
How To Market Your HDB Flat?

DSI 35:
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Overview

1. BACKGROUND
2. METHODOLOGY
3. KEY FINDINGS
4. RECOMMENDATIONS

Problem statement



ResaleLeiLong is a HDB resale social network that offers a **price estimator** with **prominent features** for property agents.

Agents need to know what is a **realistic price** and what they can put on their **property descriptions** for the greatest impact on price.

TMI!



PropertyGuru

Buy

Rent

Condos

HDB

New Projects

Mortgages

Find

Overview

Home Finance

Price Insights


Location

New Exclusive Listing! Tastefully Renovated, Newly MOP Corner Unit!

Newly MOP 5rm flat!

Corner Unit!

Only 600m to Future TAVISTOCK MRT!

Call Doris Tan @  9763.... for an Exclusive Appointment!

Tastefully renovated

Excellent move in condition

Good size rooms

Beautifully renovated kitchen that can function as a modern open concept kitchen or fully enclosed

Super breezy and facing greenery - unblocked views

Easy access to CTE expressway

Great location in popular Mature Town

Minutes to Wet Market, Hawker Center, Shops and Supermarket

Schools within 1 km:

Teck Ghee Primary School

Townsville Primary School

Jing Shan Primary School

Schools within 2 km:

Rosyth School

CHIJ Our Lady of good Counsel

Mayflower Primary School

Zhanghua Primary School

Nearby Stations:

9 mins walk (600 m) to future CR10 Tavistock MRT

13 mins walk (940 m) to CR11/NS16 Ang Mo Kio MRT



Dear ResaleLeiLong,

I've got a 5 room in Ang Mo Kio that I want to push up the price.

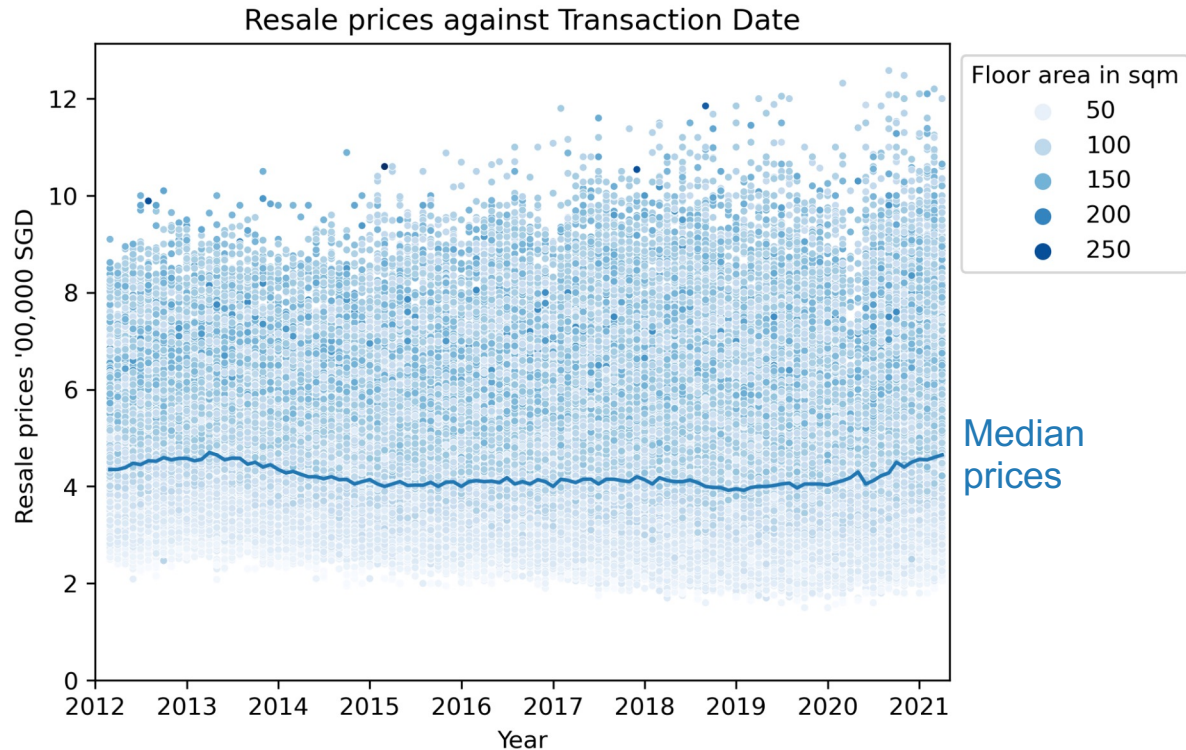
What should I advertise on PropertyGuru?

