



proPERTal

SA1 - Group 5

# More young couples are shifting away from BTO to resale flats

PROPERTY CURBS

**Hike in BTO supply may ease HDB resale price surge, but construction delays still a concern**

punggol bto construction.jpg

© THU, DEC 16, 2021 - 7:09 PM | UPDATED FRI, DEC 17, 2021 - 8:37 AM

LISA KRIWANGKO ✉ klisa@sph.com.sg 🐦 @klisa\_BT



## BREAKING NEWS

02:45 PM Tokyo: Shares edge up after US gains



Singapore

## What is pushing HDB resale prices higher?



Ahmad Zhaki Abdullah

@ZhakiCNA

10 Jul 2021 06:00AM  
(Updated: 20 Sep 2021 06:13PM)



# Pain Points

## Buyer

- Time-consuming
- Inexperienced
- Doubtfulness

Now



## Seller

- Uncertainty
- Complexity
- Agent Fees

Long Run

# Solution

We are building a **platform** that **complements existing property websites**, focusing on young couples

- Summary of recent events in the property market
- Overview of price trends in the market
- Customised comparison of flat locations based on amenities



# Our Product: Propertal

Welcome to

propertal

Your one-stop avenue for Housing Location Analysis and Resale Information

## Resale Analysis

Compare pricing trends and information across recent years based on different filter categories of flats that you are interested to look at

Navigate

## Location Analysis

Analyse your housing locations and find out about facilities around it

Obtain score ratings of your locations based on proximity and accessibility to facilities and compare them against multiple locations that you are interested to look at

You can also include your preferences to directly compare among the locations

Navigate

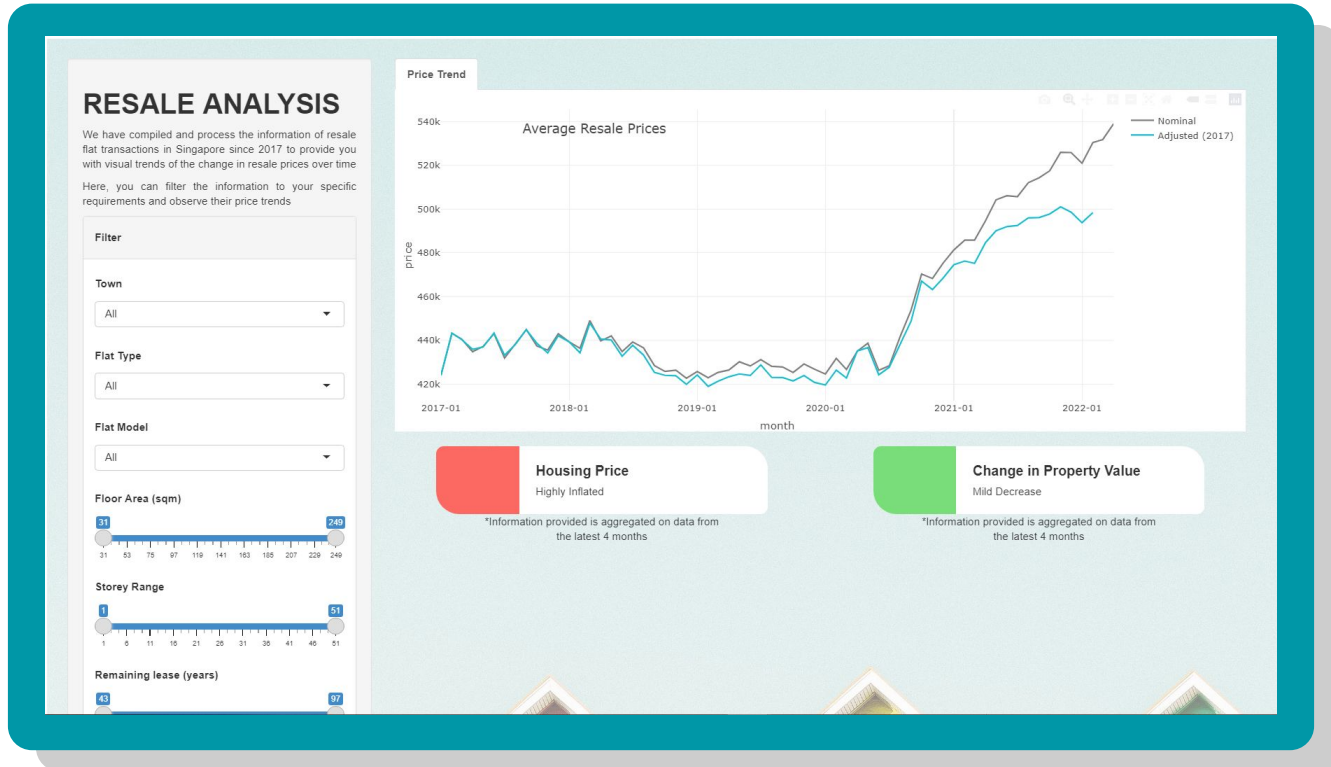
## Recent Summary

Find out about recent flat resale transactions

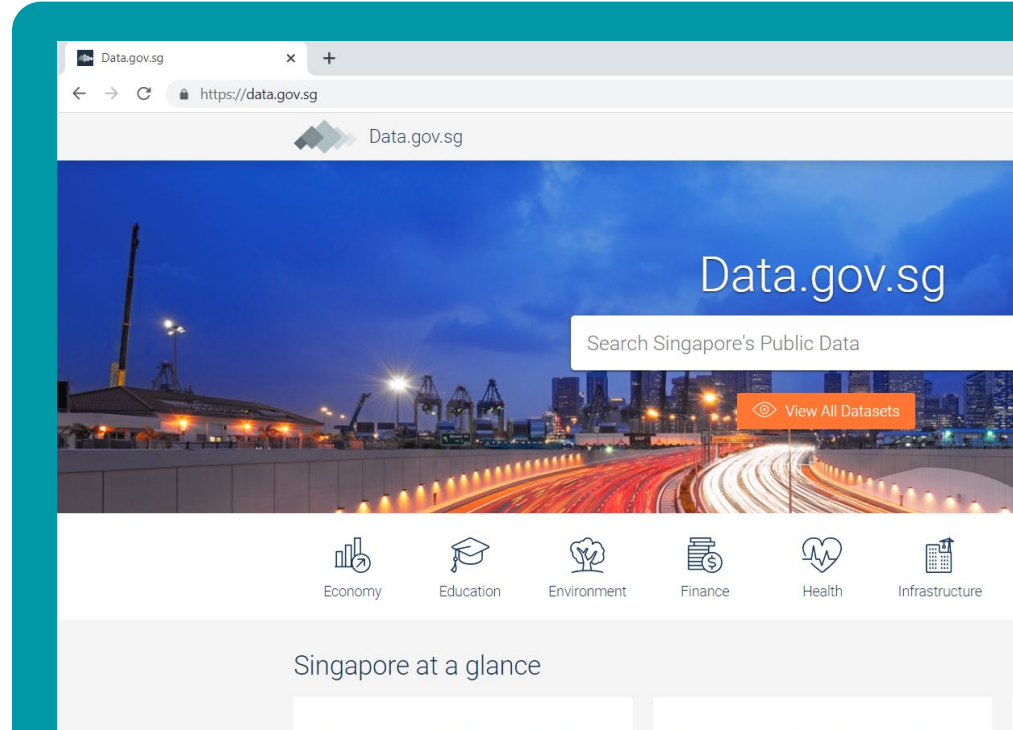
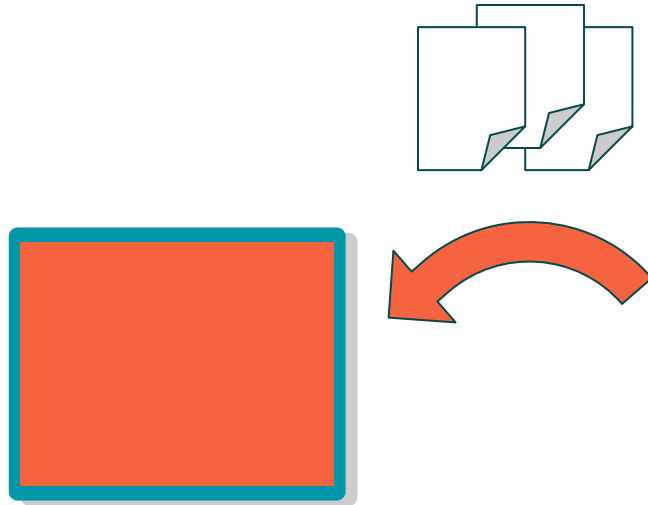
Information on transactions have been compiled from the past 3 months and summarised into different visualisations that you can explore

