

NAVIS

# PRIMEKEY ANALYSIS REPORT

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

## Amberwood at Holland (Sim Lian)

# 2026



**JASON SIM**  
Associate District  
Director  
R052528Z  
**+6582822486**  
[jasonsimmt@gmail.com](mailto:jasonsimmt@gmail.com)



**HIGH-GROWTH  
COMPANIES  
ASIA-PACIFIC 2024**



## 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%	: ★

### Colour grading :

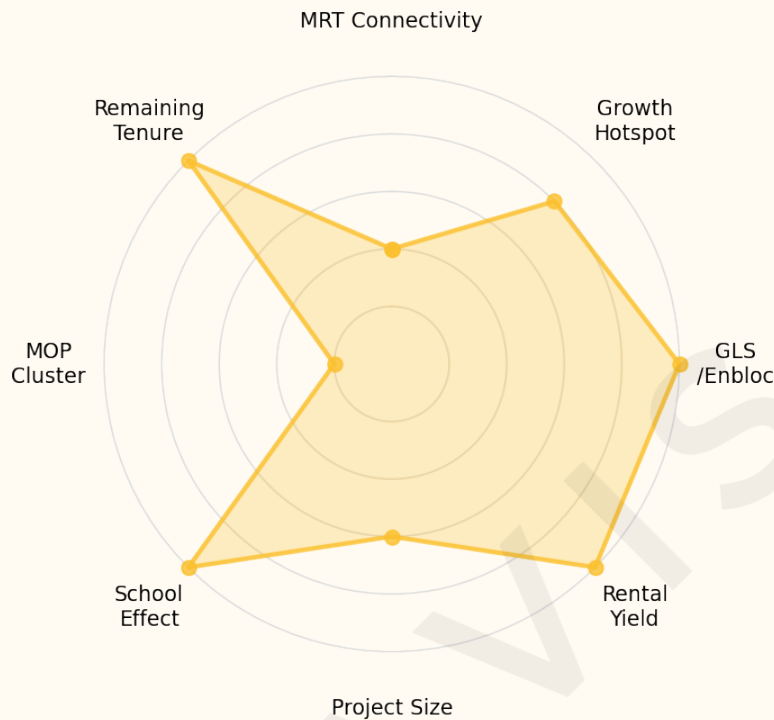


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The content on this report is meant as an objective method for reasonable comparison and not intended to serve as financial or investment advice. Property transactions involve significant financial commitments and may carry risks. It is recommended 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.

● Overall Score: 30/40 (75.0%)

3.8 ★



<b>Land Area</b> 3,801 sqm	<b>Total Units</b> 230	<b>District</b> D10 / Holland	<b>Tenure</b> 99 years from 07/08/2025
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**MRT Connectivity**

