



FOR IMMEDIATE RELEASE

RECORD-BREAKING ACHIEVED WITH 4-ROOM UNIT AT TOA PAYOH APEX

SINGAPORE, 15 December 2023 – ERA Realty Network Pte Ltd ("ERA") is proud to secure another new transaction record at Toa Payoh Apex, marking a milestone for the newest 5-year-old estate that recently obtained its MOP.

The property, a spacious 4-room flat located at 263 Toa Payoh East, boasts an impressive 1,001 sqft (93 sqm) and is located above the 30th floor. The transaction price reached an unprecedented \$1,050,000, positioning it as a landmark achievement within the Toa Payoh Apex project.

Strategically situated less than 900m from Toa Payoh MRT and Toa Payoh town central, the flat offers unparalleled convenience with its proximity to markets, food centres, 24-hour supermarkets, and is right across from SAFRA Toa Payoh. Moreover, the property is just a 5-minute walk to the future new Sports Centre which will offer residents easy access to a polyclinic, library, as well as a town park which is expected to be ready by 2030. Additionally, it falls within the 1-km radius of three primary schools, including Pei Chun Public School.

Ms Amelia Tham, who brokered the sale of this unit, shared that it was introduced to the market in November and successfully sold in approximately one month. She noted that this transaction stands out as potentially the first to cross the \$1 million-dollar mark for Toa Payoh Apex, with about four transactions published on the official HDB website to date.

"In the current housing landscape, buyers considering future purchases will encounter more restrictions, including an extended MOP of 10 years under the PLUS and PRIME categories, making this current unit an attractive option," said Amelia. "With lower subsidy recovery rates for PLUS-category flats upon resale, demand for units with similar attributes is increasing. All in all, this flat offers exceptional value, striking a balance between size, cost, and desirable features."





Toa Payoh Apex comprises four 36-storey residential blocks and stands out as a distinctive development, offering panoramic views of Toa Payoh. The architectural design, inspired by the famous dragon playground, features mosaic patterns, warm colors, and a rooftop lattice symbolizing the dragon's ascent into the sky.

-END-

For media enquiries, please contact:

Veronica Yong
SVP, Head of Communications
9773 9202, veronicayong@era.com.sg

Rachael Sia
Marketing Communications Manager (PR)
8448 4895, rachaelsia@era.com.sg

About ERA Singapore

ERA Singapore is the largest international agency in Singapore and has been setting and redefining industry standards through the pioneering of real estate concepts, technologies, initiatives and services since its inception in 1982. As a wholly-owned subsidiary of SGX mainboard listed APAC Realty Limited, ERA Asia Pacific is on track to reach 25,000 trusted advisers by 2024 across 11 countries: Singapore, Cambodia, China, Indonesia, Japan, Laos, Malaysia, South Korea, Taiwan, Thailand and Vietnam.

In Singapore, we provide a diverse range of professional services and solutions for: Private and HDB residential resale, residential leasing, project marketing, commercial and industrial, property management, auction, valuation and research. Through Ultimate Agent Training Programme, a series of specially-curated training courses developed for ERA trusted advisers, they are able to revolutionise their skills, equip themselves with the latest trends and insights of the property market, and stay ahead of the competition. With close to four decades of experience, extensive network and innovative technological tools, the company has secured innumerable dream homes for its customers in Singapore and around the world.

Recent accolades are testaments to the company's diligence - ERA Singapore was the first and only agency awarded the **5-Star Best Real Estate Agency (Single Office) in Singapore** by Asia Pacific Property Awards; **Innovator of the Year (Real Estate Agency)** by SBR Management Excellence Awards; **Best Luxury Real Estate Brokerage in Singapore** by Luxury Lifestyle Awards; **Singapore's Most Trusted Brands** by Asia Reader's Digest; **Top Property Agency** by Influential Brands; **Most Innovative Real Estate Agency** by SBR Listed Companies Awards; **Favourite Real Estate Agent (Gold) Award** by Expat Living Readers' Choice Awards; and **Marketing Agency Excellence Award** at EdgeProp Singapore Excellence Awards.

For more information, visit <https://www.era.com.sg>