Navigate

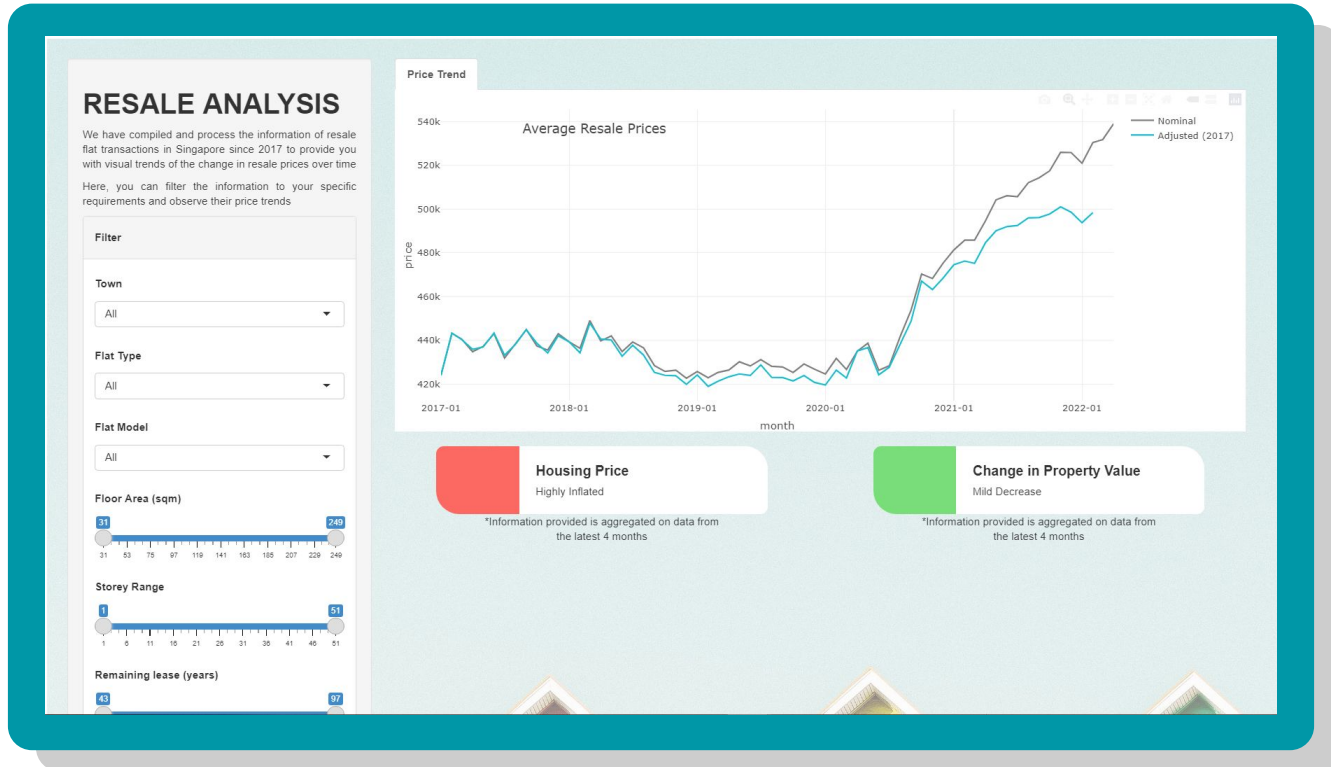
# Resale Analysis



# Resale Data



# Resale Analysis





# Filter Resale Data

Town

Flat Type

Flat Model

Floor Area (sqm)

Storey Range

Remaining Lease Years

## RESALE ANALYSIS

We have compiled and process the information of resale flat transactions in Singapore since 2017 to provide you with visual trends of the change in resale prices over time

Here, you can filter the information to your specific requirements and observe their price trends

### Filter

#### Town

All

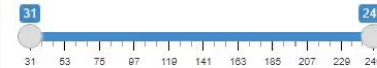
#### Flat Type

All

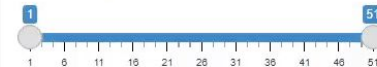
#### Flat Model

All

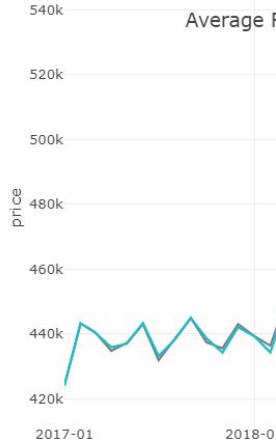
#### Floor Area (sqm)



#### Storey Range



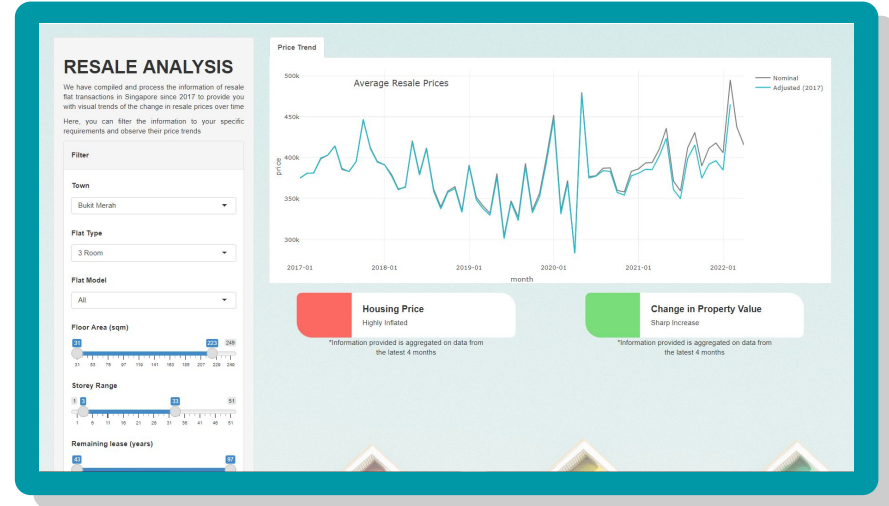
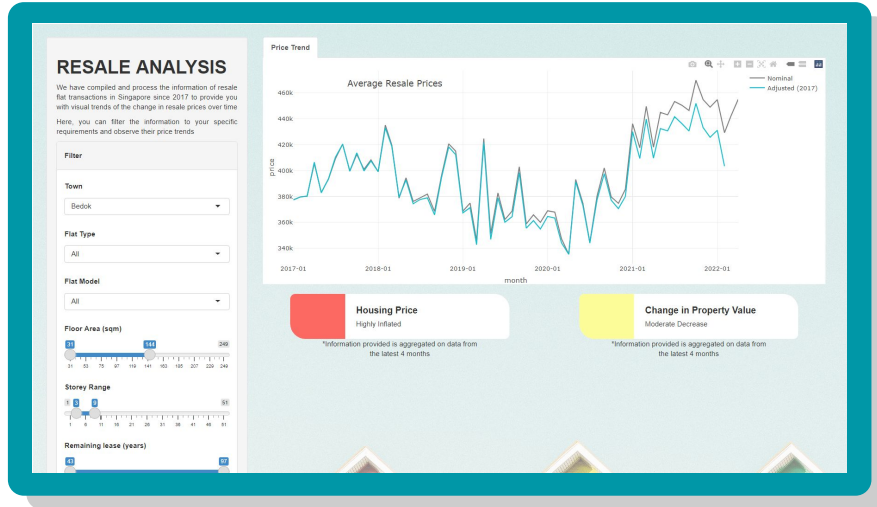
### Price Trend



