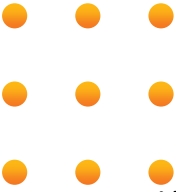


**OrangeTee**  
Markets & Analytics



# **INVESTMENT POTENTIAL OF Central Region – Understanding Toa Payoh**

*Consumer Investment Playbook*



Living in the towns of the Rest of Central Region (RCR) of Singapore is highly appealing. Take Toa Payoh, for example—it is well-known for its convenience, as it places you close to numerous workplaces, making daily commutes easy and more efficient. With a well-connected network of major roads, Toa Payoh opens the door to a vibrant lifestyle, offering access to shopping malls, delightful eateries, schools, parks, and extensive MRT lines. It's a place where comfort and opportunity flourish!

Being already well-connected, Toa Payoh is set to undergo further transformation, with new developments and improvements planned for the area as part of URA's Master Plan. Its focus on creating a more livable and sustainable environment will make the region even more accessible and desirable to live in!

There are 3 key reasons why private homes in Toa Payoh offer a lucrative prospect for investors who are looking to grow their wealth:

- 1. Toa Payoh is set to undergo a major expansion and revitalization**
- 2. Strong housing demand from HDB upgraders**
- 3. Strong rental potential of homes in Toa Payoh**

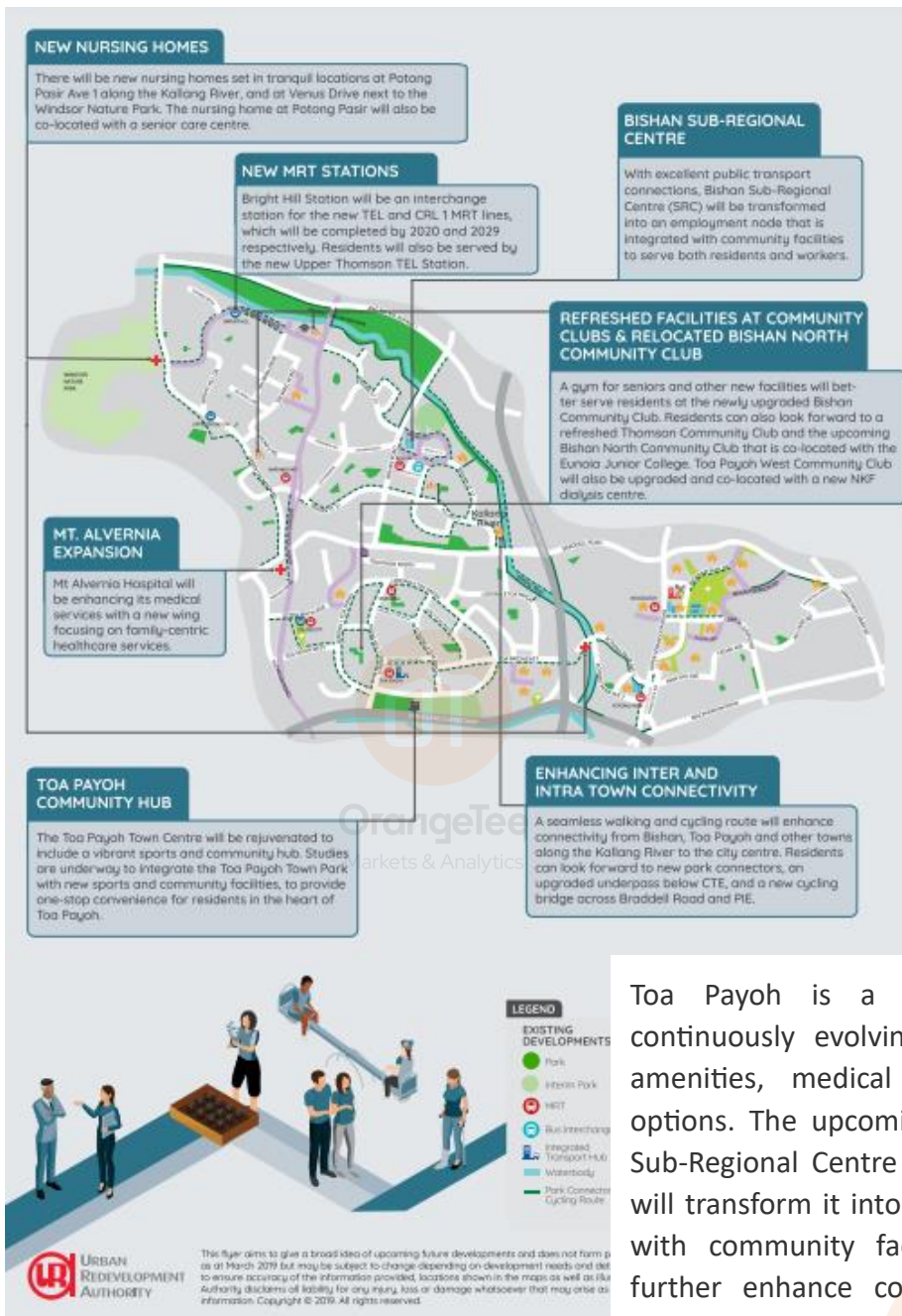
## 1. Transformation of Toa Payoh under the URA Masterplan

