity to MRT. It takes 6 min walk (507m) to NICOLL HIGHWAY MRT STATION EXIT A
- Highest demand from HDB upgraders in the near term. Including Kempas Residences (583 units, MOP: 30 Sep 2029), Kallang Breeze (411 units, MOP: 30 Sep 2027), Towner Crest (444 units, MOP: 30 Sep 2028), Kallang Residences (243 units, MOP: 31 Dec 2026), Bendemeer Light (624 units, MOP: 01 Oct 2021)
- No risk of lease decay affecting value.

Key Risks

- Least demand consistency in the long term — no qualifying primary school within 1km.
- Average liquidity due of number of units.

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DECADES OF WISDOM. INSTANT CLARITY

PrimeKey turns abstract data points into a single undeniable score for absolute investment clarity.

THE SCIENCE OF SELECTION

The only model that allows investors to compare old and new projects on an equivalent framework. Precisely and painlessly.

YOUR PROPERTY HEALTH CHECK. BACKED BY DATA.

Remove hype & emotional biases in decisions. Spot warning signs & potential profitability in advance.

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