Realstar Premier Group at 25: Navigating Singapore's premium landed market

By Realstar Premier Group
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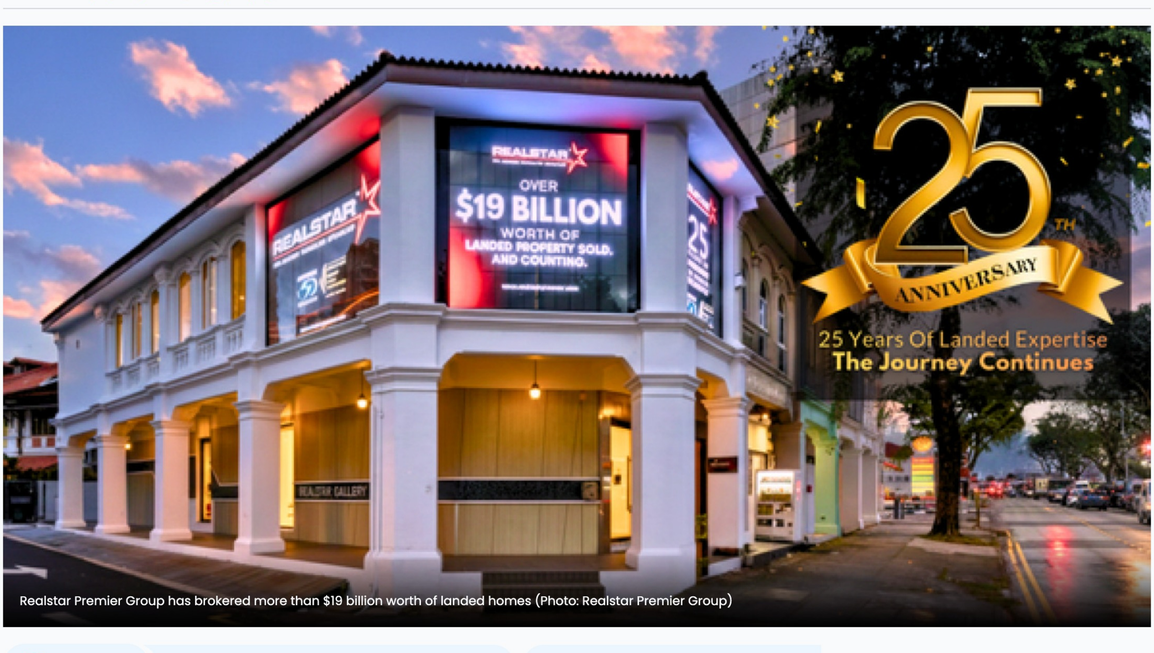
Write to us at propertyeditor@edgeprop.sg



Realstar Premier Group has brokered more than $19 billion worth of landed homes (Photo: Realstar Premier Group)

As Realstar Premier Group marks its 25th anniversary in 2026, the milestone comes at a time when Singapore's landed housing market is defined by intensifying land scarcity and increasingly selective demand. In this environment, specialist advisory has become a critical differentiator rather than a value-add.

Founded in 2001, Realstar Premier Group has been focused exclusively on landed homes, particularly Good Class Bungalows (GCB) and prime landed properties in the Central District and East District. Over the past 25 years, the firm has brokered more than $19 billion worth of landed home transactions, including 172 GCB and 2,481 landed houses in these districts — as at Feb 5, 2026.

From the outset, Realstar adopted a depth-over-scale strategy, concentrating on assets where supply is fixed and long-term value matters more than short-term market cycles. That positioning has enabled the firm to remain relevant through successive phases of policy tightening, global volatility and generational shifts in wealth, reinforcing its standing as a specialist in Singapore's rarest residential assets.