The URA Master Plan outlines an expansion of commercial and retail offerings in Toa Payoh. New commercial hubs are set to be constructed, and existing malls and shops will undergo revitalization. As a result, residents will have easy access to a wide variety of shopping, dining, and entertainment options.

The former Police Academy site will be transformed into the upcoming Mount Pleasant housing estate, with six Build-To-Order (BTO) projects comprising about 5,000 homes to be built. The first BTO project will be launched for sale in 2025. Heritage elements will be incorporated into the housing estate, thereby enhancing the reputation and attractiveness of the residential area.

Bright Hill MRT station will serve as an interchange connecting the Thomson–East Coast Line (TEL) and the future Cross Island Line (CRL). This will significantly shorten the time needed to travel from the city center and both the East and West regions. Residents will also benefit from the new Upper Thomson TEL Station, which will facilitate their commuting needs.





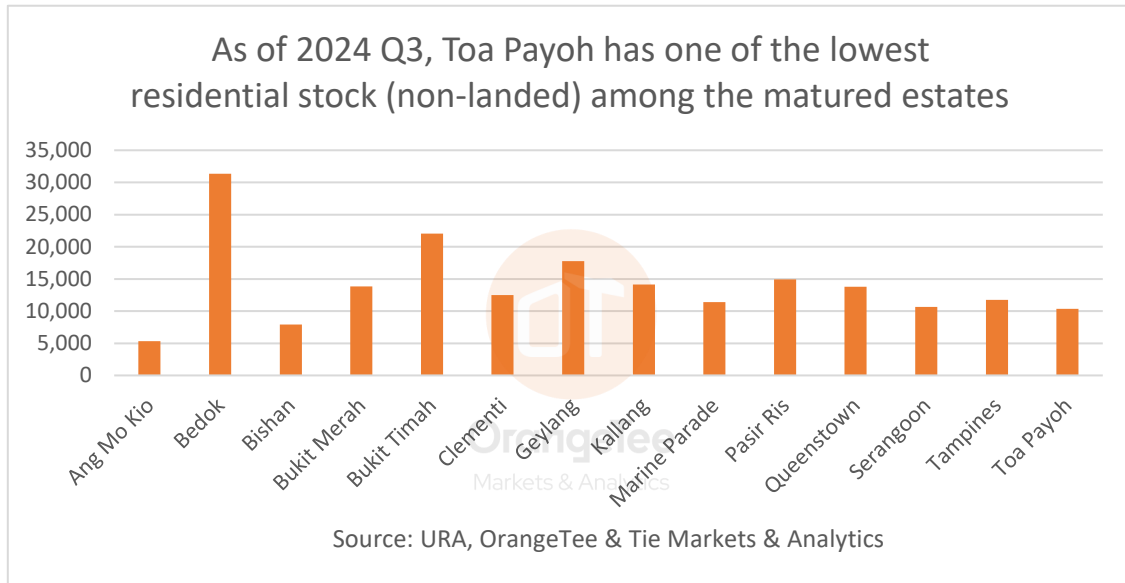
<https://www.ura.gov.sg/-/media/Corporate/Planning/DMP19/Regional-Resources/Central-Region-Flyers/Bishan-Toa-Payoh.pdf>  
Source: URA, OrangeTee & Tie Markets & Analytics