Best Regards,

Simon

Million Dollar Roundtable

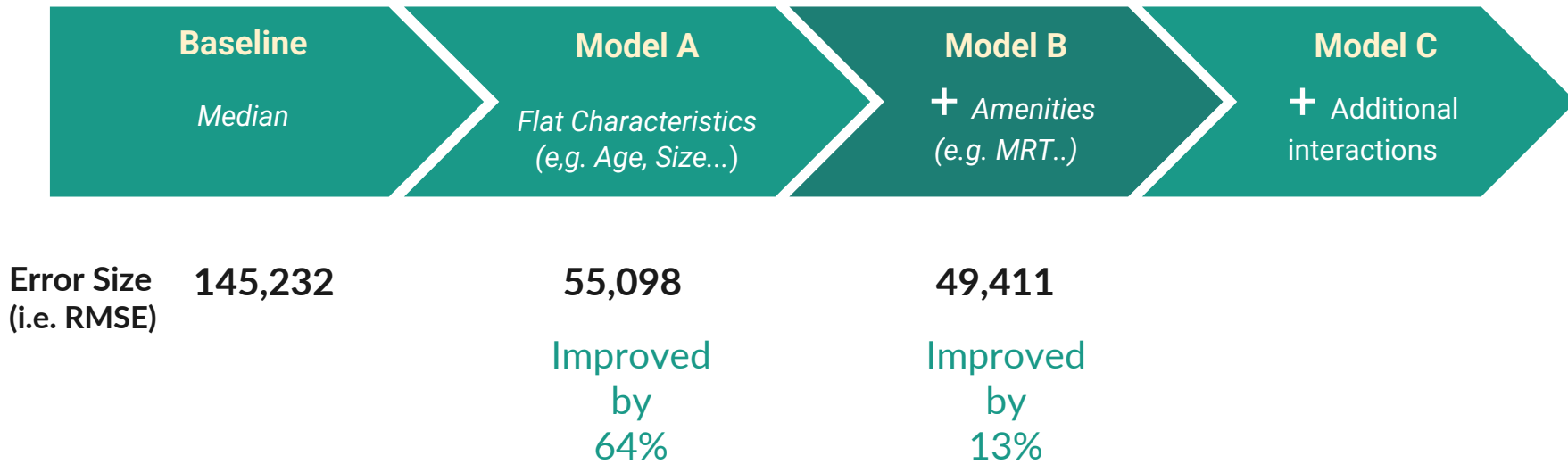
Historically robust



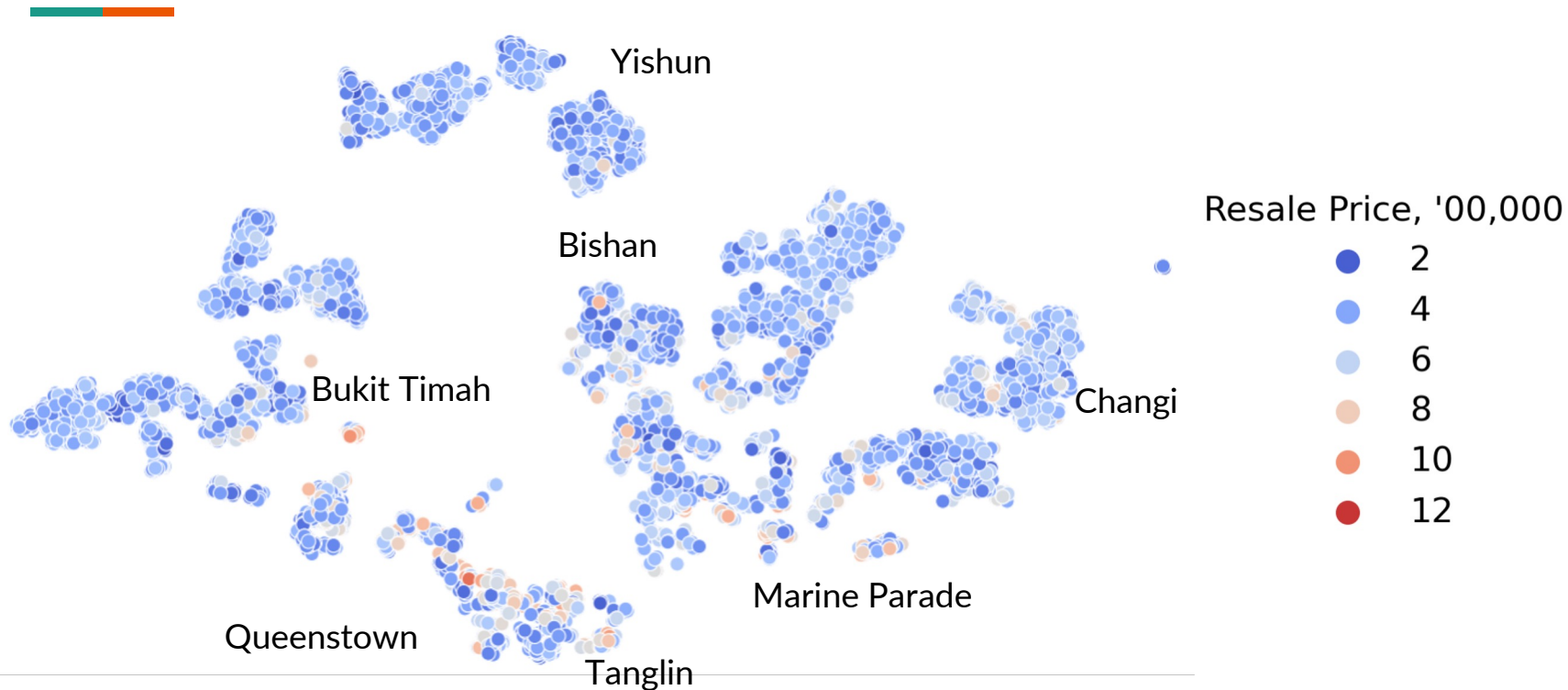
Better predictive model through multiple iterations