★ ★ ☆ ☆ ☆

13 min walk to MRT

**Growth Hotspots**

★ ★ ★ ★ ☆

0.8 km to growth hotspot

**GLS / Enbloc Sites Pipeline**

★ ★ ★ ★ ★

Have 8 GLS nearby

**Project Size**

★ ★ ★ ☆ ☆

230 units

**Remaining Tenure**

★ ★ ★ ★ ★

Balance: 98 years

**Rental Yield**

★ ★ ★ ★ ★

Avg: 3.1% in CCR

**School Effect**

★ ★ ★ ★ ★

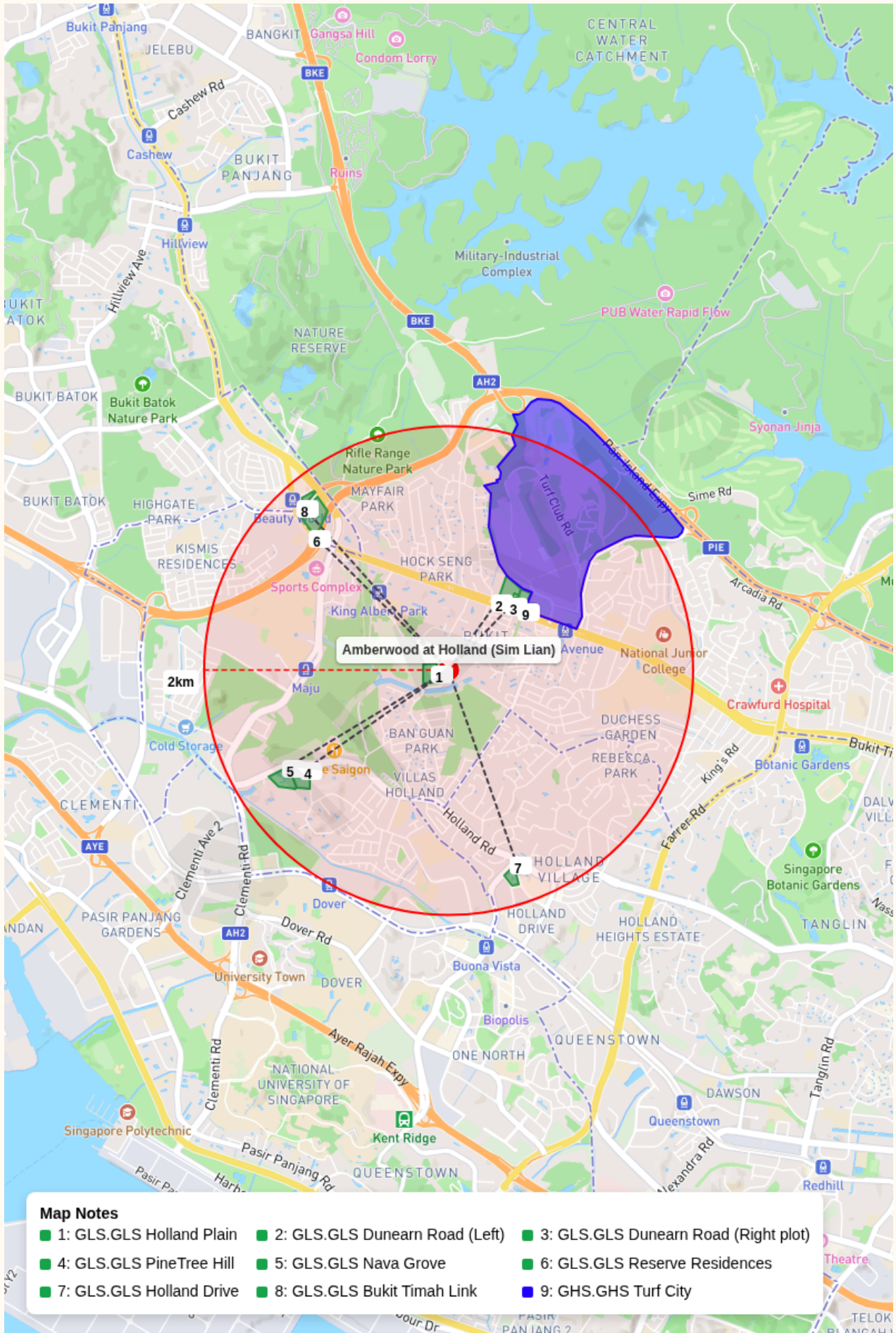
1 elite tier schools nearby

**MOP Cluster**

★ ☆ ☆ ☆ ☆

No BTO clusters nearby

## Amberwood at Holland (Sim Lian)



## Detailed Breakdown

#	Criteria	Rating	Analysis
1	<b>MRT Connectivity</b>	2★	<p>The project is located a 13-minute walk from Sixth Avenue MRT Station, placing it in the 12-14 minute range, which is considered moderate connectivity.</p> <p>While this distance may deter some commuters seeking ultra-convenient access, it remains within acceptable limits for residents who prioritize other factors such as school proximity and development potential.</p> <p>Compared to the ideal sub-5-minute walk, this represents a slight inconvenience but does not significantly detract from overall accessibility given the surrounding infrastructure.</p>
2	<b>Growth Hotspots</b>	4★	<p>The project lies just 833 meters from the boundary of the GHS Turf City growth hotspot, qualifying it for a strong 4-star rating.</p> <p>This proximity suggests that the area is poised for future development and infrastructure upgrades, even if not yet officially included in the designated zone.</p> <p>Being within close reach of a government-announced growth corridor enhances long-term value potential, especially as urban expansion continues into adjacent areas.</p> <p>Investors can expect gradual appreciation driven by planned enhancements in transport and commercial activity.</p>
3	<b>Government Land Sales / Enbloc Sites Pipeline</b>	5★	<p>With eight confirmed or reserve Government Land Sales plots within a 2km radius, the project enjoys exceptional development momentum.</p> <p>This concentration of upcoming land releases signals significant future demand and potential for increased property values.</p> <p>The presence of multiple high-profile GLS sites, including those along key corridors like Bukit Timah Link and Dunearn Road, underscores the area's strategic importance.</p> <p>Such a dense pipeline supports long-term capital appreciation and reinforces the project's position as a prime investment destination.</p>