Toa Payoh is a well-developed area that is continuously evolving, providing a wide range of amenities, medical facilities, and transportation options. The upcoming development of the Bishan Sub-Regional Centre (SRC), located near Toa Payoh, will transform it into an employment hub integrated with community facilities. This development will further enhance connectivity and improve travel convenience for both residents and workers.

A new integrated development in Toa Payoh comprising of a sports hub, polyclinic and public library is set to be completed by 2030. Development works are underway to integrate the Toa Payoh Town Park with new sports and community facilities. Residents can take advantage of the improved living facilities and adopt a healthier lifestyle.

New housing supply, which has been lacking in the last eight years, is also being injected into the area to support the growth and transformation of Toa Payoh, allowing those who stay or work there to enjoy the enhanced interconnectivity of the bustling economic hub.

## 2. Strong demand from HDB upgraders



As of the third quarter of 2024, the Toa Payoh area has one of the lowest residential stocks among mature estates, surpassed only by Bishan and Ang Mo Kio. The last new project launched in the area was GEM Residences in 2016, which consists of 578 units.

Due to the rise in public housing prices this year, buyers who have sold their flats for high prices and are looking to upgrade to private properties are likely to enter the market now. New private homes in the Toa Payoh area will be highly sought after because of the limited availability.

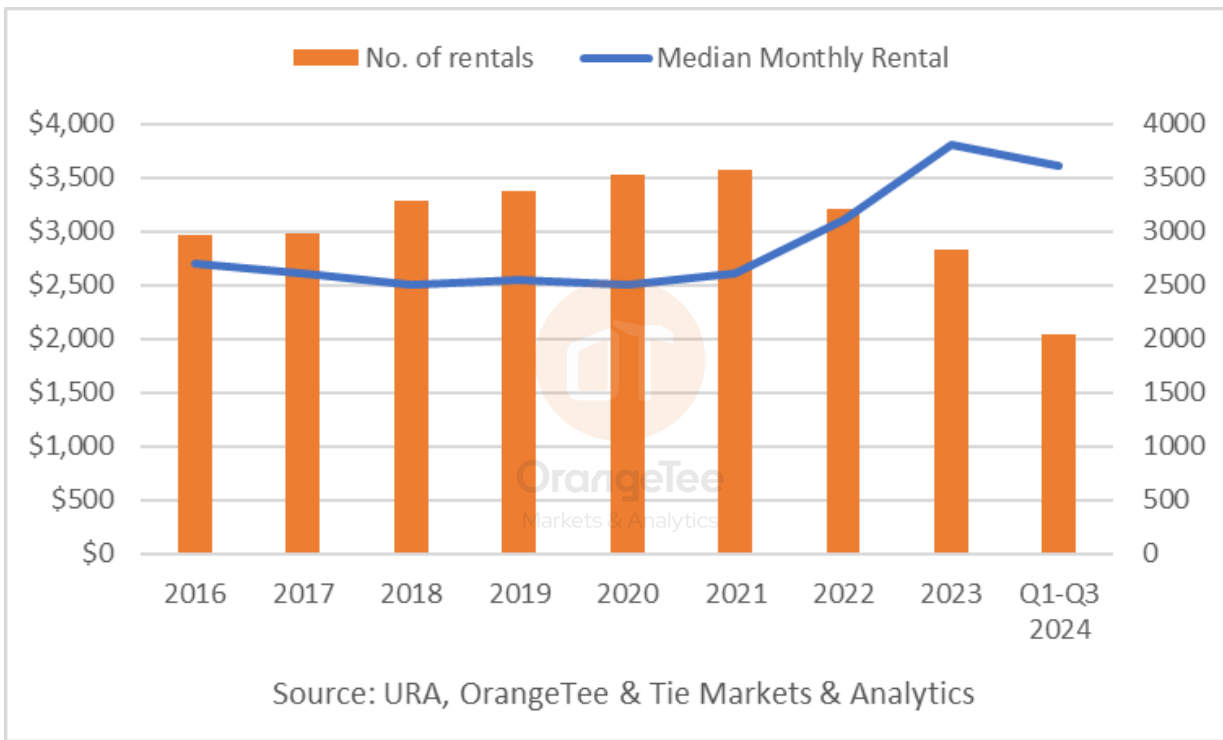
Moreover, private homes in Toa Payoh are known to be highly profitable. Based on URA data, an impressive 87 per cent of all private condominiums (excluding ECs) that were bought and resold between 1995 to Q3 2024 recorded profits! 47 units have made a gross profit of at least S\$1 million, which is highly remarkable! The highest profit achieved by a private condominium in Toa Payoh was a unit at Blossoms @ Woodleigh, which was purchased in 2006 at S\$897,000 and resold in Q3 2023 for S\$2.6 million, leading to a gross profit of more than S\$1.7 million!