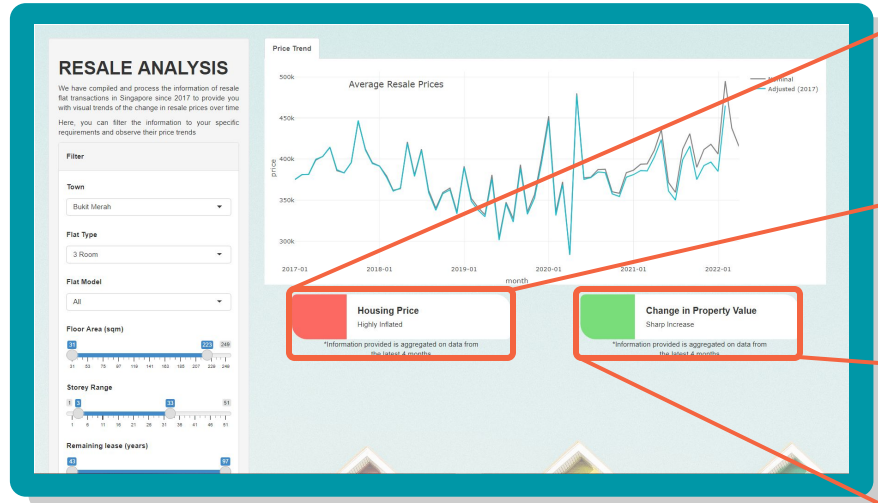
Housing  
Highly Infl

\*Information provided  
the lat

# Price Trends



# Basic Interpretations



## Housing Price

Highly Inflated

\*Information provided is aggregated on data from the latest 4 months

## Change in Property Value

Sharp Increase

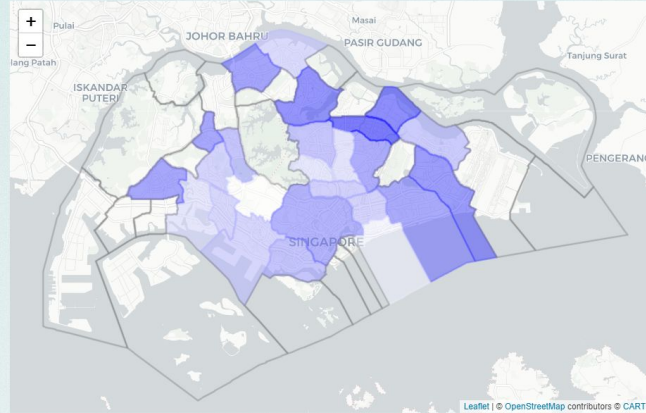
\*Information provided is aggregated on data from the latest 4 months

# Recent Summary

## RECENT SUMMARY

We have compiled the information of resale flat transactions in Singapore for the past 3 months and summarised them into bite-size pieces

Explore the page and learn more about the recent events

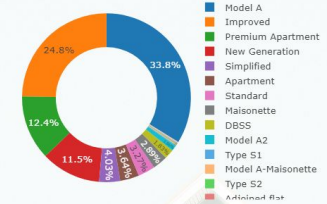


Total Flats Sold

**5191**

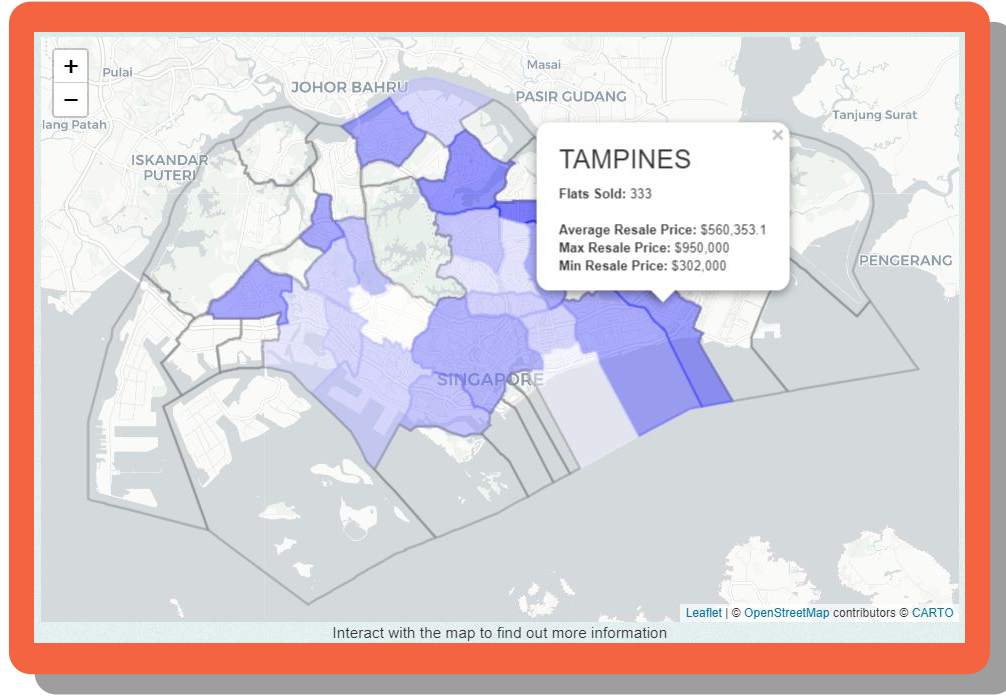
Since February 2022

Flats Sold by Type

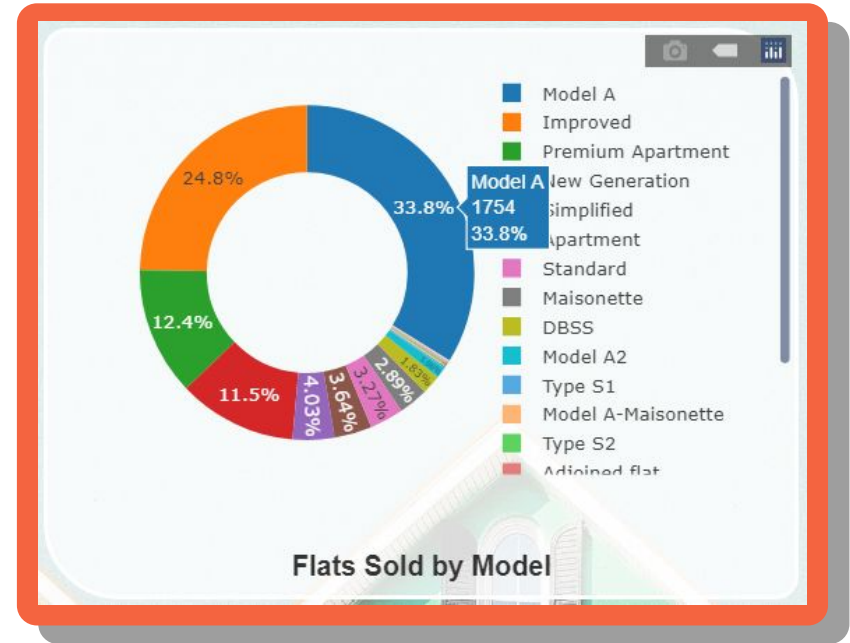
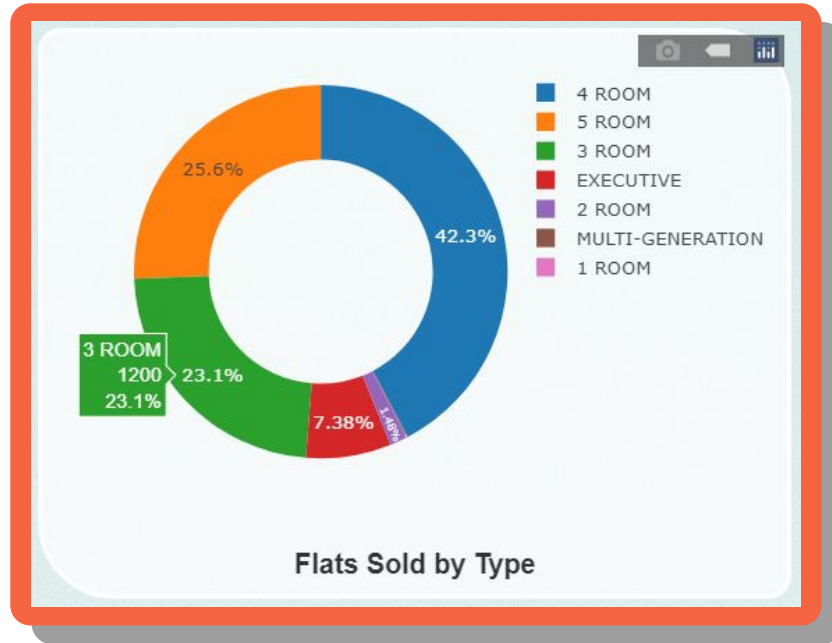