## Detailed Breakdown

#	Criteria	Rating	Analysis
4	<b>Project Size</b>	3★	<p>The project comprises 230 units, placing it in the 200–299 range, which reflects a moderate scale.</p> <p>This size offers a balanced mix of community atmosphere and manageable density, avoiding the risks associated with overly large developments while still providing sufficient economies of scale.</p> <p>It is large enough to support diverse unit types and amenities, yet small enough to maintain a sense of exclusivity.</p> <p>This mid-sized footprint positions the project favorably in terms of market liquidity and buyer appeal across different segments.</p>
5	<b>Remaining Tenure</b>	5★	<p>The project has a leasehold tenure with 98 years remaining, which exceeds the 90-year threshold required for a 5-star rating.</p> <p>This long remaining tenure ensures strong long-term value retention and investor confidence.</p> <p>With nearly a century of ownership rights, the property is well-positioned to benefit from sustained appreciation over time.</p> <p>This level of tenure is highly favorable compared to shorter-term leases and provides reassurance to both owner-occupiers and investors concerned about future resale viability.</p>
6	<b>Rental Yield</b>	5★	<p>The project offers a projected rental yield of 3.1% in the CCR region, which meets the 5-star threshold for this category.</p> <p>This yield is competitive within the Central Region and reflects strong demand for quality housing in a well-located area.</p> <p>Given the proximity to an elite school and ongoing development activity, tenants are likely to be willing to pay a premium, supporting consistent rental performance.</p> <p>This high yield makes the project attractive to income-focused investors seeking reliable returns.</p>
7	<b>School Effect</b>	5★	<p>The project is located within 1km of Methodist Girls' School (Primary), an Elite-tier institution, earning a top 5-star rating.</p> <p>This proximity is a major draw for families prioritizing access to high-performing schools, significantly boosting the project's desirability.</p> <p>The presence of four schools within 2km further strengthens the educational ecosystem, offering additional options and reinforcing the area's family-friendly reputation.</p> <p>This school advantage enhances both resale value and tenant demand, particularly among expatriate and local families.</p>

## Detailed Breakdown

#	Criteria	Rating	Analysis
8	<b>MOP Cluster</b>	1★	<p>There are no HDB/BTO units within 2km expected to reach MOP eligibility within the next 10 years, resulting in a 1-star rating.</p> <p>This lack of nearby upgrader supply reduces potential downward pressure on resale prices due to oversupply.</p> <p>However, it also means limited near-term demand from upgrading households, which could affect short-term transaction volumes.</p> <p>The absence of MOP-driven competition is beneficial for price stability but may slow appreciation during periods of strong market demand unless offset by other catalysts such as GLS developments.</p>



### Summary

Holland Link GLS (Sim Lian) demonstrates strong investment appeal with excellent tenure, high rental yield, and proximity to an elite school.

The project benefits from a robust pipeline of Government Land Sales sites within 2km, enhancing long-term development potential.

Despite being slightly beyond the GHS Turf City boundary and having a moderate MRT walking time, its strategic location near Sixth Avenue MRT Station and inclusion of a top-tier school significantly bolster desirability.

The project's mid-sized scale of 230 units strikes a balance between community amenities and exclusivity, while the absence of nearby HDB/BTO upgrader units reduces immediate resale pressure.

Overall, the project presents a compelling opportunity for investors seeking stable returns and future appreciation in a well-connected, education-rich environment.

### Target Buyer Profile

Affluent families seeking premium residential options near top-tier educational institutions, as well as investors targeting stable rental yields and exposure to upcoming GLS developments in the Central Region.

### Investment Potential

Strong buy for long-term investors focused on capital appreciation and rental income, particularly those prioritizing access to elite schools and government-led development momentum.

### Key Rewards

- Highest price growth potential due to GLS plots nearby. Including GLS Holland Plain, GLS Dunearn Road (Left), GLS Dunearn Road (Right plot), GLS PineTree Hill, GLS Nava Grove, GLS Reserve Residences, GLS Holland Drive, GLS Bukit Timah Link
- Excellent rental returns for investors.
- High growth potential due to proximity to growth hotspot. Growth potential: 0.8 km to GHS Turf City growth hotspot
- Highest demand consistency in the long term — Elite-tier primary school within 1km. Including Methodist Girls' School (Primary) (0.89 km)
- Good liquidity due of number of units. With 230 units
- No risk of lease decay affecting value.

### Key Risks

- Average for Home owners and Tenants due to proximity to MRT.
- Low demand from HDB upgraders in the near term.

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# NAVIS

## 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.

FOR ENQUIRIES:



### JASON SIM

Associate District Director

CONTACT:

+6582822486

[jasonsimmt@gmail.com](mailto:jasonsimmt@gmail.com)

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