### Most Profitable Deals in Toa Payoh

Project Name	Bought Date (QQ-YYYY)	Bought Price	Sold Date (QQ-YYYY)	Sold Price	Gross Profit Before SSD	Holding Period (Years)	Planning Area	Tenure	Property Type	Area (sqft)
BLOSSOMS @ WOODLEIGH	Q4-2006	\$897,000	Q3-2023	\$2,600,000	\$1,703,000	17	Toa Payoh	FH	Condominium	1410
TREVISTA	Q2-2010	\$1,565,060	Q2-2024	\$3,220,000	\$1,654,940	14	Toa Payoh	LH	Condominium	1733
TREVISTA	Q3-2009	\$1,434,600	Q3-2024	\$3,026,000	\$1,591,400	15	Toa Payoh	LH	Condominium	1561
TRELLIS TOWERS	Q2-1997	\$1,256,430	Q4-2023	\$2,740,000	\$1,483,570	26	Toa Payoh	FH	Condominium	1485
TREVISTA	Q1-2010	\$1,493,660	Q4-2022	\$2,950,000	\$1,456,340	13	Toa Payoh	LH	Condominium	1701
TREVISTA	Q3-2009	\$1,442,700	Q1-2024	\$2,868,000	\$1,425,300	14	Toa Payoh	LH	Condominium	1561
BLOSSOMS @ WOODLEIGH	Q4-2006	\$724,063	Q3-2023	\$2,130,000	\$1,405,937	17	Toa Payoh	FH	Condominium	1206
BLOSSOMS @ WOODLEIGH	Q4-2006	\$754,110	Q2-2023	\$2,150,000	\$1,395,890	17	Toa Payoh	FH	Condominium	1206
TREVISTA	Q3-2009	\$1,545,280	Q1-2022	\$2,927,000	\$1,381,720	12	Toa Payoh	LH	Condominium	1808
TRELLIS TOWERS	Q4-1997	\$1,419,000	Q3-2022	\$2,800,000	\$1,381,000	25	Toa Payoh	FH	Condominium	1647
BLOSSOMS @ WOODLEIGH	Q1-2007	\$840,000	Q1-2023	\$2,200,000	\$1,360,000	16	Toa Payoh	FH	Condominium	1206
ONE LEICESTER	Q2-2006	\$933,700	Q4-2022	\$2,280,000	\$1,346,300	17	Toa Payoh	FH	Condominium	1378
OASIS GARDEN	Q3-2009	\$1,058,000	Q3-2024	\$2,388,000	\$1,330,000	15	Toa Payoh	FH	Condominium	1335
ONE LEICESTER	Q2-2006	\$892,515	Q3-2022	\$2,180,000	\$1,287,485	16	Toa Payoh	FH	Condominium	1378
RIDGE COURT	Q1-2002	\$765,000	Q4-2023	\$2,050,000	\$1,285,000	22	Toa Payoh	FH	Apartment	1313

Source: URA, OrangeTee & Tie Markets & Analytics

### 3. Strong rental potential



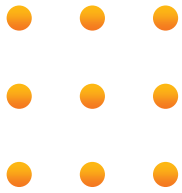
The rental potential of private homes in Toa Payoh in the RCR region remains strong. Data from URA shows that from 2020 to the first nine months of 2024, the median monthly rental of private condominiums has climbed by 48.1 per cent.

