Savills World Research
Ha Noi, Viet Nam

Briefing
Villa/ Townhouse sector

Q4 2014

Supply

In Q4/2014, 50 new townhouses came online from HDI - C9 Vu Pham Ham in Cau Giay district.

The total villa and townhouse stock consist of 1,135 units from 16 projects in the primary market and 28,900 units in the secondary market.

Performance

The market performance remains soft this quarter. The highest primary price was approximately VND 160 million/m² in Cau Giay district and the lowest was in Me Linh at VND 12 million/m².

The average secondary asking price decreased -1.3% QoQ for villas and -0.4% QoQ for townhouses.

Demand

Sale promotions such as gifts, discount pricing, free furniture packages and free service charge continues to attract buyers.

The Revised Housing Law being adopted at the end of this year may increase market demand in the future.

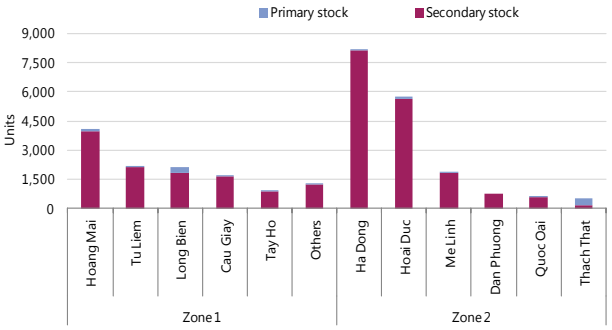
Outlook

From 2015 onward, there will be 75 future villa/townhouse projects in 16 districts, 60% are currently being planned. The remaining projects are in the site clearance and infrastructure phase.

In 2015, five projects are expected to enter the market, three projects will supply approximately 300 villas and townhouses.

FIGURE 1

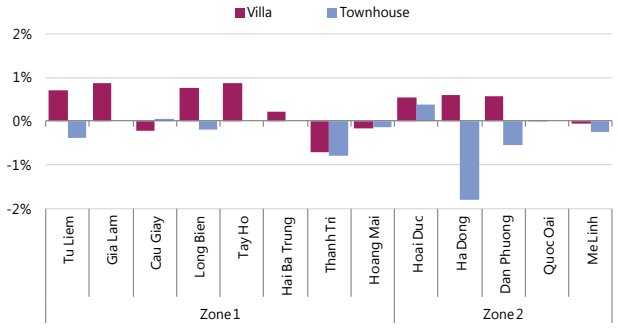
Current stock, Q4/2014



Source: Savills Research & Consultancy

FIGURE 2

Changes in secondary price, QoQ



Source: Savills Research & Consultancy

Savills Research team

Please contact us for further information

Troy Griffiths
Deputy Managing Director
+84 8 3823 9205 ext. 178
TGriffiths@savills.com.vn

Do Thu Hang
Head of Research & Consultancy
+84 4 3946 1300 ext.178
DThuHang@savills.com.vn

Savills plc
Savills is a leading global real estate service provider listed on the London Stock Exchange. The company established in 1855, has a rich heritage with unrivalled growth. It is a company that leads rather than follows, and now has over 600 offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

This report is for general informative purposes only. It may not be published, reproduced or quoted in part or in whole, nor may it be used as a basis for any contract, prospectus, agreement or other document without prior consent. Whilst every effort has been made to ensure its accuracy, Savills accepts no liability whatsoever for any direct or consequential loss arising from its use. The content is strictly copyright and reproduction of the whole or part of it in any form is prohibited without written permission from Savills Research.