

luxury living in singapore

High profile

“New residential projects coming on stream in Singapore reflect a discerning market with an eye for good design, sophisticated technology and sustainable initiatives.”

Jerry Tan, founder, Jerrytan Residential Pte Ltd



By example

It's not just the luxury properties marketed by Jerrytan Residential that command attention. The man himself is a Singapore legend

Just about every success story has a humble beginning, and one of Singapore's leading real estate businesses is no exception.

Jerry Tan, founder of Jerrytan Residential, which is celebrating 12 years of operation this year, first set up his business in a small rented loft in a shophouse in the less desirable part of Singapore's Chinatown.

Fast forward six years and Jerry Tan was on the move, to the firm's own premises on Club Street, which is regarded as one of the best locations for a CBD shophouse address. Here, Tan has created a boutique real estate business, with

just eight staff in a 650m² office that spreads over three-and-a-half floors.

"JTResi, as the firm is known, has a totally different approach to marketing real estate," Tan says. "We offer clients a unique experience quite unlike anything they may have come across before. We have integrated the business with our own blend of hospitality, because we believe it is important to make people feel relaxed and welcome. Providing fine wines and foods and entertainment is a key part of this."

Tan says referrals are behind most of the firm's new business. These are commonly from

existing clients, a network of private banks, local and international law firms and also by word of mouth.

"Our affluent clients help to determine the selection of projects we undertake to market, as more and more criteria need to be taken into account in the decision-making process," Tan says. "The architect, building design and developer profile are all significant factors. We are also seeing a demand for high-performance green buildings."

The JTResi office incorporates three sales galleries where new projects are revealed.

Preceding pages, top and above: TwentyOne Anguillia Park is one of several high-end projects currently being marketed by Jerrytan Residential (JTResi). The development offers freehold units of an especially high calibre.

Facing page and above left: The boutique shophouse offices of JTResi reflect the firm's holistic approach to marketing – clients are entertained in style.



Above right and right: Another new SCDA development with apartments sold by JTResi is The Marq, a 66-unit project that is fetching the highest price per square foot of any condo in Singapore. The building incorporates a 15m cantilevered pool with an infinity edge. In 2010 JTResi achieved a record price of SGD5842 psf for an apartment in The Marq.



Four key projects currently being marketed by JTResi feature on these pages. They include TwentyOne Anguillia Park, designed by SCDA Architects. This development is on the corner of Paterson Road and Orchard Boulevard – a landmark location that is often featured in Singapore’s tourism literature.

Tan says he has already sold 9 units of the 54 available, all to foreign buyers captivated by the strategic freehold location.

“For this project, the highest price per square foot achieved this year is SGD5560 psf for the large penthouse, while the four-bedroom units

range between SGD4705 psf to SGD4790 psf.

Special features of TwentyOne Anguillia Park include top-notch fittings, with luxury brands such as Poliform and Miele, and a double-glazed, high-performance facade that keeps out the heat.

JTResi also sold 11 units at The Marq, just a stone’s throw from TwentyOne Anguillia Park, with a record price of SGD5842 psf being achieved in 2010. Prior to that JTResi also held the record, with SGD5100 psf being achieved for a large apartment.

The Marq, which was also designed by



Above: JTResi has also sold units in Goodwood Residence, designed by WOHA. This development features many sustainable design initiatives, including green walls and a rainwater storage system used to irrigate the gardens.

Left: Goodwood Residence is set within 2.6ha of lush landscaping, and is next to Goodwood Hill, the Tree Conservation Area that features many of the traditional black and white colonial houses.



Top and above: Italian architect Massimo Mercurio of Mercurio Design Lab designed the new Nassim Quattro luxury apartments in Singapore, which are being marketed by JTResi. There are just four apartments in the development. Three of these range between 7400sq ft and 8500sq ft, and the fourth apartment is 13,000sq ft. This apartment comes with a private garden and swimming pool and will be kept for the developer's own use.

SCDA Architects, features a 15m cantilevered pool with an infinity edge. Apartments are spacious, with soaring double-height ceilings and luxury fixtures and fittings.

Goodwood Residence, designed by WOHA, is another high-end 12-storey project attracting attention. This development sits in a lush landscape beside Goodwood Hill, and features mainly three- and four-bedroom apartments.

"We love this project so much, we have invested in one of the two largest ground-floor units, which is 4682sq ft, with a 4.1m ceiling in the living room," says Tan. "The other unit

next to this was sold for SGD10.6 million on the secondary market. We have since sold a further 27 apartments to our clients in Indonesia, Hong Kong and Australia. Our most recent primary sale, to an Indonesian family, achieved SGD2551 psf for a four-bedroom apartment."

JTResi is also marketing Nassim Quattro, a boutique project designed by Massimo Mercurio of Mercurio Design Lab.

"This is a new challenge, as we hope to achieve a level of SGD5500 psf to SGD6000 psf in a trying market," says Tan. "The development has a much-coveted Nassim Road address, and

is next to the Russian Embassy and alongside the homes of some of the wealthiest families in Singapore. Only three of the four homes, which range from 7500sq ft to 8500sq ft, are for sale, with completion expected in 2015."

Tan says JTResi has weathered the ups and downs of the property market in the past five years, including law changes that impacted on the market.

"We have always aimed to exceed clients' expectations," he says. "All JTResi practices are transparent, in line with industry rules and standards, and without compromise.

"Well-designed properties in prime locations will always be a good investment. We predict that in another two years prices will again be heading northwards as more foreigners with a high net worth include Singapore in their international portfolio of luxury homes."

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Above: Jerry Tan of JTResi says the Nassim Quattro development epitomises the height of luxury, with apartments opening to the outdoors. High-quality materials and finishes are evident throughout the interiors, which are all spacious with double-volume living areas. Nassim Quattro is in Nassim Road, a prestigious location that boasts many of the old black and white colonial houses.