Flats Sold by Model

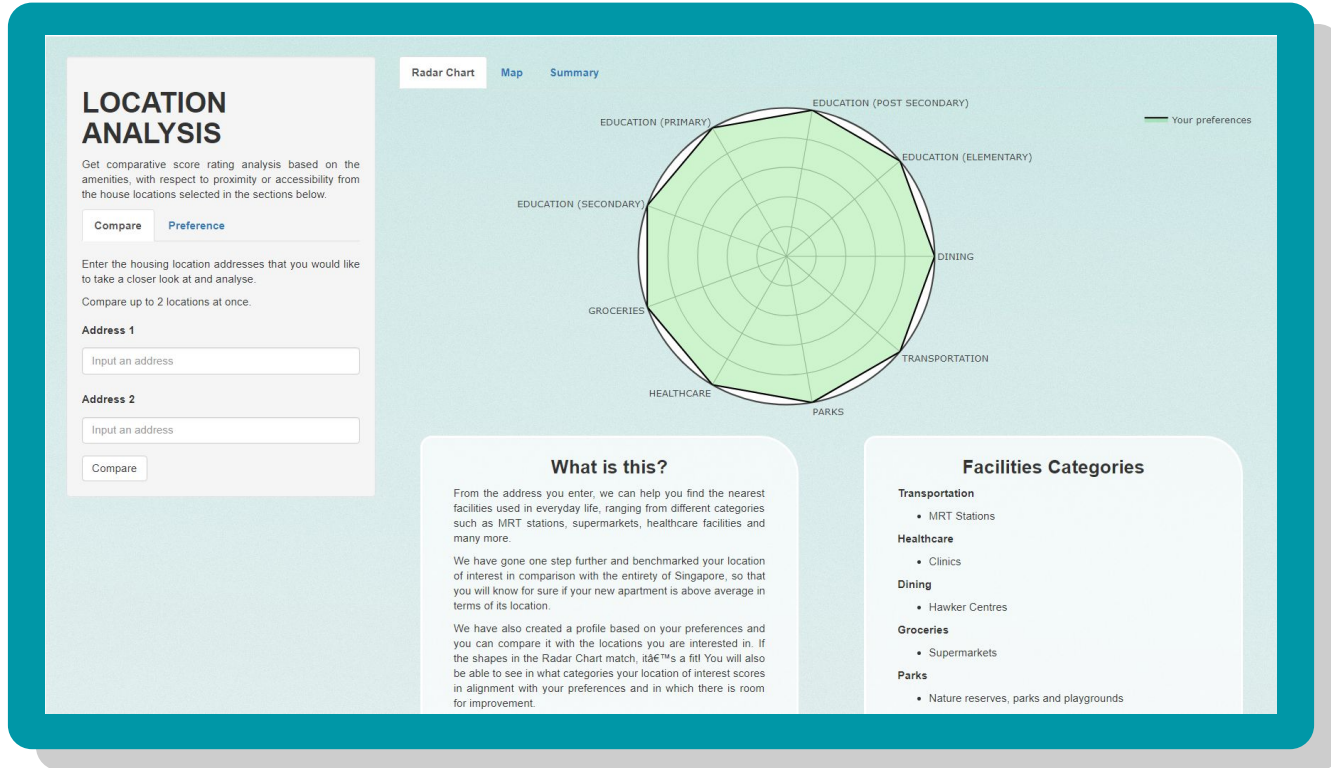
# Map Summary



# Breakdown of recent transactions



# Location Analysis





# Compare Locations

## LOCATION ANALYSIS

Get comparative score rating analysis based on the amenities, with respect to proximity or accessibility from the house locations selected in the sections below.

Compare

Preference

Enter the housing location addresses that you would like to take a closer look at and analyse.

Compare up to 2 locations at once.

**Address 1**

Input an address

**Address 2**

Input an address

Compare

Radar Chart

Map

Summary

The radar chart displays scores for eight categories: EDUCATION (POST SECONDARY), EDUCATION (ELE), DINING, TRANSPORTATION, PARKS, HEALTHCARE, GROCERIES, and EDUCATION (SECONDARY). The chart has four concentric rings representing score levels. The 'DINING' category shows the highest score, reaching the outermost ring. 'EDUCATION (POST SECONDARY)' and 'EDUCATION (ELE)' also show high scores, reaching the third ring. 'TRANSPORTATION' and 'PARKS' reach the second ring. 'HEALTHCARE' and 'GROCERIES' reach the first ring. 'EDUCATION (SECONDARY)' and 'EDUCATION (PRIMARY)' show the lowest scores, reaching the center.

### What is this?

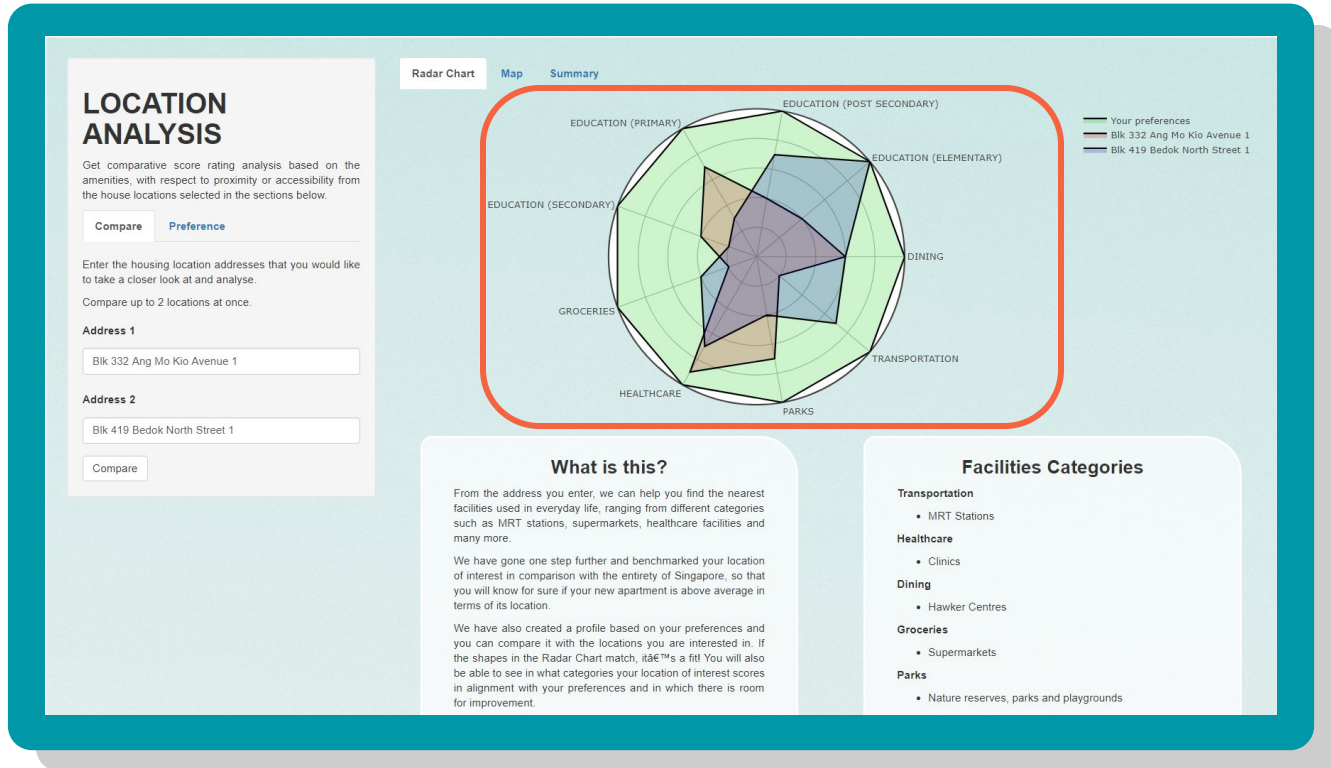
From the address you enter, we can help you find the nearest facilities used in everyday life, ranging from different categories

