

 **NAVIS**

PRIMEKEY ANALYSIS REPORT

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

Serra Residences

2026



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**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 :



GREEN
Above 75%



YELLOW
50.1% - 75%



ORANGE
25.1% - 50%



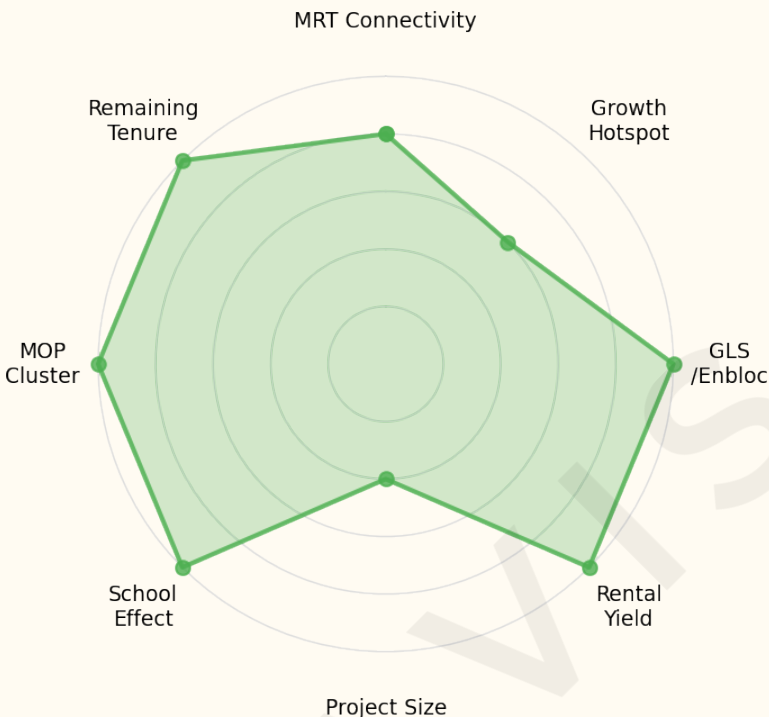
RED
Below 25%

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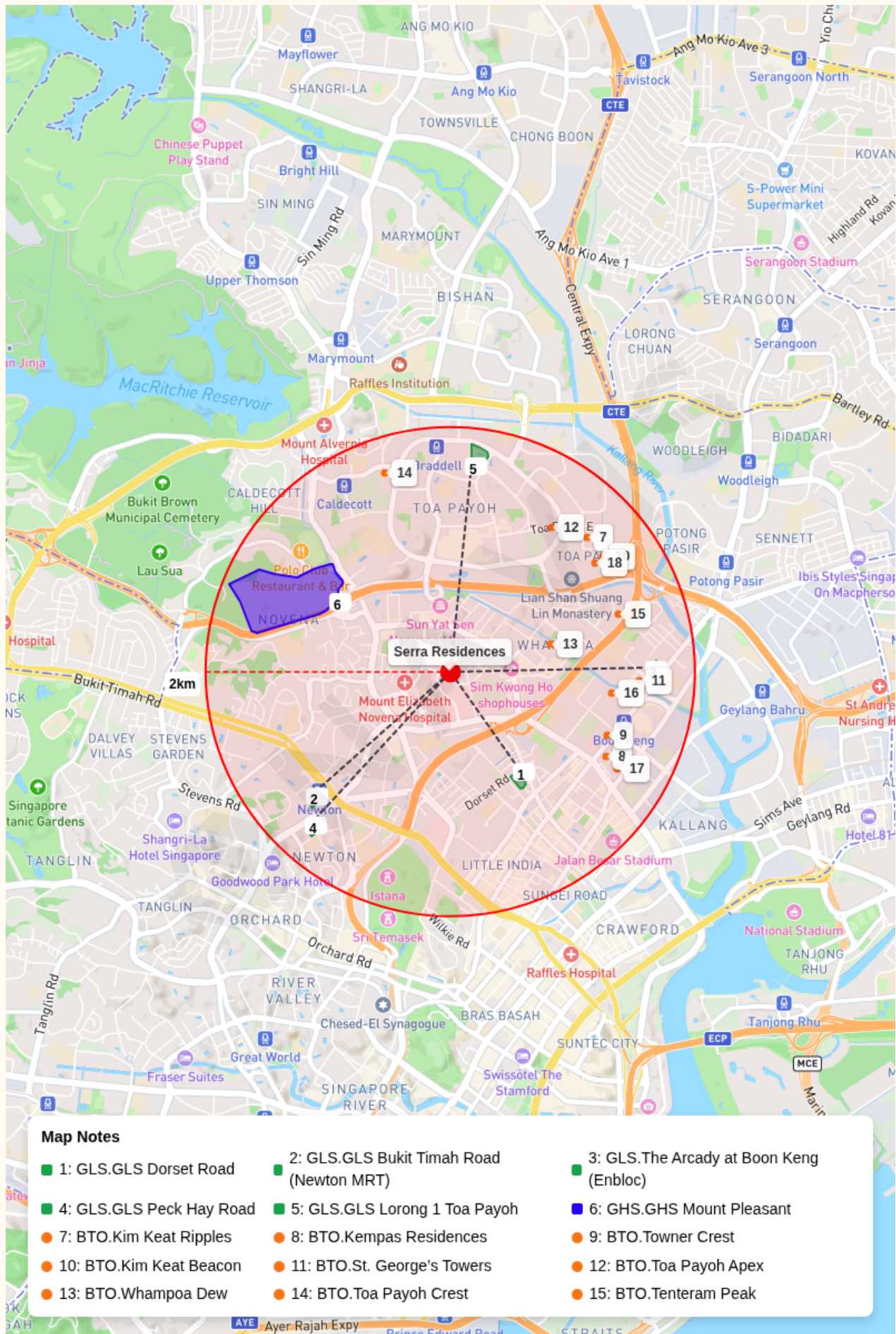
The content on this report is meant as an objective method for reasonable comparison and not intended to serve as financial or investment advice. Property transactions involve significant financial commitments and may carry risks. It is recommended to seek the advice of qualified professionals before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