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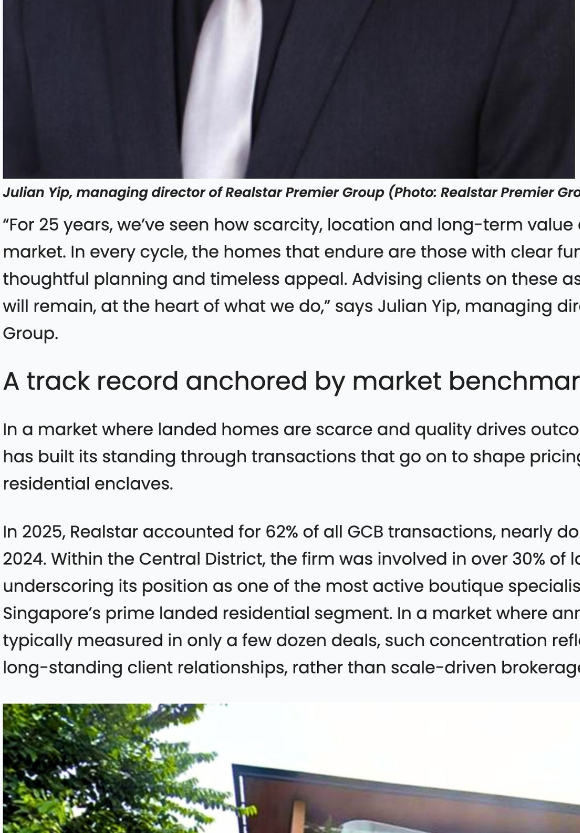
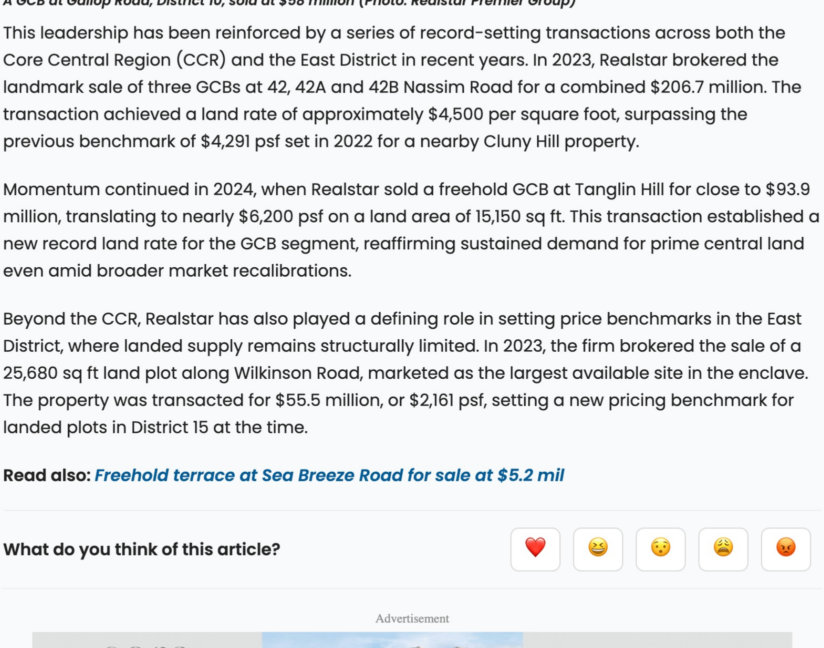

Julian Yip, managing director of Realstar Premier Group (Photo: Realstar Premier Group)

"For 25 years, we've seen how scarcity, location and long-term value define Singapore's landed market. In every cycle, the homes that endure are those with clear fundamentals - prime land, thoughtful planning and timeless appeal. Advising clients on these assets has always been, and will remain, at the heart of what we do," says Julian Yip, managing director of Realstar Premier Group.

A track record anchored by market benchmarks

In a market where landed homes are scarce and quality drives outcomes, Realstar Premier Group has built its standing through transactions that go on to shape pricing benchmarks in tightly held residential enclaves.

In 2025, Realstar accounted for 62% of all GCB transactions, nearly doubling its market share from 2024. Within the Central District, the firm was involved in over 30% of landed home transactions, underscoring its position as one of the most active boutique specialists operating within Singapore's prime landed residential segment. In a market where annual GCB transactions are typically measured in only a few dozen deals, such concentration reflects depth of access and long-standing client relationships, rather than scale-driven brokerage.