### Fa

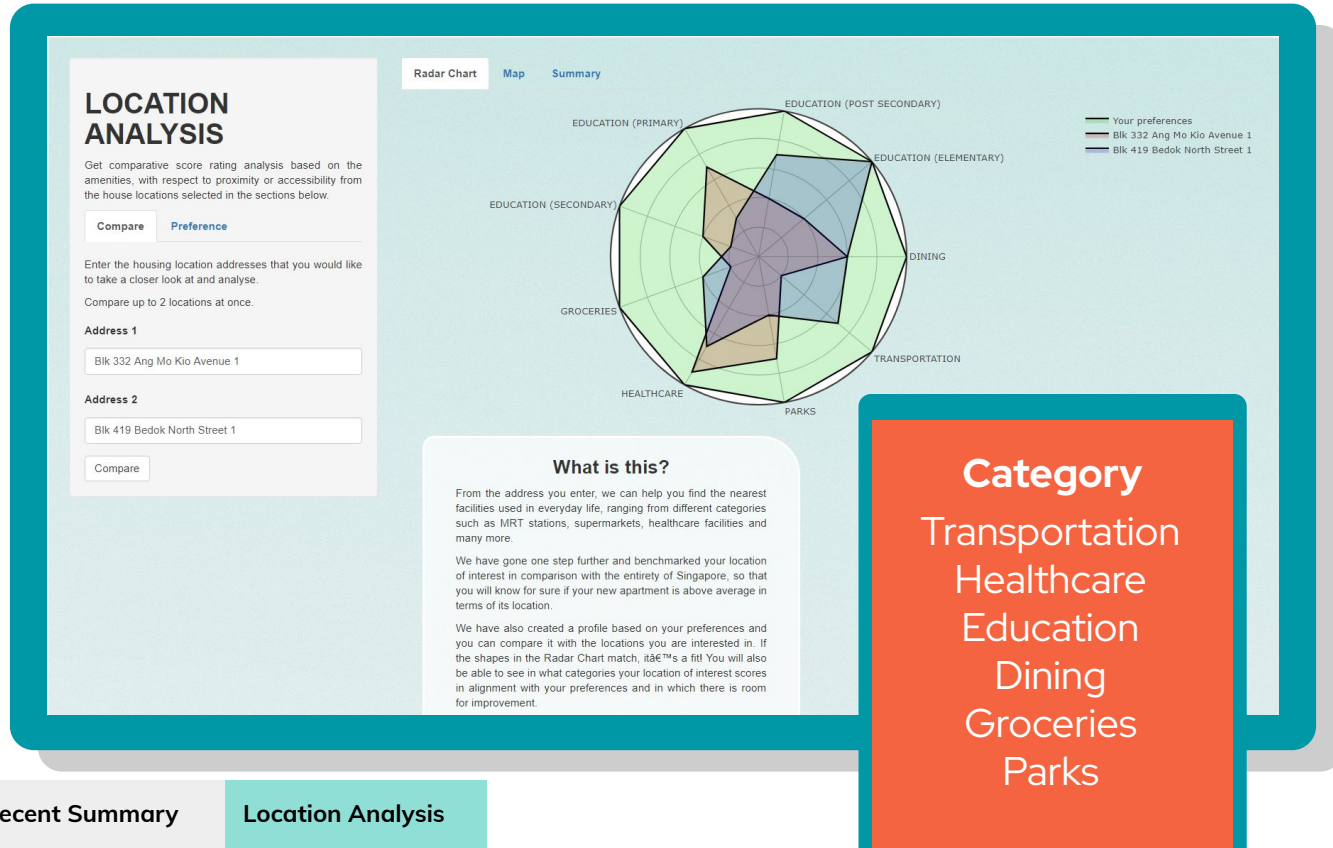
Transportation



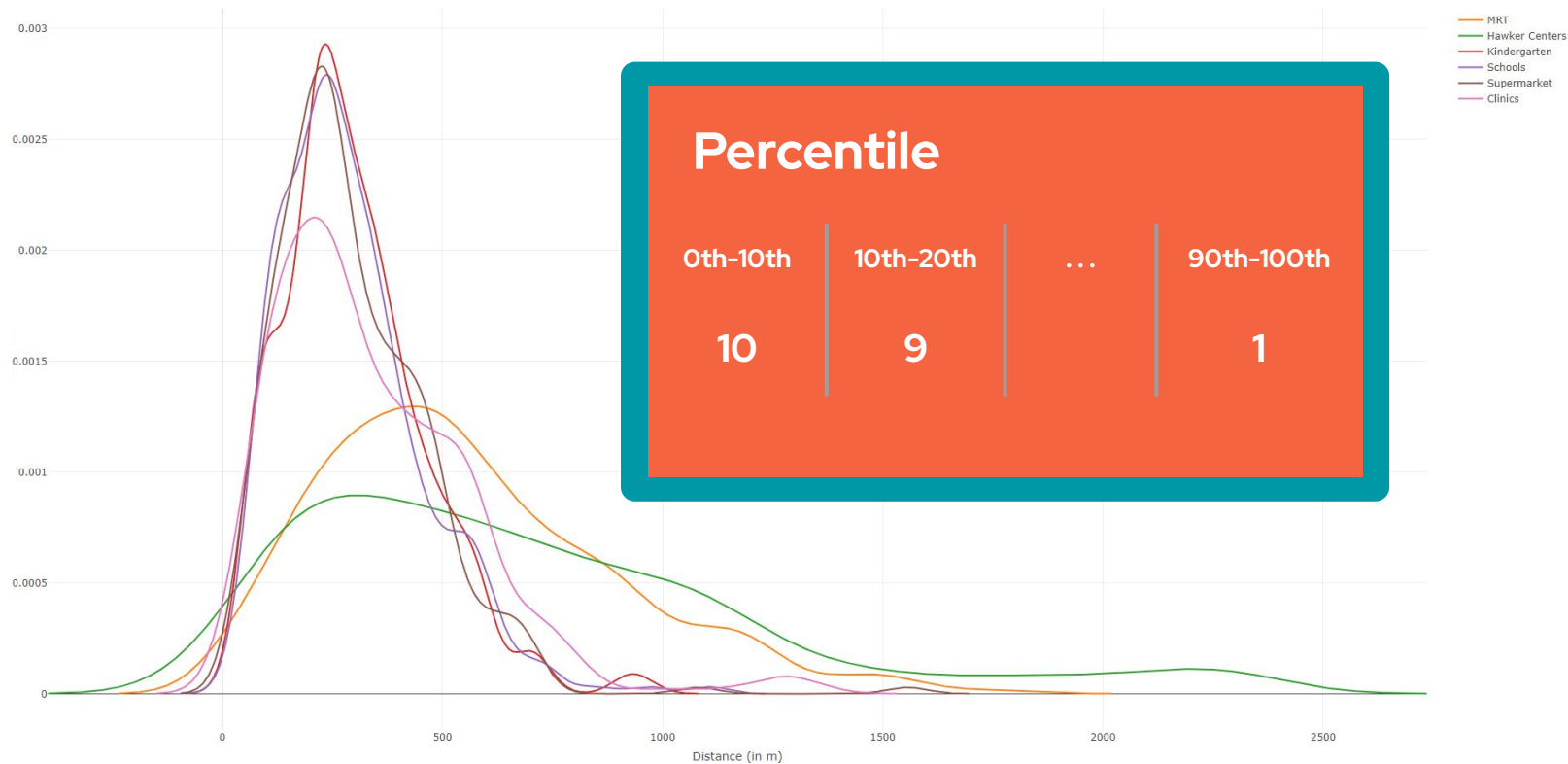
# Location Scores



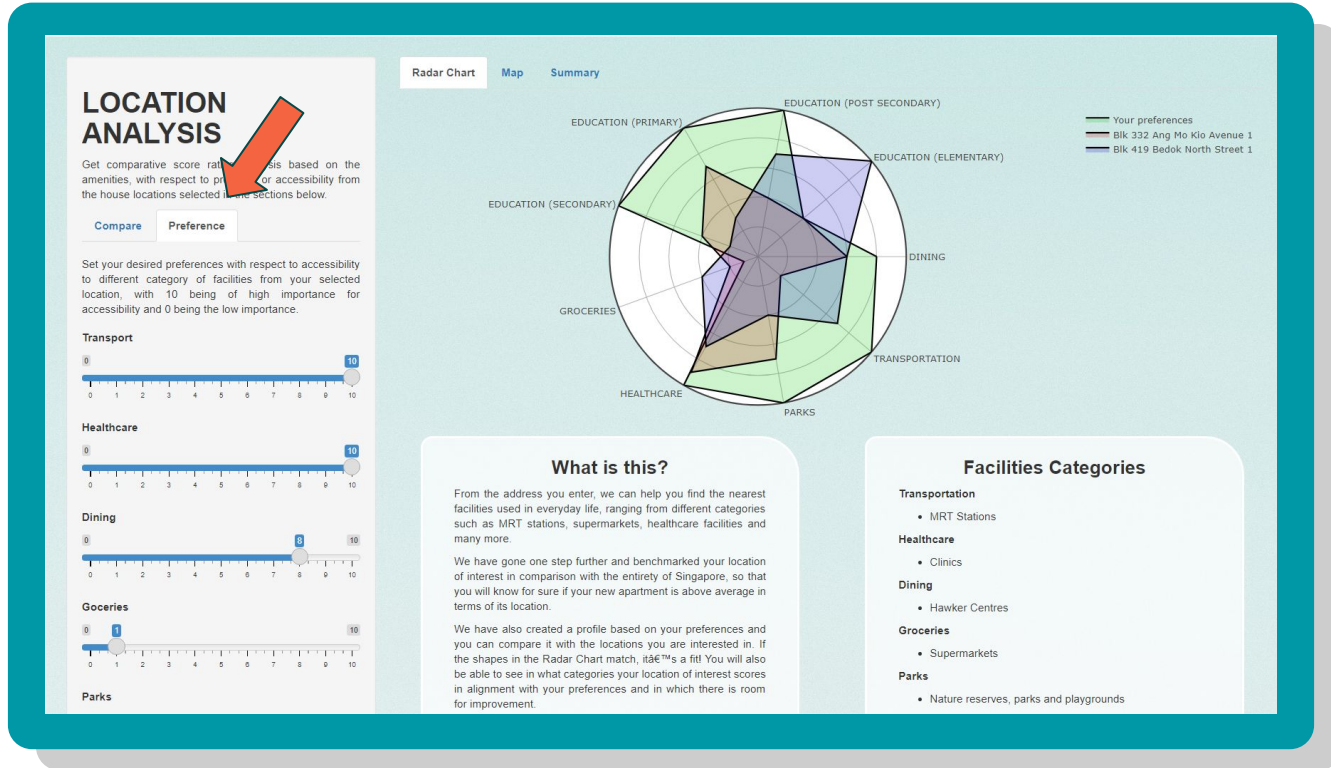
# Location Scores



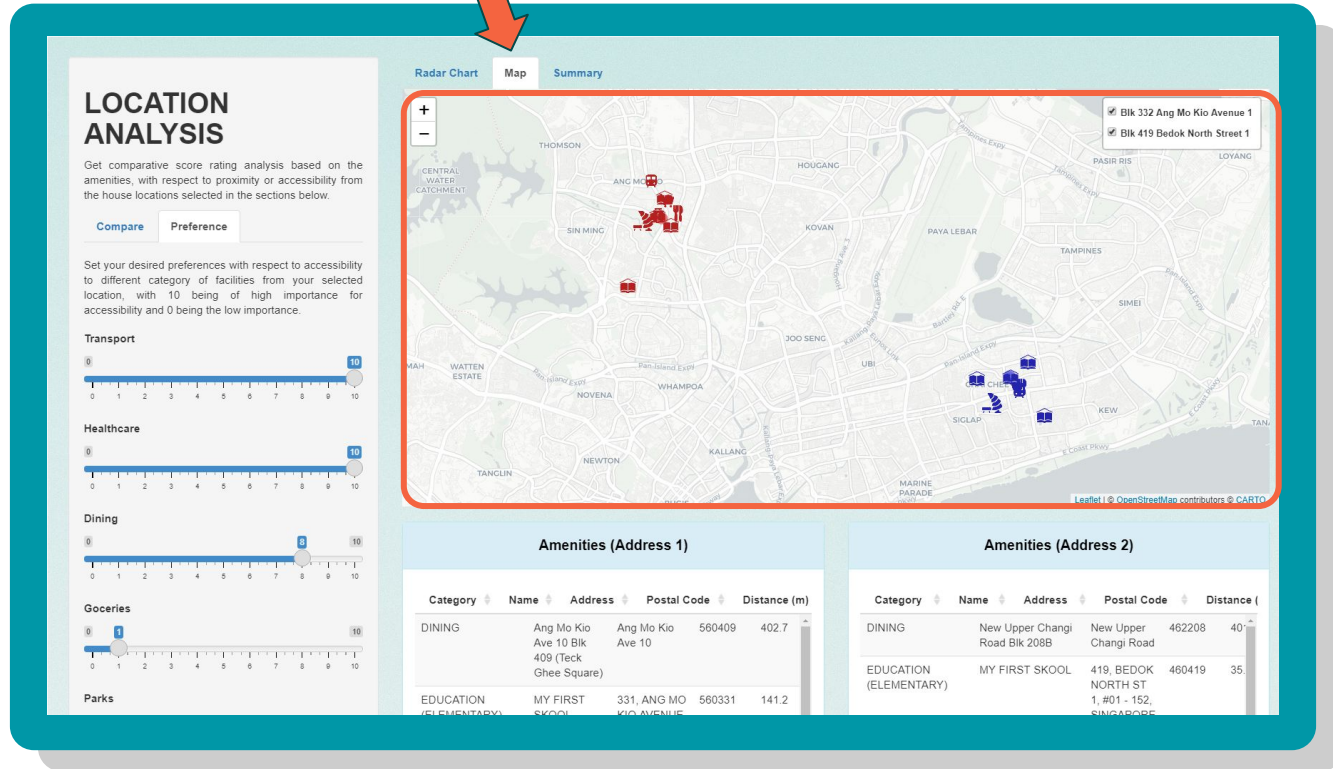
# Score Rating



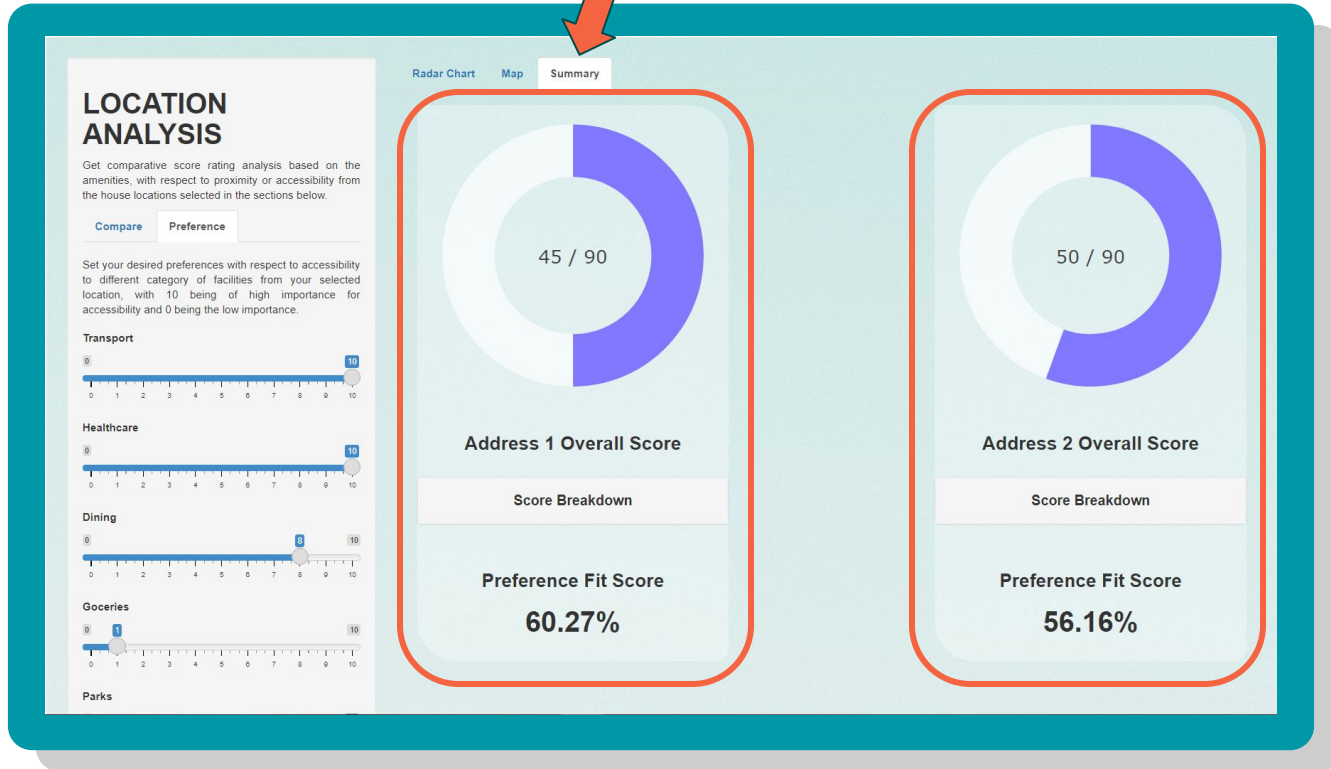
# Preferences



# Location Map

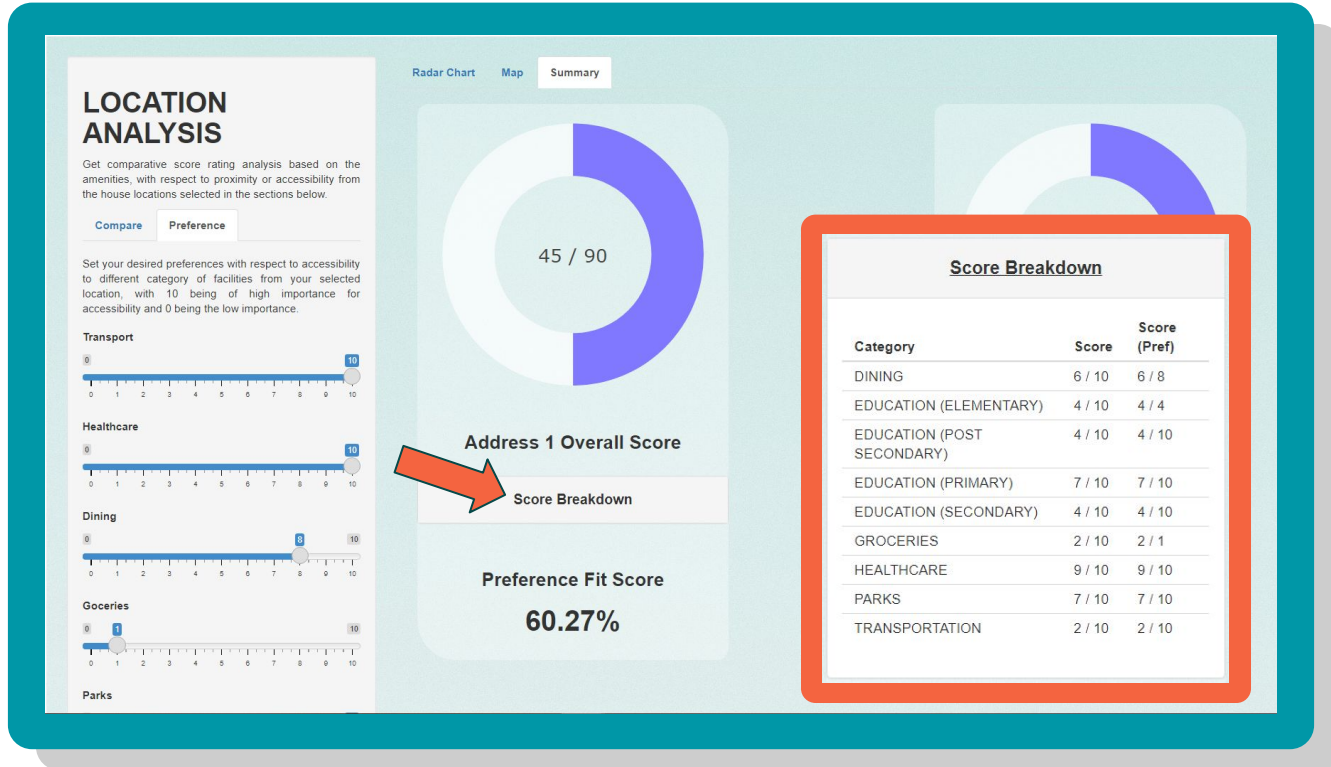


