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The 605-unit Lentor Modern is fully sold and sits atop a 90,000 sq ft retail mall which is 80% leased to date

PICTURES: SAMUEL ISAAC CHUA/THE EDGE SINGAPORE

# From greenfield to growth story: Lentor Hills’ transformation into a burgeoning private residential estate

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Just three years ago, Lentor Hills was little more than an expanse of undeveloped greenery within a quiet residential enclave. Today, it is a hive of construction activity, as it evolves into a vibrant private housing estate anchored by six condominium developments, with more in the pipeline.

The catalyst for this transformation was Lentor Modern, the first private residential project launched in the area. Developed by GuocoLand, it debuted in September 2022 to overwhelming demand, with 84% of its 605 units sold during the launch weekend, setting a new benchmark price of \$2,106 psf for the residential precinct in District 26. By January, the project was fully sold at an average of \$2,107 psf.

Lentor Modern is also the first integrated development in the precinct. It sits atop a 90,000 sq ft retail mall, directly linked to the underground Lentor MRT Station on the Thomson-East

Coast Line (TEL). It is expected to be completed by the end of the year.

According to GuocoLand, 80% of the mall’s space has been leased, with supermarket CS Fresh anchoring the mall and taking up 12,000 sq ft.

The mall will also feature a diverse F&B mix, including new-to-market brands such as Bun-ny’s, known for its unique burger experience; Merle & Co., a pet-friendly vegetarian café; and Omoté Special Edition, from the group behind Omoté’s modern Japanese fusion concept and the popular Umai artisanal udon bar at Guoco Midtown.

Complementing these are familiar names such as Nan Yang Dao, a Malaysian eatery founded by chef Jackson Chu and his brothers; Jew Kit Hainanese Chicken Rice, established by Teo Jew Kit; Chagee milk tea; Kopi & Tarts, a local halal café; and KFC.

Other amenities include a 10,000 sq ft child-care centre, educational centres, and a range of medical, beauty, and wellness services.

**Rapid project rollout amid strong sales**

“For the first project in an untested area to receive such strong buy-in gives every subsequent development — and future buyers — the confidence to enter the market,” says Cheng Hsing Yao, group CEO of GuocoLand.

Since the launch of Lentor Modern, six residential projects comprising 2,954 units have been rolled out over the past 2.5 years. As of July 15, 2025, an aggregate of 2,849 units (96.4%) have been sold.

“The Lentor precinct was planned by the URA to be a new housing precinct,” says Mark Yip, CEO of Huttons Asia. “The sale of the land parcels is also managed so that the whole precinct can be developed with the completion dates bunched together to minimise inconvenience to residents. The orientation of the developments is planned such that the wind flow in the estate is not blocked.”

GuocoLand is involved in four of the six launched projects, contributing 2,213 units, with Hong Leong Holdings as a joint venture partner in three of them.



The 474-unit Hillock Green, launched in November 2023, is already 93% sold



The 598-unit Lentor Hills Residences, launched in July 2023, has only two available units for sale



The 267-unit Lentoria is 78% sold to date

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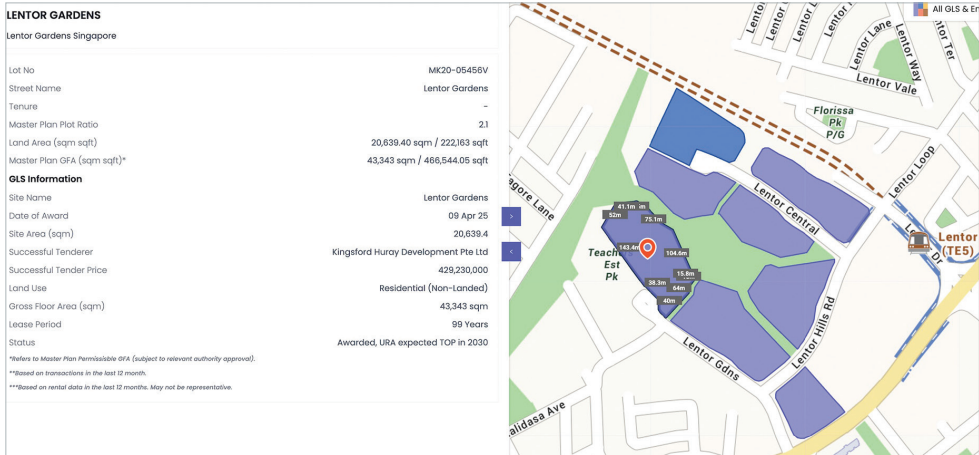
## New project launches and sales at Lentor Hills estate

