

# How the EC projects fare

## First launch weekend sales versus e-Apps

PROJECT NAME	DEVELOPER	LOCATION	LAUNCH MONTH	UNITS LAUNCHED	e-Apps	e-Apps SUBSCRIPTION RATE	UNITS SOLD IN FIRST LAUNCH WEEKEND	% SOLD IN FIRST LAUNCH WEEKEND
<b>2014</b>								
Bellewoods	Qingjian Realty	Woodlands	Nov '14	561	700	1.25	>70	>12%
Bellewaters	Qingjian Realty	Sengkang	Nov '14	651	1,000	1.54	>140	>22%
Lakelife	Evia Real Estate	Jurong	Nov '14	546	1,853	3.39	534	98%
The Terrace	Kheng Leong Co	Punggol	Dec '14	747	300	0.40	103	14%
<b>2015</b>								
The Amore	Master Contract Services, Keong Hong Holdings, JBE Holdings	Punggol	Jan '15	378	>300	<1.00	75	20%
<b>Resale levy kicks in</b>								
Westwood Residences	Koh Brothers, Heeton Holdings	Boon Lay	May '15	480	500	1.04	118	25%
The Brownstone	CDL, TID Residential	Sembawang	Jul '15	638	643	1.01	185	29%
The Vales	Singhaiyi, Kay Lim Investment	Sengkang	Jul '15	517	439	0.85	79	15%
Sol Acres	MCL Land	Choa Chu Kang	Aug '15	707*	799	1.13	248	35%
<b>Income ceiling raised</b>								
Signature at Yishun	JBE Holdings	Yishun	Sept '15	525	507	0.97	93	18%
The Criterion	CDL, TID Residential	Yishun	Oct '15	505	465	0.92	41	8%
<b>2016</b>								
Wandervale	Sim Lian	Choa Chu Kang	Mar '16	534	783	1.47	262	49%
The Visionaire	Qingjian Realty	Sembawang	Apr '16	632	859	1.36	158	25%
Parc Life	Frasers Centrepoint Limited and Keong Hong Holdings	Sembawang	Apr '16	628	>700	>1.00	51	8%

Note: Projects shaded here had units sold in first launch weekend below 20% conversion rate from e-Apps

\*MCL launched 707 of its 1,327 units at Sol Acres during launch weekend