# Location Summary





# Location Summary



# Our Value Proposition

## Customisation for Buyers



- Adjusted Prices
- Score Chart of Amenities
- Simplistic Design & Interpretation  
(User friendliness)

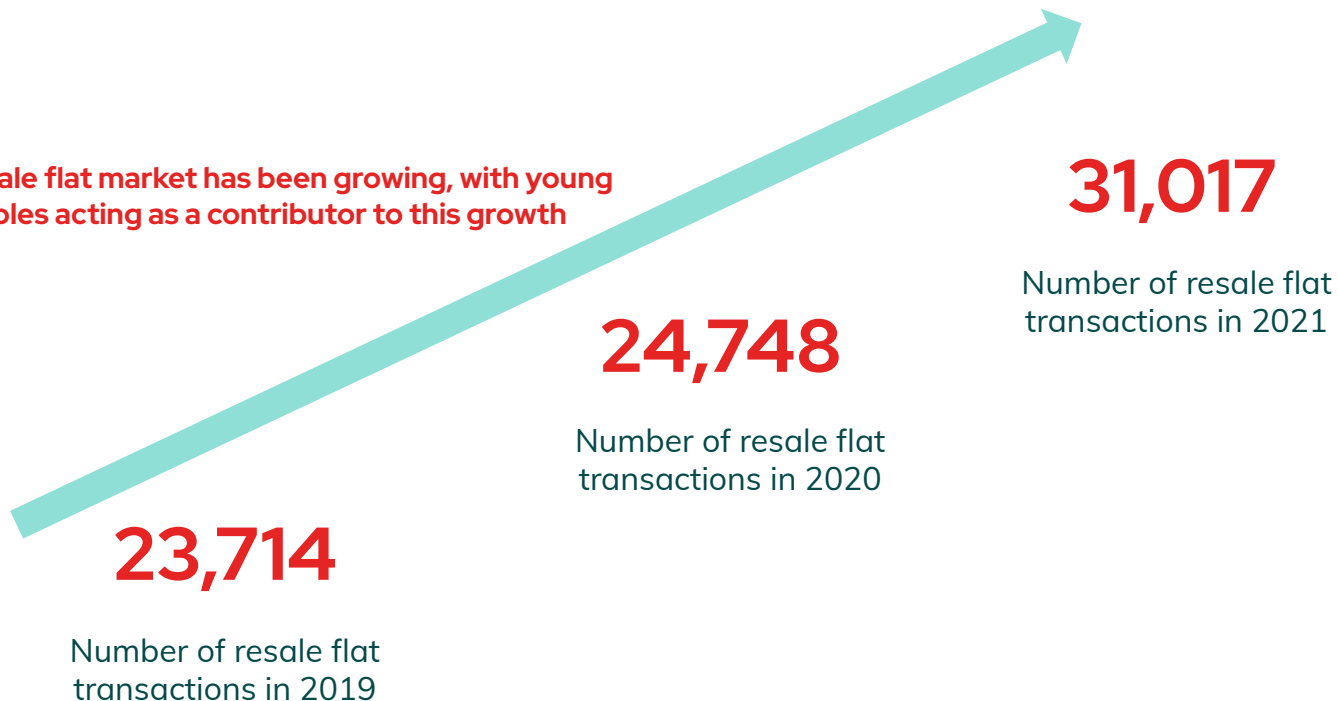




# Our Target Market in Numbers

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The resale flat market has been growing, with young couples acting as a contributor to this growth