No.	Project Name	Developer(s)	Government Land Sale (GLS) site	Tender Close Date	Number of Bids	Land Rate (\$ psf ppr)	Launch Date	Total Number of Units	Number of Units Sold	Percentage of Sales*	Average Price of Units Sold*
1	Lentor Modern	GuocoLand	Lentor Central	22-Jul-21	9	\$1,204	Sep 22	605	605	100.0%	\$2,107
2	Lentor Hills Residences	Hong Leong Holdings and GuocoLand	Lentor Hills Road (Parcel A)	18-Jan-22	4	\$1,060	Jul 23	598	596	99.7%	\$2,100
3	Hillock Green	China Communications Construction Co., Soilbuild Group and United Engineers	Lentor Central	13-Sep-22	3	\$1,108	Nov 23	474	439	92.6%	\$2,170
4	Lentoria	TID (a joint venture between Hong Leong Group and Mitsui Fudosan)	Lentor Hills Road (Parcel B)	13-Sep-22	2	\$1,130	Mar 24	267	209	78.3%	\$2,192
5	Lentor Mansion	GuocoLand and Hong Leong Holdings	Lentor Gardens	4-Apr-23	1	\$985	Mar 24	533	525	98.5%	\$2,257
6	Lentor Central Residences	Hong Leong Holdings, GuocoLand and CSC Land Group	Lentor Central	12-Sep-23	2	\$982	Mar 25	477	475	99.6%	\$2,207
Aggregate Number of Units								2,954	2,849	96.4%	
7	Lentor Gaardens GLS site**	Kingsford Group	Lentor Gardens	3-Apr-25	2	\$920	NA	500	NA	NA	NA
8	Lentor Central GLS Plot 4*	NA	Lentor Central	NA	NA	NA	NA	580**	NA	NA	NA
Aggregate Number of Units								4,034			

\* Based on URA Reals data downloaded as at July 15, 2025  
\*\* Not launched yet  
\*\*\* Government Land Sales (GLS) site scheduled for launch in December 2025  
\*\*\*\* Estimated number of units

According to Cheng, GuocoLand has incorporated design elements from its Core Central Region (CCR) projects, such as Martin Modern and Midtown Modern, into its Lentor Hills developments. “We brought the CCR feel to the Lentor Hills area,” he says. “In a way, we have also upheld our brand positioning — in terms of design — with a focus on functionality, efficient use of space and adaptability.”

- The other projects launched since Lentor Modern are (See table of new project launches at Lentor Hills estate):
- **Lentor Hills Residences (598 units):** Launched in July 2023 by GuocoLand and Hong Leong Holdings. Just two units remain unsold. Expected TOP in 2026.
  - **Hillock Green (474 units):** Developed by China Communications Construction Co, Soilbuild Group, and United Engineers. Launched in November 2023. Currently 93% sold. Completion slated for 2027.
  - **Lentoria (267 units):** A joint venture between Hong Leong Group and Mitsui Fudosan under TID. Launched in March 2024. Over 78% sold to date.
  - **Lentor Mansion (533 units):** Launched in March 2024 by GuocoLand and Hong Leong Holdings. 75% sold on launch weekend and now 98.5% sold. Achieved the highest average price among all Lentor Hills projects at \$2,257 psf.
  - **Lentor Central Residences (477 units):** Most recent launch by Hong Leong Holdings, GuocoLand, and CSC Land Group in March 2025. 93% sold on launch weekend. To date, 475 units (99.6%) have been taken up.
- “The success of Lentor Central Residences is a sign of deep-rooted demand,” says Mohan Sandrasegeran, head of research and data analytics at SRI.
- The average launch prices of the 99-year leasehold projects in the precinct have been relatively stable, notes Huttons’ Yip. Lentor Mansion was the first project launched after the harmonisation (of gross floor area and strata area) in the Lentor area. It was followed by Lentor Central Residences. “While the per sq ft price for Lentor Mansion may appear higher, the quantum is similar to earlier launched projects,” he says.