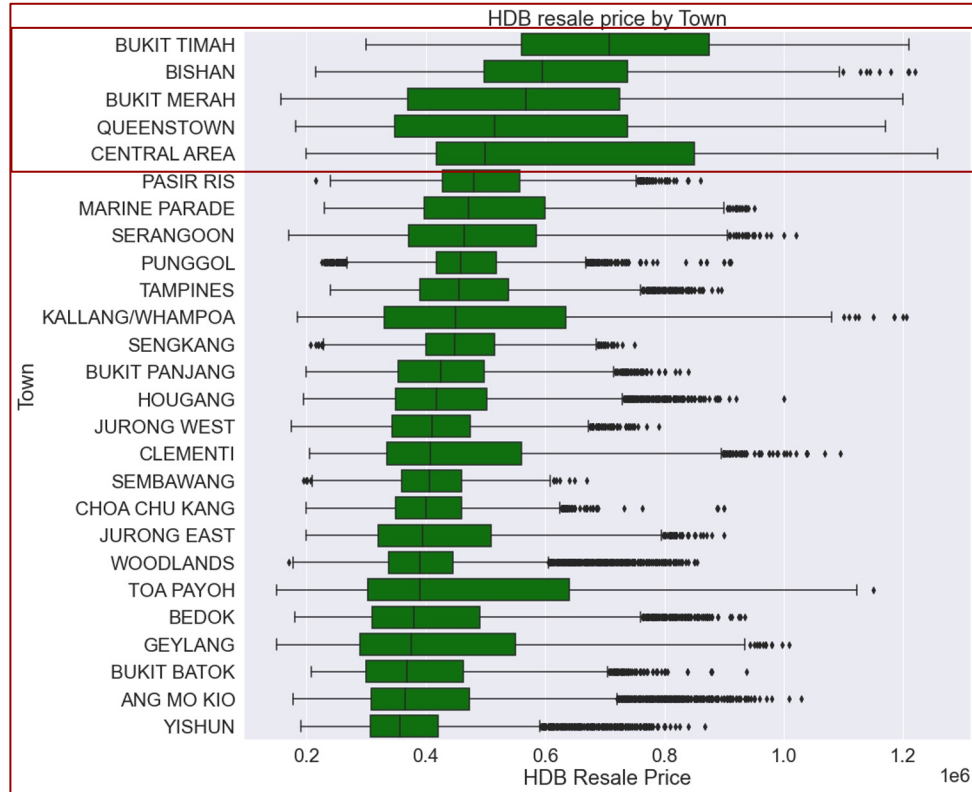
Modular Approach:



