

NAVIS

# PRIMEKEY ANALYSIS REPORT

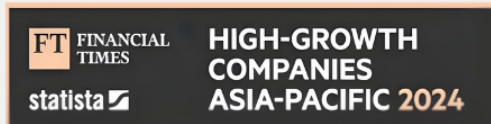
A Framework to Identify Singapore's Most Lucrative Real Estate Investments

## Dunearn House (Fraser)

# 2026



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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%	★

### Colour grading :



**GREEN**  
Above 75%



**YELLOW**  
50.1% - 75%



**ORANGE**  
25.1% - 50%



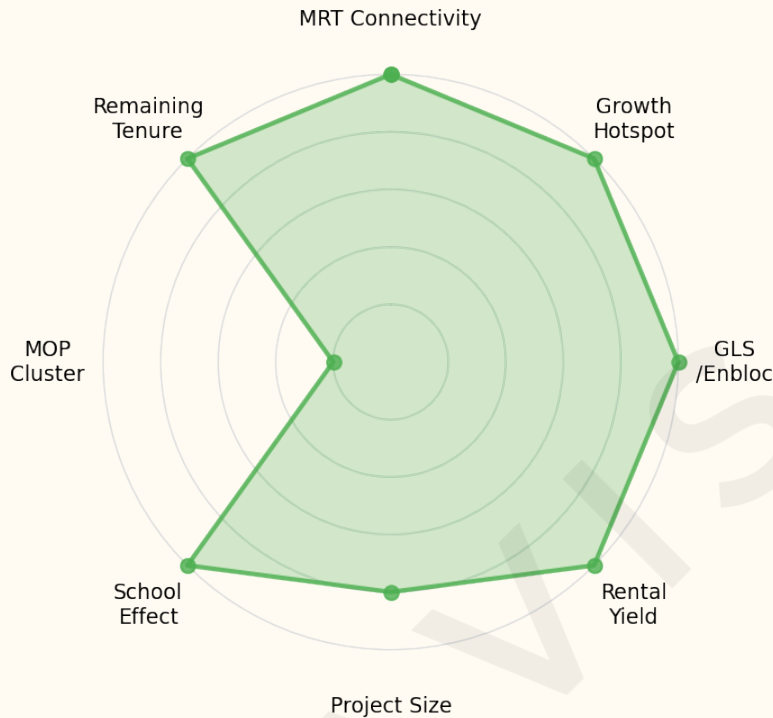
**RED**  
Below 25%

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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: 35/40 (87.5%)