**23,714**

Number of resale flat transactions in 2019

**24,748**

Number of resale flat transactions in 2020

**31,017**

Number of resale flat transactions in 2021

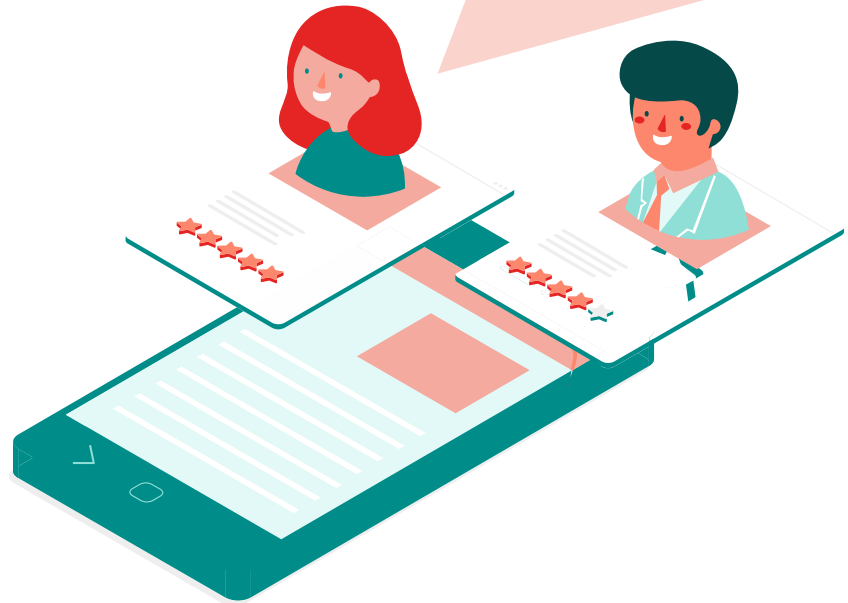
# Target Customer: Young Flat Buyers

*We are a **young couple** 🧑🧑*

*We did not manage to get a BTO flat after multiple ballots and the wait is too long. Therefore, we intend to buy **our very first resale flat!***