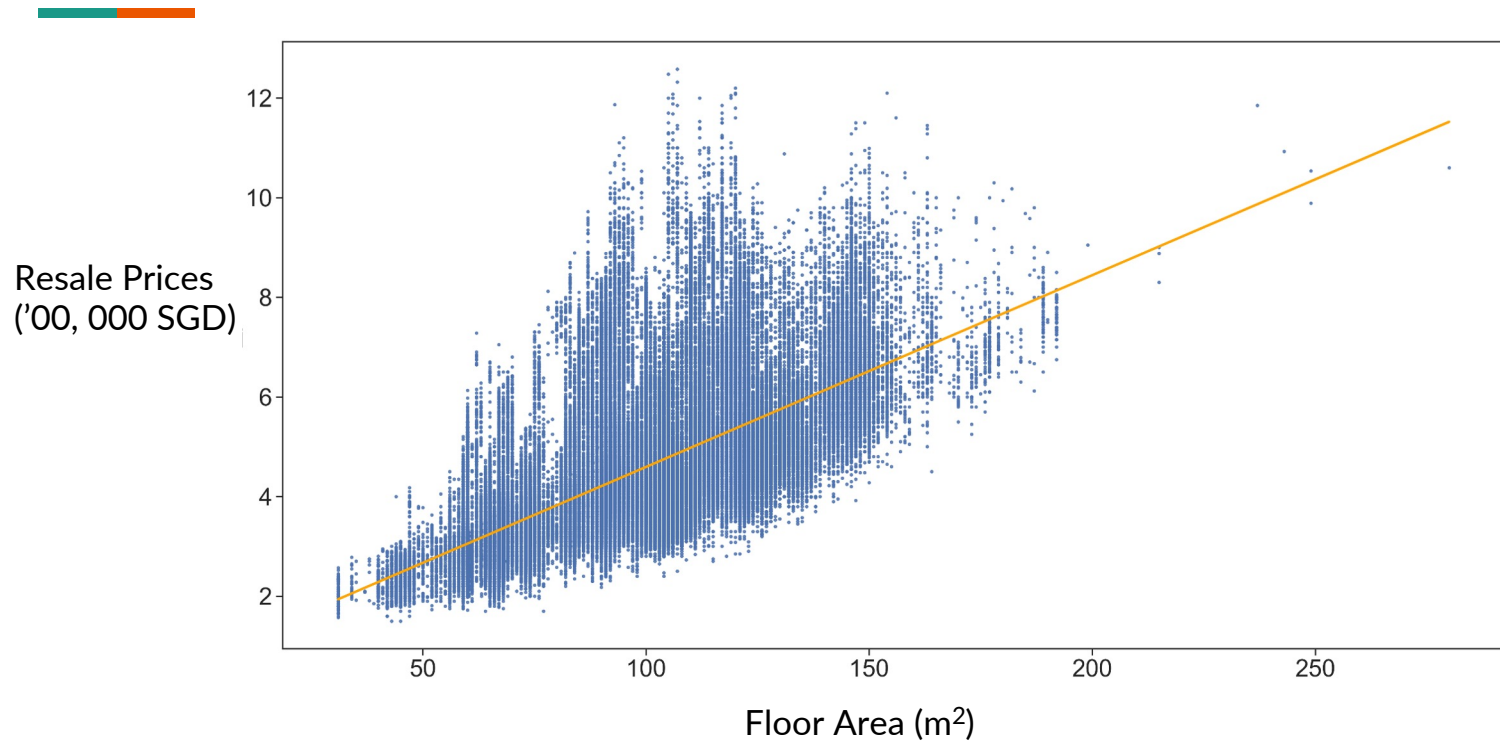
Distribution of transaction prices across Singapore