A GCB at Gallop Road, District 10, sold at $58 million (Photo: Realstar Premier Group)

This leadership has been reinforced by a series of record-setting transactions across both the Core Central Region (CCR) and the East District in recent years. In 2023, Realstar brokered the landmark sale of three GCBs at 42, 42A and 42B Nassim Road for a combined $206.7 million. The transaction achieved a land rate of approximately $4,500 per square foot, surpassing the previous benchmark of $4,291 psf set in 2022 for a nearby Cluny Hill property.

Momentum continued in 2024, when Realstar sold a freehold GCB at Tanglin Hill for close to $93.9 million, translating to nearly $6,200 psf on a land area of 15,150 sq ft. This transaction established a new record land rate for the GCB segment, reaffirming sustained demand for prime central land even amid broader market recalibrations.

Beyond the CCR, Realstar has also played a defining role in setting price benchmarks in the East District, where landed supply remains structurally limited. In 2023, the firm brokered the sale of a 25,680 sq ft land plot along Wilkinson Road, marketed as the largest available site in the enclave. The property was transacted for $55.5 million, or $2,161 psf, setting a new pricing benchmark for landed plots in District 15 at the time.

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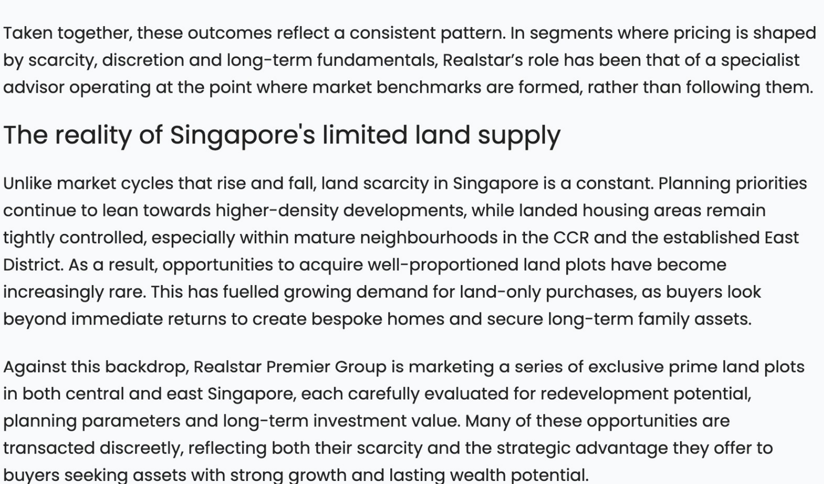

Two brand-new bungalows along Branksome Road were sold at a record-high price psf in the district (Photo: Realstar Premier Group)

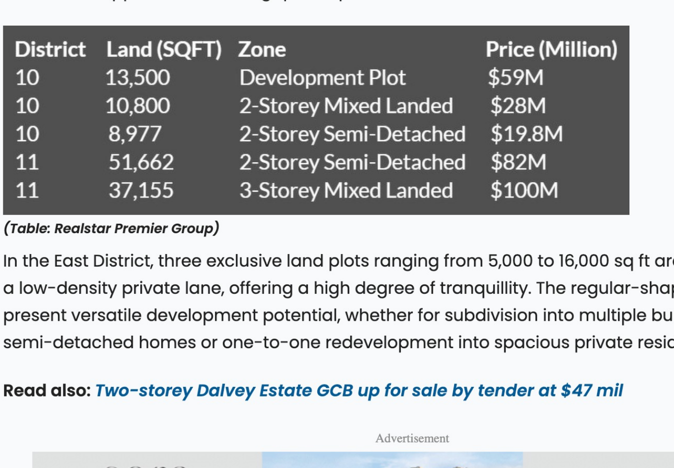
More recently, in 2025, Realstar sold two brand-new bungalows along Branksome Road at an average land rate of $3,495 psf, establishing a new high for landed homes in the district. These transactions highlighted a growing trend where buyers are increasingly willing to pay premiums for modern, freehold landed homes in established east-side neighbourhoods with limited new supply.

Taken together, these outcomes reflect a consistent pattern. In segments where pricing is shaped by scarcity, discretion and long-term fundamentals, Realstar's role has been that of a specialist advisor operating at the point where market benchmarks are formed, rather than following them.