● Overall Score: 34/40 (85.0%)

4.2 ★



Land Area 51395 sqm	Total Units 133	District D11 / Novena	Tenure Freehold
MRT Connectivity ★★★★☆ 9 min walk to MRT		Growth Hotspots ★★★☆☆ 1.2 km to growth hotspot	
GLS / Enbloc Sites Pipeline ★★★★★ Have 5 GLS nearby		Project Size ★★★☆☆ 133 units	
Remaining Tenure ★★★★★ Freehold		Rental Yield ★★★★★ Avg: 3.5% in CCR	
School Effect ★★★★★ 1 elite and 1 popular tier schools nearby		MOP Cluster ★★★★★ 7412 MOP cluster units nearby	



Detailed Breakdown

#	Criteria	Rating	Analysis
1	MRT Connectivity	4★	The project offers strong MRT connectivity with a 9-minute walk to Novena MRT Station, placing it in the top tier for convenience in the Central Region. This walking duration is well within the optimal range for daily commuters, providing easy access to multiple lines including the North-South and Thomson-East Coast Lines. Compared to market norms, this level of access enhances both lifestyle appeal and resale value, especially for professionals and families reliant on public transport.
2	Growth Hotspots	3★	Located just 1.16km from the boundary of the GHS Mount Pleasant growth hotspot, the project is positioned at the edge of a government-recognized development zone. While not fully within the designated area, this proximity suggests exposure to future infrastructure upgrades and urban renewal initiatives. The surrounding area is likely to benefit from increased footfall and commercial activity, offering moderate upside potential compared to locations further from such zones.
3	Government Land Sales / Enbloc Sites Pipeline	5★	The project is surrounded by an exceptionally active pipeline of five upcoming Government Land Sales plots and one enbloc site within a 2km radius, signaling intense development pressure and significant future supply. This concentration of high-profile land releases indicates strong market confidence in the area's long-term growth trajectory. Such density of new developments typically drives up land values and supports price appreciation, making this a key differentiator in the competitive CCR landscape.
4	Project Size	2★	With only 133 units, the project falls into the smaller development category, which may limit economies of scale in construction and management. However, this also implies a more exclusive, boutique character that can appeal to buyers seeking privacy and lower competition in the resale market. While larger projects often attract broader investor interest, the compact size here contributes to a more controlled environment and potentially faster absorption rates, especially given the strong underlying fundamentals.