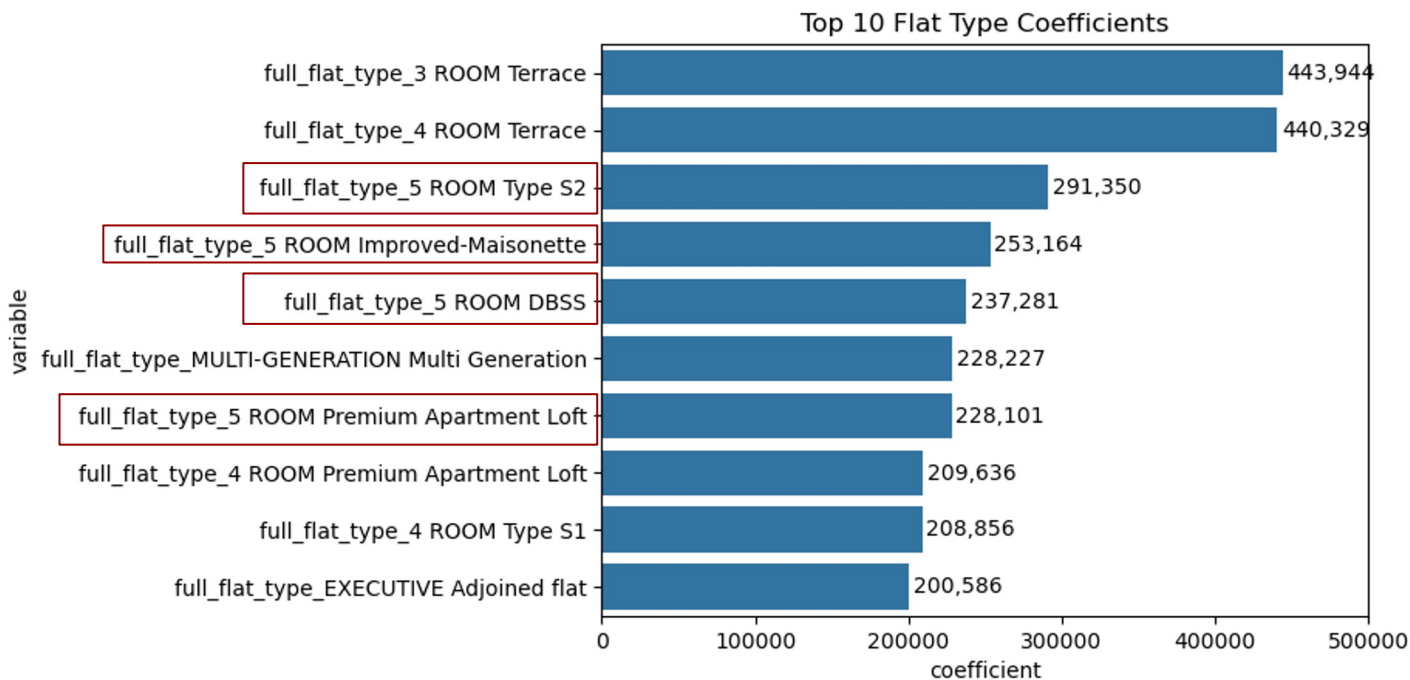
Bukit Timah, Bishan, Bukit Merah, Queenstown