The reality of Singapore's limited land supply

Unlike market cycles that rise and fall, land scarcity in Singapore is a constant. Planning priorities continue to lean towards higher-density developments, while landed housing areas remain tightly controlled, especially within mature neighbourhoods in the CCR and the established East District. As a result, opportunities to acquire well-proportioned land plots have become increasingly rare. This has fuelled growing demand for land-only purchases, as buyers look beyond immediate returns to create bespoke homes and secure long-term family assets.

Against this backdrop, Realstar Premier Group is marketing a series of exclusive prime land plots in both central and east Singapore, each carefully evaluated for redevelopment potential, planning parameters and long-term investment value. Many of these opportunities are transacted discreetly, reflecting both their scarcity and the strategic advantage they offer to buyers seeking assets with strong growth and lasting wealth potential.



Well-proportioned land plots have become increasingly rare, fuelling growing demand for land-only purchases (Photo: Realstar Premier Group)*

*For illustration purpose only

Currently, five prime land plots are available across Districts 10 and 11, ranging from $19.8 million to $100 million. All are zoned for two- to three-storey residential development, offering diverse investment opportunities in Singapore's premier districts.

District	Land (SQFT)	Zone	Price (Million)
10	13,500	Development Plot	$59M
10	10,800	2-Storey Mixed Landed	$28M
10	8,977	2-Storey Semi-Detached	$19.8M
11	51,662	2-Storey Semi-Detached	$82M
11	37,155	3-Storey Mixed Landed	$100M

(Table: Realstar Premier Group)

In the East District, three exclusive land plots ranging from 5,000 to 16,000 sq ft are available along a low-density private lane, offering a high degree of tranquillity. The regular-shaped parcels present versatile development potential, whether for subdivision into multiple bungalows and semi-detached homes or one-to-one redevelopment into spacious private residences.

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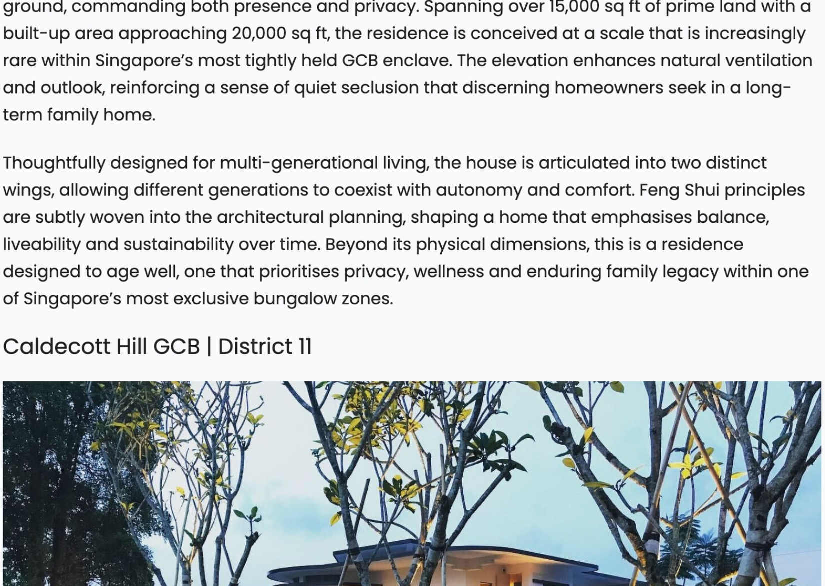
District	Land (SQFT)	Zone	Price (Million)
15	33,000	Bungalow Zoning	$80M
15	5,900	Mixed Landed Zone	$13.5M
15	5,034	Mixed Landed Zone	$7.8M

(Table: Realstar Premier Group)

Curated Landed Opportunities: Central and East District Highlights

In the Central District, Realstar's active listings include GCBs and prime bungalow plots located within long-established neighbourhoods, offering proximity to elite schools, lifestyle amenities and key business nodes. These homes continue to appeal to buyers prioritising wealth preservation and generational planning.

