

# Comprehensive Real Estate Market Report

## Metro Manila Market Analysis - September 2025

### Executive Summary

The Metro Manila real estate market demonstrates **stable but competitive conditions** with balanced inventory levels and steady appreciation. Key neighborhoods show healthy demand with properties priced correctly selling within 30-38 days. The market offers opportunities for both buyers and sellers, with early signs of slight cooling providing increased negotiation flexibility.

### Key Market Indicators

- **Median Home Price:** ₱5,050,000 - ₱6,800,000 (varies by neighborhood)
- **Average Days on Market:** 32-38 days
- **Price Appreciation:** 3.2% year-over-year
- **Market Status:** BALANCED (3.2-3.5 months of inventory)
- **Price Negotiations:** Buyers achieving 2-3% below asking price

## 1. Market Overview

### Current Market Conditions

The market has transitioned from a slight seller's advantage to a more balanced state. While home values remain stable, the growing gap between listing and selling prices indicates mild buyer leverage emerging.

### Recent Activity (Last 30 Days):

- 15 homes sold (up 25% from previous month)
- Average selling price 3% below listing price
- Days on market decreased from 42 to 38 days
- Inventory shifted from slightly low to balanced

### Price Trends

Period	Average Price/SQM	Monthly Growth
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July 2025	₱95,000	-
August 2025	₱96,200	1.3%
September 2025	₱96,800	0.6%

**Trend Analysis:** Gradual 0.8% month-over-month growth indicates stable appreciation without overheating.

## 2. Neighborhood Analysis

### Comparative Neighborhood Data

Neighborhood	Median Price	Price/SQ M	Days on Market	Safety Score	Key Features
Oakridge Heights	₱6,800,000	₱34,400	32 days	82/100	Gated, near CBD, tech park coming 2027
Sampleville Heights	₱5,050,000	₱96,800	38 days	75/100	Growing area, balanced market
Greenfield Estates	₱7,500,000	₱34,200	30 days	85/100	Premium location, fastest sales

### Demographics Profile

- **Median Age:** 34 years (young professional demographic)
- **Median Household Income:** ₱82,000/month
- **Education:** 72% college-educated adults
- **Homeownership Rate:** 64%
- **Average Household Size:** 3.8 people

### Lifestyle & Amenities

#### Top-Rated Features:

- Excellent schools (8-10/10 ratings)
- 24/7 security in gated communities
- Multiple parks and green spaces
- Shopping centers within 1.5km
- Medical facilities within 2-3km
- Direct highway access to business districts

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### 3. Sales Performance Analysis

#### Recent Sales Activity

Time Period	Homes Sold	Avg Listing Price	Avg Selling Price	Avg Days on Market
Last 30 Days	15	₱5,200,000	₱5,050,000	38 days
Last 60 Days	28	₱5,150,000	₱5,000,000	40 days
Last 90 Days	42	₱5,100,000	₱4,950,000	42 days

#### Recent Comparable Sales

Property Address	Size	Bedrooms	Sold Price	Date
123 Maple Street	140 sqm	3 BR / 2 BA	₱5,150,000	Aug 2025
456 Oak Avenue	180 sqm	4 BR / 3 BA	₱5,700,000	Aug 2025
789 Pine Crescent	130 sqm	3 BR / 2 BA	₱4,950,000	Sept 2025
101 Birch Lane	110 sqm	2 BR / 1 BA	₱4,600,000	Sept 2025

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### 4. Buyer's Guide

#### Market Opportunities

##### Best Time to Buy: NOW

- Balanced market conditions provide negotiation leverage
- Sellers accepting 2-3% below asking price
- Infrastructure improvements (2026-2027) will drive future appreciation

#### Buyer Strategy

### **Negotiation Tactics:**

1. Start offers 3-5% below asking price
2. Target properties on market 30+ days for better leverage
3. Request seller concessions on closing costs
4. Act quickly on properties in the ₱4.8M-₱5.2M sweet spot

### **High-Demand Features to Prioritize:**

- Covered parking
- Proximity to schools
- Modern, updated kitchen
- Security features
- Energy-efficient fixtures

### **Investment Considerations:**

- Properties near Riverside Expressway expansion (2026 completion)
  - Homes near planned Oakridge Tech Park (2027)
  - Expected 5-7% annual appreciation over next 3 years
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## **5. Seller's Guide**

### **Optimal Listing Strategy**

#### **Recommended Listing Price Range:**

- Conservative: Market value minus 2%
- Aggressive: Market value plus 2%
- **Sweet Spot:** ₱4.8M - ₱5.2M for fastest sales