Floor area is not everything



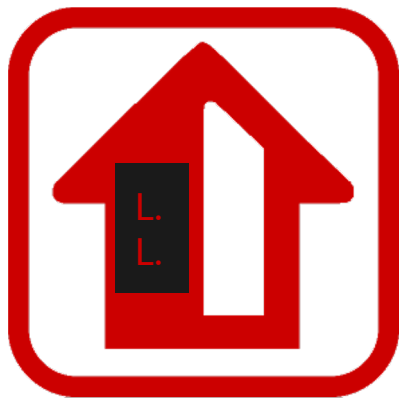
Terrace/Masionette/5 Rooms are worth more



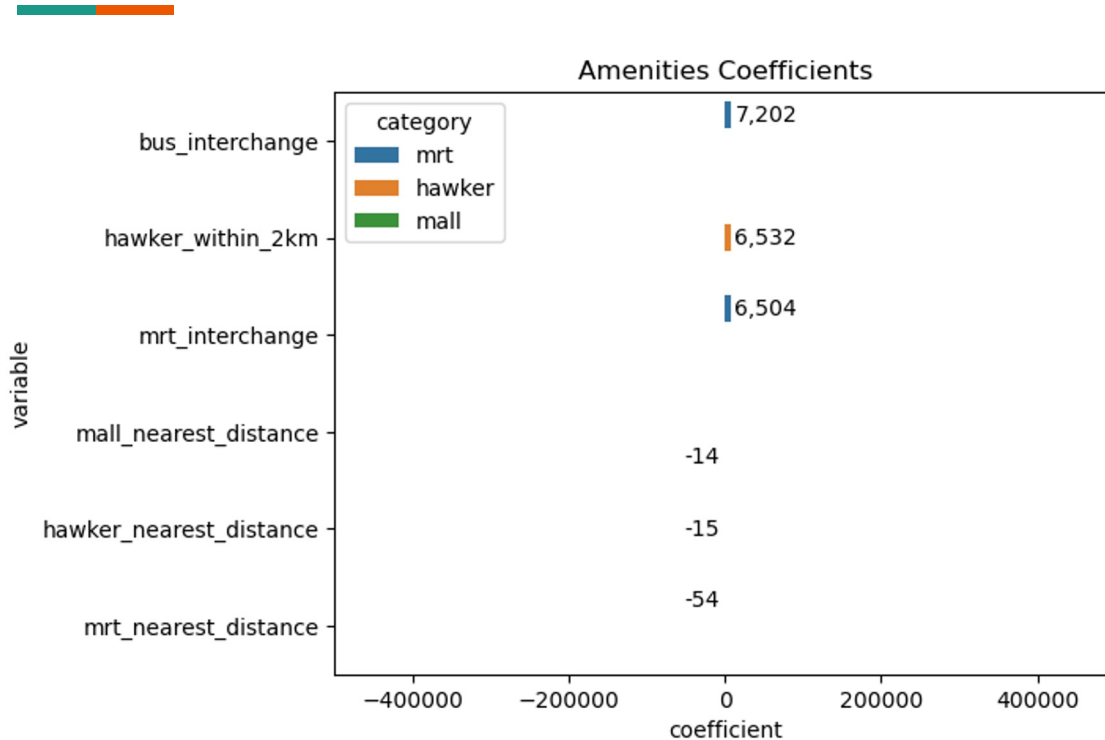
Compared to regular flat types



Hey Simon!
You should advertise the type of 5 Room!
It will surely bring up the price!