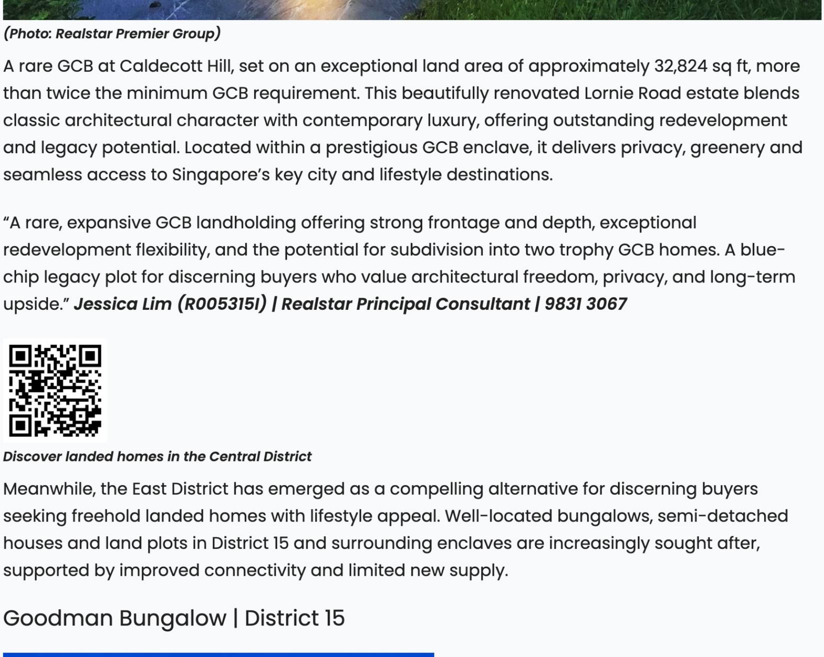
Chatsworth Park GCB | District 10


(Photo: Realstar Premier Group)

Within the highly protected Chatsworth Park area, this well-renovated GCB sits on elevated ground, commanding both presence and privacy. Spanning over 15,000 sq ft of prime land with a built-up area approaching 20,000 sq ft, the residence is conceived at a scale that is increasingly rare within Singapore's most tightly held GCB enclave. The elevation enhances natural ventilation and outlook, reinforcing a sense of quiet seclusion that discerning homeowners seek in a long-term family home.

Thoughtfully designed for multi-generational living, the house is articulated into two distinct wings, allowing different generations to coexist with autonomy and comfort. Feng Shui principles are subtly woven into the architectural planning, shaping a home that emphasises balance, liveability and sustainability over time. Beyond its physical dimensions, this is a residence designed to age well, one that prioritises privacy, wellness and enduring family legacy within one of Singapore's most exclusive bungalow zones.

Caldecott Hill GCB | District 11


(Photo: Realstar Premier Group)

A rare GCB at Caldecott Hill, set on an exceptional land area of approximately 32,824 sq ft, more than twice the minimum GCB requirement. This beautifully renovated Lornie Road estate blends classic architectural character with contemporary luxury, offering outstanding redevelopment and legacy potential. Located within a prestigious GCB enclave, it delivers privacy, greenery and seamless access to Singapore's key city and lifestyle destinations.

"A rare, expansive GCB landholding offering strong frontage and depth, exceptional redevelopment flexibility, and the potential for subdivision into two trophy GCB homes. A blue-chip legacy plot for discerning buyers who value architectural freedom, privacy, and long-term upside." ***Jessica Lim (R005315I) | Realstar Principal Consultant | 9831 3067***

