

SS10002-Shanghai Residential Villa: Up despite Cooling Measures

Content

Executive Summary

OVERALL: INDEX UP

AVERAGE PRICE PER FLOOR AREA (Yuan / m²) APPROACHING 16,000

TRANSACTIONED UNITS, FLOOR AREAS, AND FLOOR AREA PER UNIT ARE ALSO UP

NEW SUPPLY IN TERMS OF UNITS AND FLOOR AREAS ALSO ON THE RISE

AFFORDABLE VILLAS VERSUS LUXURY VILLAS

ROUGH GAUGING OF MARKET DEMAND & SUPPLY: TRANSACTIONED VERSUS SUPPLIED

COMPARED TO THE OVERALL RESIDENTIAL SECTOR

PROBABLE INFERENCE

Overall total charts and tables: 30

About Soufun: The Soufun Group (SFG) is one of the, if not the, most prominent real estate news, data, and information service groups in China and provides real estate intelligence services to real estate developers, investors, corporations, multinationals, and related professionals. SFG also operates the very popular real estate news, data, and information website www.soufun.com which covers over dozens of real estate cities and markets in China and also manages and operates the China Real Estate Index System (CREIS), which is one of the most authoritative real estate indexes in China. SFG provides the bulk of the data and information contained in this study.

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Special to news media = our Managing Director Mr. Stephen Chung has years of experience and track record as a prominent real estate writer contributing independent-angle, critical, professional, yet interesting and easy to read articles to various media sources, reflecting his 20 years+ real estate development, investment, and management experience in China, USA, and Canada, professional attribute, academic excellence, and wit. He has also delivered lectures and talks to universities and business associations and had been interviewed by the Asian Wall Street Journal and Radio Hong Kong. Stephen would be happy to contribute his writings, analyses, articles, and other works for publication subject to mutual agreement.

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