The GLS site at Lentor Gardens that Kingsford won in April this year at a bid of \$920 psf ppr, could potentially yield 500 units

### Who are the buyers?

According to Dora Chng, GuocoLand’s residential director, about 70% of buyers across its Lentor Hills projects are HDB upgraders, while the remaining 30% come from private homes. Many buyers hail from District 19, though others come from across the island, including Tampines, Bukit Batok and Bukit Panjang.

“We believe the TEL is a key driver; it connects residents seamlessly across the island,” says Chng.

Beyond convenience and connectivity, private homes in the Lentor precinct “offer buyers the best entry price for a new home, which is very hard to come by,” adds Huttons’ Yip.

“What’s driving continued interest is the strong track record of the developers, as well as the upcoming infrastructure and amenities,” notes SRI’s Sandrasegeran. “Buyers are also reassured by the thoughtful master planning and long-term vision for the precinct, which elevates Lentor Hills from a typical suburban estate into a sought-after lifestyle destination.”

GuocoLand’s Cheng agrees: “Lentor Hills has built a strong brand identity as a private residential enclave.”

### What’s next for Lentor Hills

On April 3, 2025, Kingsford Group secured the seventh GLS site in the area for \$429.23 million

(\$920 psf ppr). The 222,161 sq ft plot at Lentor Gardens could yield about 500 units. The project is expected to be launched sometime next year.

An eighth GLS site, located adjacent to Lenton Modern, is scheduled for launch in December 2025. It is expected to yield an additional 580 units, bringing the total number of homes in the estate to 4,034.

Apart from 2022, when two sites were launched concurrently, the pace of GLS launches in Lentor Hills has been measured over the past two years, with a new site released every six months, notes Huttons’ Yip.

“Demand for homes in Lentor has been very strong,” he says. “As of July 16, 2025, fewer than 80 units out of 2,954 (just 2.7%) remain unsold. This has given developers the confidence to continue investing in the precinct.”

Based on URA’s master plan, at least three more parcels may be released, potentially bringing the total housing unit count to over 5,000. This controlled release strategy helps manage supply and support price stability, adds Huttons’ Yip.

Infrastructure upgrades are also underway. The National Parks Board and URA are developing Hillock Park, a landscaped green space at the centre of the estate that will link all residential developments. The Land Transport Authority will also install covered walkways from the residential projects to the Lentor MRT Station,

further enhancing connectivity.

The ongoing urbanisation of Lentor Hills — coupled with limited land and improving infrastructure — has created a sense of urgency, fueling sustained demand in the area, says SRI’s Sandrasegeran.

### Lentor’s success to spill over to Springleaf

GuocoLand sees parallels between Lentor Hills and the emerging Springleaf precinct, another URA-masterplanned private housing enclave.

“When we first saw the site, it was like déjà vu,” says Cheng. “Springleaf is also a private housing area, and very green. With the greenery and the connectivity, it’s the best of both worlds.”

In April 2024, GuocoLand and Hong Leong Holdings submitted the sole bid for a GLS site along Upper Thomson Road (Parcel B) — within the Springleaf estate, a predominantly landed housing area. The 344,700 sq ft site was acquired for \$779.6 million (\$905 psf ppr).

“Springleaf Estate is right next to Central Catchment Nature Reserve, the largest in Singapore,” notes Huttons’ Yip. “It’s tranquil, offering residents a retreat from city life. And it’s just a two-minute walk to Springleaf MRT station on the TEL, which connects to the Johor Bahru-Singapore RTS, Botanic Gardens, Orchard Road and Marina Bay Financial Centre.”

The estate also offers a variety of eateries at the cluster of shophouses near Springleaf MRT Station. The neighbouring land parcel to GuocoLand and Hong Leong’s site will include retail space and a childcare centre on the ground floor.

GuocoLand will soon preview the 941-unit Springleaf Residence, the first project in the new residential enclave. The site is just one MRT stop from Lenton Station on the TEL.

“As a relatively undeveloped area, Springleaf has the potential to replicate Lentor Hills’ success,” says Sandrasegeran. “Its proximity means it may benefit from the spillover effects of Lentor’s positive market sentiment.”

With first-mover advantage, limited new supply, and sustained demand, Springleaf may well be the next suburban growth story, much like Lentor Hills. **E**



The 477-unit Lentor Central Residences, launched in March this year, has only two remaining units for sale