Discover landed homes in the Central District

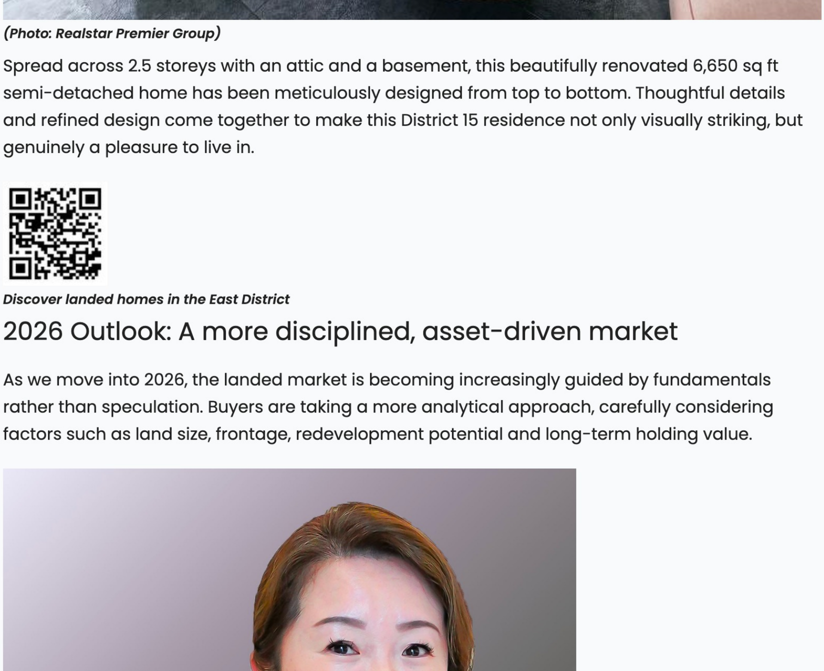
Meanwhile, the East District has emerged as a compelling alternative for discerning buyers seeking freehold landed homes with lifestyle appeal. Well-located bungalows, semi-detached houses and land plots in District 15 and surrounding enclaves are increasingly sought after, supported by improved connectivity and limited new supply.

Goodman Bungalow | District 15


(Photo: Realstar Premier Group)

Architectural excellence meets Italian luxury in this meticulously renovated bungalow spanning approximately 7,000 sq ft. Designed by acclaimed Formwerkz Architects and outfitted throughout with premium Italian furnishings, this residence exemplifies sophisticated living in one of Singapore's most coveted districts.

Katong Semi-Detached | District 15

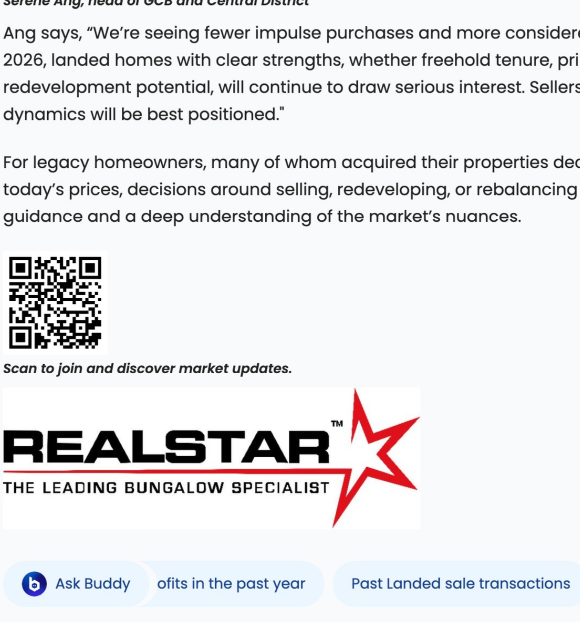

(Photo: Realstar Premier Group)

Spread across 2.5 storeys with an attic and a basement, this beautifully renovated 6,650 sq ft semi-detached home has been meticulously designed from top to bottom. Thoughtful details and refined design come together to make this District 15 residence not only visually striking, but genuinely a pleasure to live in.

Discover landed homes in the East District

2026 Outlook: A more disciplined, asset-driven market

As we move into 2026, the landed market is becoming increasingly guided by fundamentals rather than speculation. Buyers are taking a more analytical approach, carefully considering factors such as land size, frontage, redevelopment potential and long-term holding value.


Serene Ang, head of GCB and Central District

Ang says, "We're seeing fewer impulse purchases and more considered, strategic decisions. In 2026, landed homes with clear strengths, whether freehold tenure, prime location, or redevelopment potential, will continue to draw serious interest. Sellers who understand these dynamics will be best positioned."

For legacy homeowners, many of whom acquired their properties decades ago at a fraction of today's prices, decisions around selling, redeveloping, or rebalancing a portfolio require specialist guidance and a deep understanding of the market's nuances.

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