4.4 ★



**Total Units**  
370

**District**  
D11 / Bukit Timah

**Tenure**  
99 years from  
03/07/2025

**MRT Connectivity**

★★★★★

5 min walk to MRT

**Growth Hotspots**

★★★★★

0.1 km to growth hotspot

**GLS / Enbloc Sites Pipeline**

★★★★★

Have 6 GLS nearby

**Project Size**

★★★★☆

370 units

**Remaining Tenure**

★★★★★

Balance: 98 years

**Rental Yield**

★★★★★

Avg: 3.1% in CCR

**School Effect**

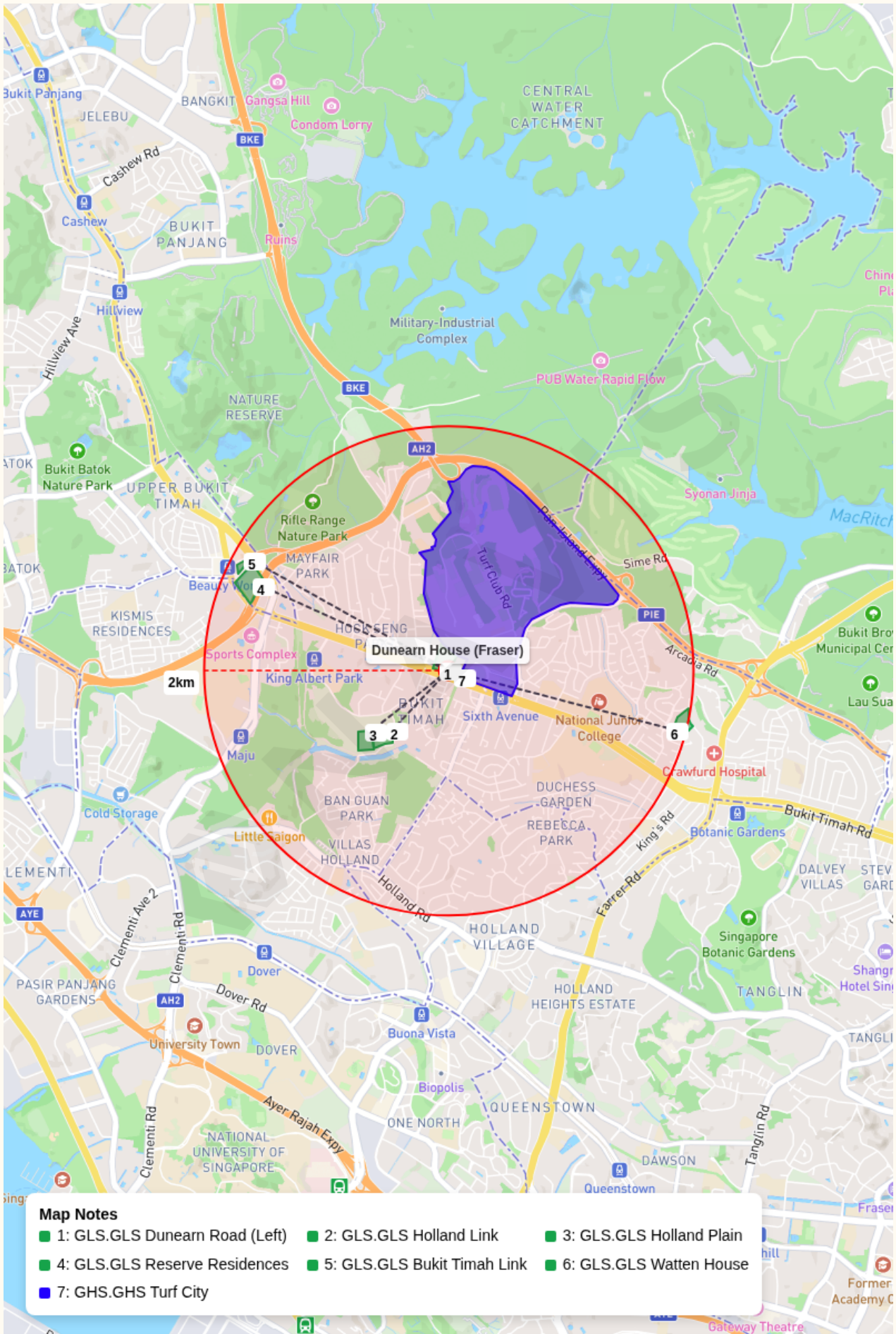
★★★★★

1 elite tier schools nearby

**MOP Cluster**

★☆☆☆☆

No BTO clusters nearby



## Detailed Breakdown

#	Criteria	Rating	Analysis
1	<b>MRT Connectivity</b>	5★	<p>The project offers exceptional MRT connectivity with a 5-minute walk to Sixth Avenue MRT Station Exit B, placing it among the most accessible developments in the area.</p> <p>This level of proximity is rare in the CCR region and significantly enhances daily commute convenience.</p> <p>Such access supports both rental demand and long-term resale value, especially for professionals reliant on public transport.</p>
2	<b>Growth Hotspots</b>	5★	<p>Although not located within the official GHS Turf City boundary, the project lies just 106 meters away, placing it at the very edge of a government-recognized growth corridor.</p> <p>This proximity grants it early exposure to infrastructure upgrades and future development spillover.</p> <p>Being so close to a designated hotspot provides significant upside potential, particularly as urban renewal initiatives expand into adjacent zones.</p>
3	<b>Government Land Sales / Enbloc Sites Pipeline</b>	5★	<p>The project is surrounded by an exceptionally dense pipeline of six upcoming Government Land Sales plots within 2km, indicating strong future development momentum.</p> <p>This concentration of land sales signals sustained interest from developers and suggests potential for increased competition and upward pressure on property values.</p> <p>The presence of multiple high-profile sites like GLS Bukit Timah Link and GLS Holland Plain further reinforces the area's attractiveness.</p>
4	<b>Project Size</b>	4★	<p>With 370 units, the project falls within the upper mid-tier range for development scale, offering economies of scale while maintaining a manageable footprint.</p> <p>This size supports efficient construction and operational management, which can translate into better maintenance standards and consistent service quality.</p> <p>It also positions the project favorably in terms of market visibility and developer credibility.</p>
5	<b>Remaining Tenure</b>	5★	<p>The project boasts a highly favorable leasehold tenure with 98 years remaining, which exceeds the threshold for top-tier classification.</p> <p>This long remaining lifespan ensures strong investor confidence and supports long-term capital appreciation.</p> <p>In the current market, such tenure is increasingly rare in new private developments, making this a significant competitive advantage.</p>

## Detailed Breakdown

#	Criteria	Rating	Analysis
6	<b>Rental Yield</b>	5★	<p>The project delivers a projected rental yield of 3.1% in the CCR region, which is above the benchmark for high-performing assets.</p> <p>This level of yield is particularly attractive given the location’s proximity to MRT and elite schools, enhancing tenant demand.</p> <p>For income-focused investors, this yield represents solid cash flow potential with limited downside risk in a stable market segment.</p>