Despite the private residential rental market bottoming out in 2024 after a prolonged period of decline, the rent of private homes in Toa Payoh has maintained a high level.

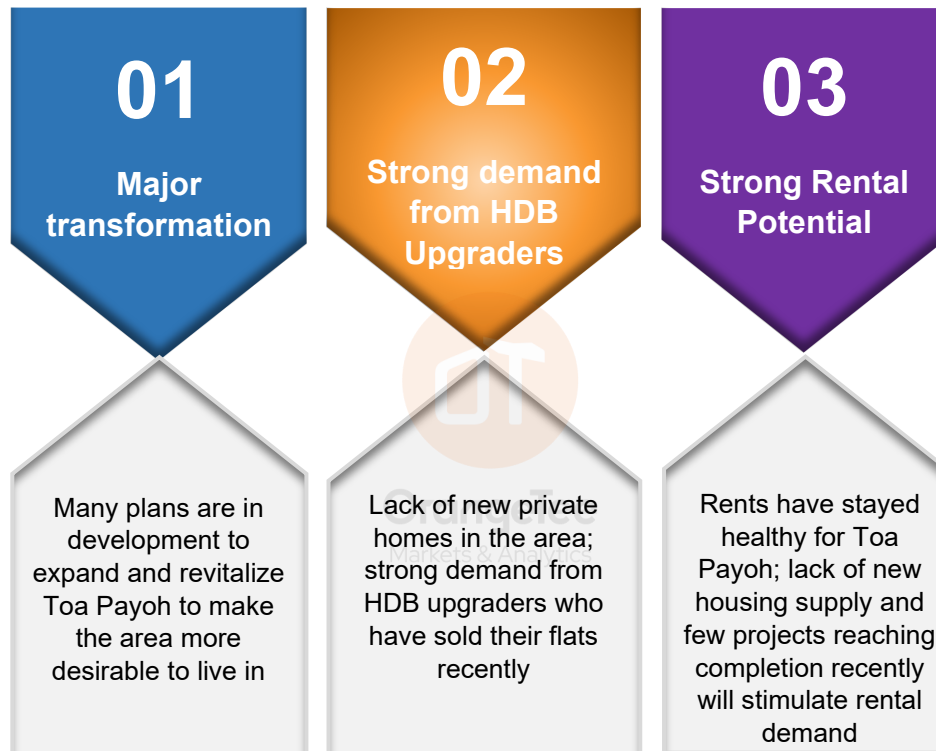
The lack of new housing supply, along with few projects reaching completion in recent years, may lead to pent-up demand for homes in the area. With few new housing alternatives, homes in Toa Payoh remain highly rentable and will continue to do so in the future.

With the upcoming plans to expand and revitalize Toa Payoh to include new office spaces for businesses, as well as improved living facilities to enhance liveability and sustainability, demand for homes will likely increase in tandem. The expansion of industrial and business space in Toa Payoh will also ensure a steady pool of potential renters from workers.

Investors who wish to tap into the strong rentability of Toa Payoh and gain rental income would do well to invest in a home in Toa Payoh!



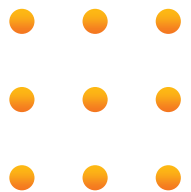
## Distinctive Features of Toa Payoh



Source: OrangeTee Markets & Analytics

Based on the investment potential and upcoming development plans, buyers should not wait too long to purchase a home in Toa Payoh. They should take advantage of today's opportunity to buy a condo within Toa Payoh. Doing so will not only allow them to enjoy the attractive locational benefits and future developments, but also guarantee that their investment will yield financial benefits in the long run.

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For the pleasure of owning a home in Toa Payoh, please contact your preferred OrangeTee sales advisor.

Don't miss out on this chance to capitalize on a sound investment that promises substantial benefits!