### **Pre-Listing Preparation**

#### **Essential Steps:**

1. Deep clean and declutter all rooms
2. Repaint in neutral colors
3. Professional staging (especially kitchen and living areas)
4. Professional photography
5. Complete minor repairs
6. Enhance curb appeal

#### **Marketing Timeline:**

- List during first two weeks of month for maximum exposure
- Schedule weekend open houses
- Expect offers within 2-3 weeks if priced correctly

- Average closing time: 30-45 days after acceptance

## Pricing Strategy

Strategy	Price Point	Expected Days on Market	Negotiation Room
Aggressive	+2-4% above market	45-60 days	High flexibility needed
Market Value	At comparable sales	30-38 days	2-3% negotiation typical
Quick Sale	-2% below market	15-25 days	Limited negotiation

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## 6. Investment Analysis

### Rental Market Overview

- **Median Monthly Rent:** ₱28,000
- **Gross Rental Yield:** 4.8% - 5.8% annually
- **Rental Demand:** Strong from young professionals
- **Vacancy Rate:** Low (under 5%)

### Future Growth Drivers

#### Infrastructure Projects:

1. **Riverside Expressway Expansion (2026)**
  - Expected to reduce CBD commute by 15 minutes
  - Projected property value increase: 3-5%
2. **Oakridge Tech Park (2027)**
  - Creating 2,000+ new jobs
  - Expected to drive housing demand up 10-15%

#### Market Forecast (Next 90 Days):

- Mortgage rates: Stable to slight rise (currently 6.2%)
  - New listings: Moderate increase expected
  - Buyer demand: Steady to slight increase
  - Price appreciation: 1-2% quarterly
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## 7. Market Health Indicators

## Inventory Analysis

- **Current Active Listings:** 48 properties
- **Monthly Sales Velocity:** 15 homes
- **Months of Inventory:** 3.2 months
- **Market Classification:** BALANCED

### Market Balance Interpretation:

- <3 months: Strong seller's market
- 3-6 months: Balanced market ✓
- 6 months: Buyer's market

## Safety & Quality of Life

### Crime Statistics:

- Overall crime rate: 15% lower than last year
  - Safety score: 82/100 (well above city average of 70)
  - Violent crimes: Rare (3 per year average)
  - Property crimes: Declining trend
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## 8. Key Recommendations

### For Buyers

#### ✓ DO:

- Get pre-approved for financing before shopping
- Focus on properties priced ₱4.8M-₱5.2M for best value
- Make competitive offers on well-priced homes
- Consider future infrastructure improvements in location decisions

#### ✗ AVOID:

- Overpriced properties above ₱5.5M (slow movers)
- Waiting for significant price drops (unlikely in balanced market)
- Skipping professional inspection

### For Sellers

#### ✓ DO:

- Price within 2% of market value

- Invest in professional staging and photography
- List early in the month for maximum exposure
- Be flexible on closing dates

#### **✗ AVOID:**

- Overpricing hoping for negotiation room
- Neglecting curb appeal
- Refusing reasonable offers expecting better ones

### **For Investors**

#### **Opportunity Zones:**

- Properties near future tech park development
- Homes in the ₱4.8M-₱5.2M range (high rental demand)
- Multi-family properties in Oakridge Heights

#### **Expected Returns:**

- Annual appreciation: 3-5%
  - Gross rental yield: 4.8-5.8%
  - Combined ROI: 8-11% annually
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## **9. Conclusion**

The Metro Manila real estate market presents a balanced environment with opportunities for all market participants. Buyers benefit from increased inventory and negotiation flexibility, while sellers can still achieve strong prices with proper positioning. The upcoming infrastructure improvements and steady demographic growth support a positive long-term outlook.

#### **Key Takeaways:**

- Market is balanced but slightly favoring sellers
  - Properties priced correctly sell within 30-38 days
  - Infrastructure improvements will drive future appreciation
  - Both buyers and sellers have opportunities in current conditions
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## **Appendix: Data Sources & Methodology**

*Note: This report compiles data from multiple neighborhood analyses, sales reports, and market activity assessments. All figures represent sample data for demonstration purposes.*

*Actual market conditions may vary. Prospective buyers and sellers should consult with licensed real estate professionals for current, accurate market data.*

**Report Generated:** September 17, 2025

**Coverage Area:** Metro Manila (Oakridge Heights, Sampleville Heights, Greenfield Estates)

**Data Period:** March 2024 - September 2025

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*Disclaimer: This report contains sample data for demonstration purposes only. All property details, valuations, and market statistics are fictional and do not represent actual real estate information. Please consult qualified real estate professionals for actual market analysis and investment decisions.*