## Key Characteristics:

- Millennials
- Digital Native
- Price Sensitive
- Beginners to the property market



# Monetisation Model

Partner with property agencies and agents to spread the word to flat buyers



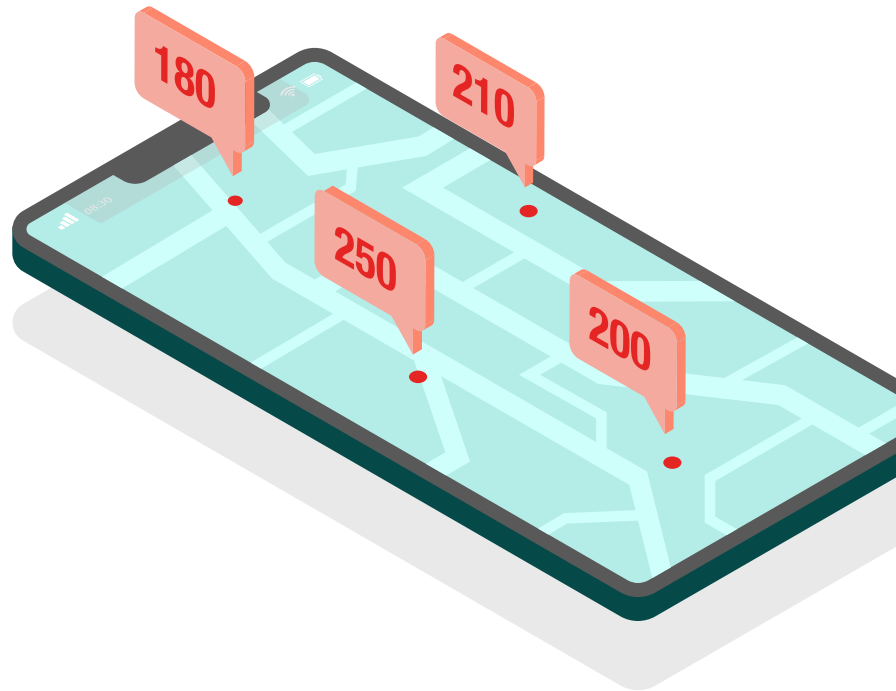
Charge flat buyers

1-day free trial

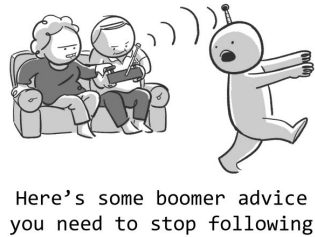
Free

Access of 6 months

\$50



# Marketing Strategy



Customer acquisition mainly through online marketing given the digital savviness of our target audience

- Influencer marketing:  
Utilising relatable content creators such as The Woke Salaryman to reach out to customers
- Search Engine Advertisement (SEA)

# Timeline

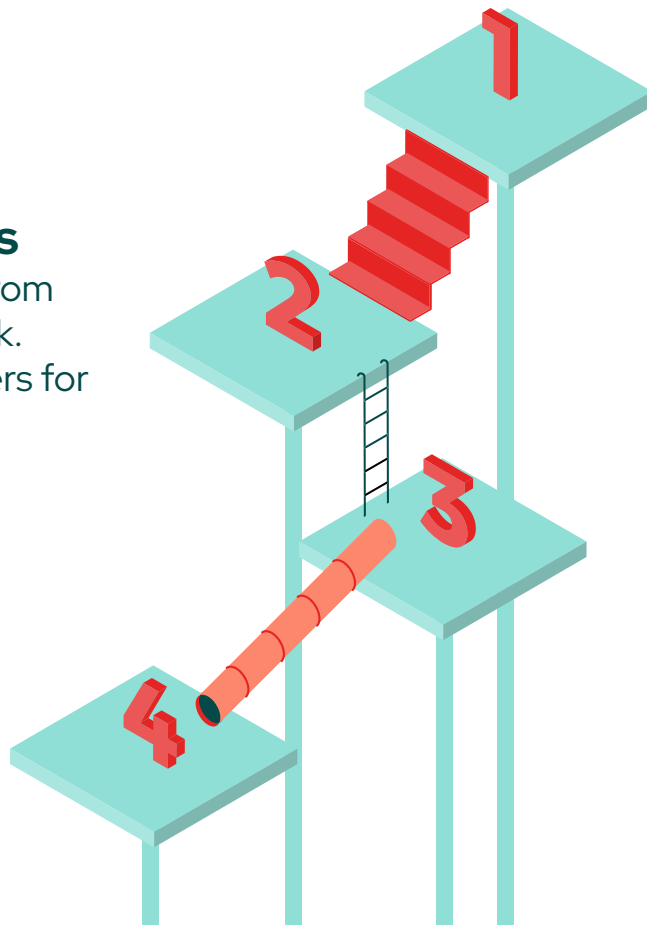
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## Update new features

Roll out updated platform from previous customer feedback. Start charging new customers for our platform.

## Expand accessibility

Release our application on app stores such as Apple app store too.



## Carry out pilot test

Roll out the platform and gather customer feedback.

## Increase marketing

Carry out online marketing to reach out to our target market, using SEA and influencer marketing.

# Future Plans

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**Additional features to expand our customer base to include sellers**

- Customised property search
- Listing of properties and connecting to buyers

# Future Monetisation Model

## Buyer

**Standard**

Customised property search

**Free**

## Seller

**Basic**

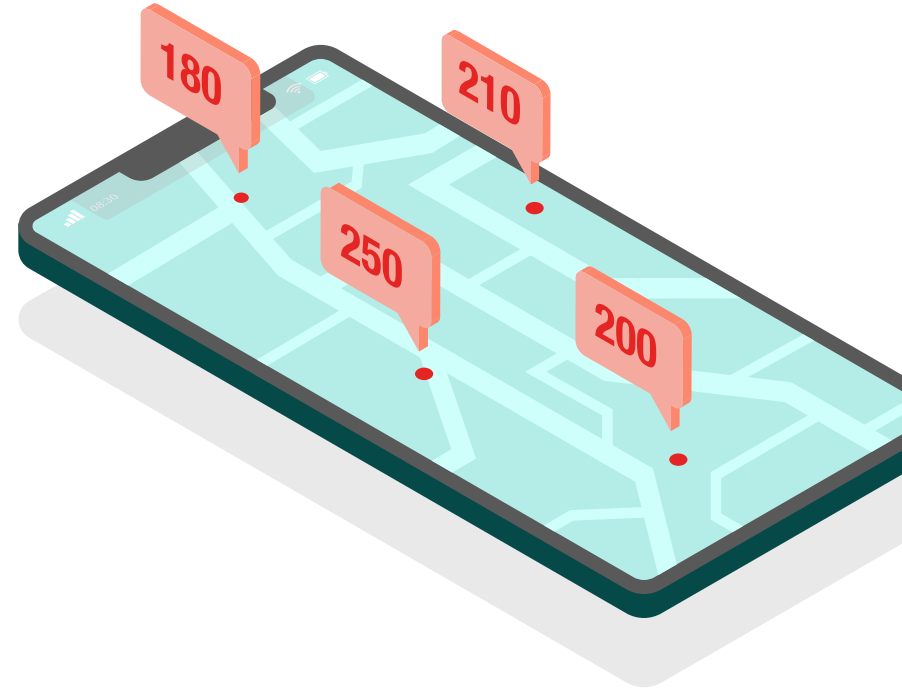
Listing of property and connecting to buyers

**Free**

**Premium**

Suggesting maximum price possible for property

**5%**



# Team



**Carl Gustav Gleske**  
Chief Executive Officer



**Pearline Pang**  
Chief Finance Officer



**Jan Niessner**  
Chief Strategy Officer



**Felice Chia**  
Chief Marketing Officer



**Gabriel Lim**  
Chief Technology Officer





proPERTal

**We make the flat-buying  
process easy for you!**

# THANKS



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