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ERA AGENTS MARCELLA YONG AND WINNIFRED LIM ACHIEVE RECORD-BREAKING SALE OF \$1.43 MILLION HDB FLAT IN BISHAN

SINGAPORE, 14 July 2023 – ERA Realty Network Pte Ltd ("ERA") is proud to announce the exceptional sale of a 5-room HDB flat in Bishan at a record-breaking price of \$1.43 million. The achievement was made possible by the remarkable efforts of ERA agents Marcella Yong and Winnifred Lim, who expertly navigated the market and successfully facilitated this landmark transaction.

The outstanding selling price of the HDB flat can be attributed to several factors that contribute to Bishan's reputation as a premier residential location. Known for commanding high selling prices, Bishan and Toa Payoh are highly sought-after districts for homebuyers. In the case of this specific unit, its strategic positioning on a high floor within a point block proved to be a significant selling point. The exceptional view and exclusive privacy, as the unit only shared a lift landing with three other units, were key factors in attracting potential buyers.

The flat's unique selling points and features were instrumental in justifying its high price. With its almost move-in condition, convenient access to amenities through a sheltered walkway, and the added benefit of carparks within the block, the property offered an attractive package for discerning buyers.

Eugene Lim, Key Executive Officer of ERA, commented on the recent sale, "Being the youngest 5-room flat in Bishan, with no projected availability of 5-room flats in upcoming Build-To-Order (BTO) launches, this HDB block is expected to retain its status as one of the youngest in the area for the next five years. The scarcity undoubtedly contributed to its desirability and the ability to achieve a substantial selling price."

The success of this sale can be attributed to the strategic approach employed by Marcella and Winnifred. As a team focused on Design, Build and Sell Scheme (DBSS) flats and central area properties, they have been working on the ground for the past few years, building a strong database of potential buyers. Leveraging their extensive experience,





they were able to meet the seller's expectations and secure the sale within a month. This feat adds another remarkable milestone to their list of "more than 10 DBSS sold" post-COVID.

Marcella and Winnifred reflected on the sale process, "We encountered challenges and objections along the way, with some viewers drawing comparisons of the asking price to private condominium prices. However, we successfully conveyed the property's distinctive value proposition, underscoring that private properties simply cannot match the elevated floor position and amazing views that make this HDB flat an extraordinary opportunity."

An intriguing peek into the buyer's profile unveils a single male business owner from Marcella and Winnifred's database, actively seeking a prime location with unblocked views and a large balcony. This aligns with the growing trend of buyers within the public housing sector who prioritise exclusive features and a luxurious living experience.

To potential sellers and buyers aspiring to achieve successful transactions in the current real estate landscape, Marcella and Winnifred advice recognising the true value of a property tailored to individual needs and desires.

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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.

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