7	<b>School Effect</b>	5★	<p>The presence of an Elite-tier school—Methodist Girls' School (Primary)—within 1km is a major differentiator, attracting families seeking top-tier education.</p> <p>This proximity significantly boosts desirability and supports premium pricing power.</p> <p>With two schools within 2km, the area offers strong educational infrastructure, reinforcing its appeal for family-oriented buyers and contributing to long-term stability in demand.</p>
8	<b>MOP Cluster</b>	1★	<p>The project lacks any nearby HDB or BTO units scheduled to reach MOP within the next 10 years, resulting in limited near-term demand pressure from upgrading households.</p> <p>This absence reduces the potential for rapid price appreciation driven by migration from public housing.</p> <p>However, it also means less supply-side competition, which may benefit long-term ownership stability and reduce downward pressure during market corrections.</p>

### Summary

Dunearn House (Fraser) in the CCR region demonstrates a strong investment profile with excellent MRT connectivity, proximity to a Growth Hotspot, and a robust pipeline of Government Land Sales sites within 2km.

The project benefits from a high rental yield of 3.1% in the CCR region, a premium school within 1km, and a long remaining tenure of 98 years.

Its size of 370 units places it in the upper tier for project scale, though the lack of nearby HDB/BTO upgrader units limits its appeal in terms of future demand pressure.

Overall, the project presents a compelling opportunity for investors seeking stable returns and long-term capital appreciation.

### Target Buyer Profile

Investors seeking high rental yields in a prime CCR location; families with school-aged children who value proximity to elite schools; buyers looking for long-term capital growth in a well-connected, development-rich area with minimal supply pressure from new HDB launches.

### Investment Potential

Strong buy for income-focused investors and families prioritizing convenience and education access. High potential for price appreciation due to strategic location and development momentum.

## Key Rewards

- Highest price growth potential due to GLS plots nearby. Including GLS Dunearn Road (Left), GLS Holland Link, GLS Holland Plain, GLS Reserve Residences, GLS Bukit Timah Link, GLS Watten House
- Excellent rental returns for investors.
- Highest growth potential due to proximity to growth hotspot. Growth potential: 0.1 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) (1.0 km)
- Exceptional for Home owners and Tenants due to proximity to MRT. It takes 5 min walk (476m) to SIXTH AVENUE MRT STATION EXIT B
- High liquidity due of number of units. With 370 units
- No risk of lease decay affecting value.

## Key Risks

- 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

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## YOUR PROPERTY HEALTH CHECK. BACKED BY DATA.

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

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