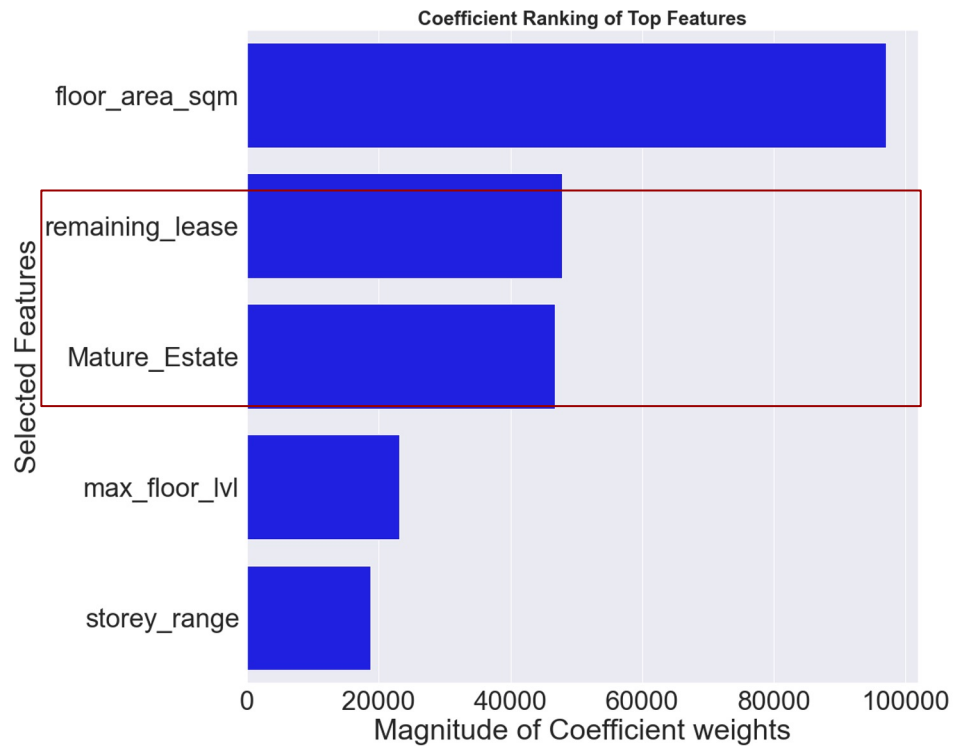


Amenities - Lesser significance



Don't waste your space saying it's close to MRT, malls, or hawker centres

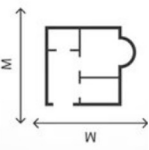




Ang Mo Kio is a mature estate!



Inherent flat attributes, greatest impact on resale price



Flat Size

Every 100 sqft +\$30k



Flat Location

Southwest/East +\$100k

North -\$100k



Flat Model (vs 5rm std AMK)

Premium Apartment Loft +\$355k

Type S2 +\$275k

DBSS +\$257k

Improved Maisonette +\$170k

Adjoint +\$56k

Improved +\$19k



Flat Type (vs 3 rm affordable)

Executive +\$78k

5-room +\$76k

4-room +\$52k

2-room - \$81k

HDB block characteristics on resale price



HDB Block Height

Every 3 floors +\$18.5k



Accessibility

Mature Estate +\$47k



Remaining lease

Every additional yr remaining +\$47.4k



Hawker Centre Distance

For 4-room flats +\$19k

For 5-room flats +\$27k

For Executive flats +\$10k

We are just scratching the surface...



How about some other features??

	LR	Lasso	Ridge
Model A (Flat Characteristics Only)	52,477	52,480	52,974
Model B (Including Amenities)	45,898	46,307	45,900
Model C (Including Interactions)	45,850	46,258	45,852

	Kaggle 1 (Default - Model A)	Kaggle 2 (After tuning - Model B)
RMSE	55,619	49,411

Missing Features!



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Oh wow! Thanks ResaleLeiLong!

I'm definitely confident about getting a good price for my client!