Detailed Breakdown

#	Criteria	Rating	Analysis
5	Remaining Tenure	5★	The project enjoys freehold tenure, which is a significant advantage in the Singapore property market as it eliminates concerns about lease expiration. Freehold properties are generally perceived as more valuable and resilient over time, particularly in prime locations. This status provides long-term security and enhances investor confidence, especially when combined with other strengths such as school proximity and MRT access.
6	Rental Yield	5★	The project offers a highly attractive rental yield of 3.5% in the CCR region, which exceeds the benchmark for high-performing assets. This level of return is particularly strong for a freehold development in a mature area, indicating efficient pricing and strong tenant demand. Given the central location and proximity to key employment hubs, this yield supports consistent cash flow and positions the property favorably for income-focused investors.
7	School Effect	5★	The project is exceptionally well-served by educational institutions, with two schools within 1km—both of which are ranked at the highest tiers: an Elite-tier school and a Popular-tier school. This dual presence significantly enhances the property’s appeal to families seeking quality education options. With nine schools within 2km, the area is clearly established as an education hub, reinforcing long-term demand and supporting sustained price resilience.
8	MOP Cluster	5★	The project is located within a massive MOP cluster of over 7,400 HDB/BTO units expected to reach upgrading eligibility within the next 10 years. This represents a substantial pool of potential buyers who will be actively seeking higher-end housing, creating strong upward pressure on demand. The sheer volume of future upgraders ensures sustained market interest and supports price appreciation, particularly for well-positioned freehold developments like Serra Residences.

Summary

Serra Residences demonstrates a strong investment profile with excellent long-term fundamentals.

The project benefits from freehold tenure and a high projected rental yield of 3.5% in the CCR region, both of which support solid capital appreciation and income generation.

Its proximity to Novena MRT Station within a 9-minute walk enhances accessibility, while its location near elite and popular-tier schools within 1km significantly boosts desirability for families.

Additionally, the project is situated in a robust growth corridor with five upcoming Government Land Sales plots within 2km and a substantial MOP cluster of over 7,400 units expected to upgrade in the next decade, indicating strong future demand.

Despite a relatively small project size of 133 units, the overall moat remains compelling due to these strategic advantages.

Target Buyer Profile

Affluent families prioritizing education and convenience, investors focused on high rental yields in the CCR region, and buyers looking for freehold properties in well-connected, growth-prone areas with strong future development momentum.

Investment Potential

Strong buy for investors seeking long-term capital appreciation and stable rental income, particularly those targeting family-oriented, high-demand locations in central Singapore with access to premium amenities and infrastructure.

Key Rewards

- Highest price growth potential due to GLS plots nearby. Including GLS Dorset Road, GLS Bukit Timah Road (Newton MRT), The Arcady at Boon Keng (Enbloc), GLS Peck Hay Road, GLS Lorong 1 Toa Payoh
- Excellent rental returns for investors.
- Average growth potential due to proximity to growth hotspot. Growth potential: 1.2 km to GHS Mount Pleasant growth hotspot
- Highest demand consistency in the long term — Elite-tier primary school within 1km. Including St. Joseph's Institution Junior (0.59 km), Hong Wen School (1.0 km)
- Excellent for Home owners and Tenants due to proximity to MRT. It takes 9 min walk (742m) to NOVENA MRT STATION EXIT A
- Highest demand from HDB upgraders in the near term. Including Kim Keat Ripples (708 units, MOP: 30 Jun 2029), Kempas Residences (583 units, MOP: 30 Sep 2029), Towner Crest (444 units, MOP: 30 Sep 2028), Kim Keat Beacon (542 units, MOP: 30 Sep 2027), St. George's Towers (738 units, MOP: 31 Mar 2024), Toa Payoh Apex (557 units, MOP: 31 Dec 2023), Whampoa Dew (405 units, MOP: 01 Apr 2022), Toa Payoh Crest (1007 units, MOP: 01 Jul 2022), Tenteram Peak (755 units, MOP: 01 Dec 2021), McNair Towers (861 units, MOP: 01 Oct 2021), Bendemeer Light (624 units, MOP: 01 Oct 2021), Golden Clover (188 units, MOP: 01 Jul 2020)
- No risk of lease decay affecting value.

Key Risks

- Average liquidity due of number of units.

INVEST WITH 20/20 VISION



**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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