



# Market Research for Residential Projects

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# A quick summary

This provides an overall picture of District 9, which includes: boundaries, traffic, important locations, and some projects that may attract investor attention and assist in their decision making.

## About District 9



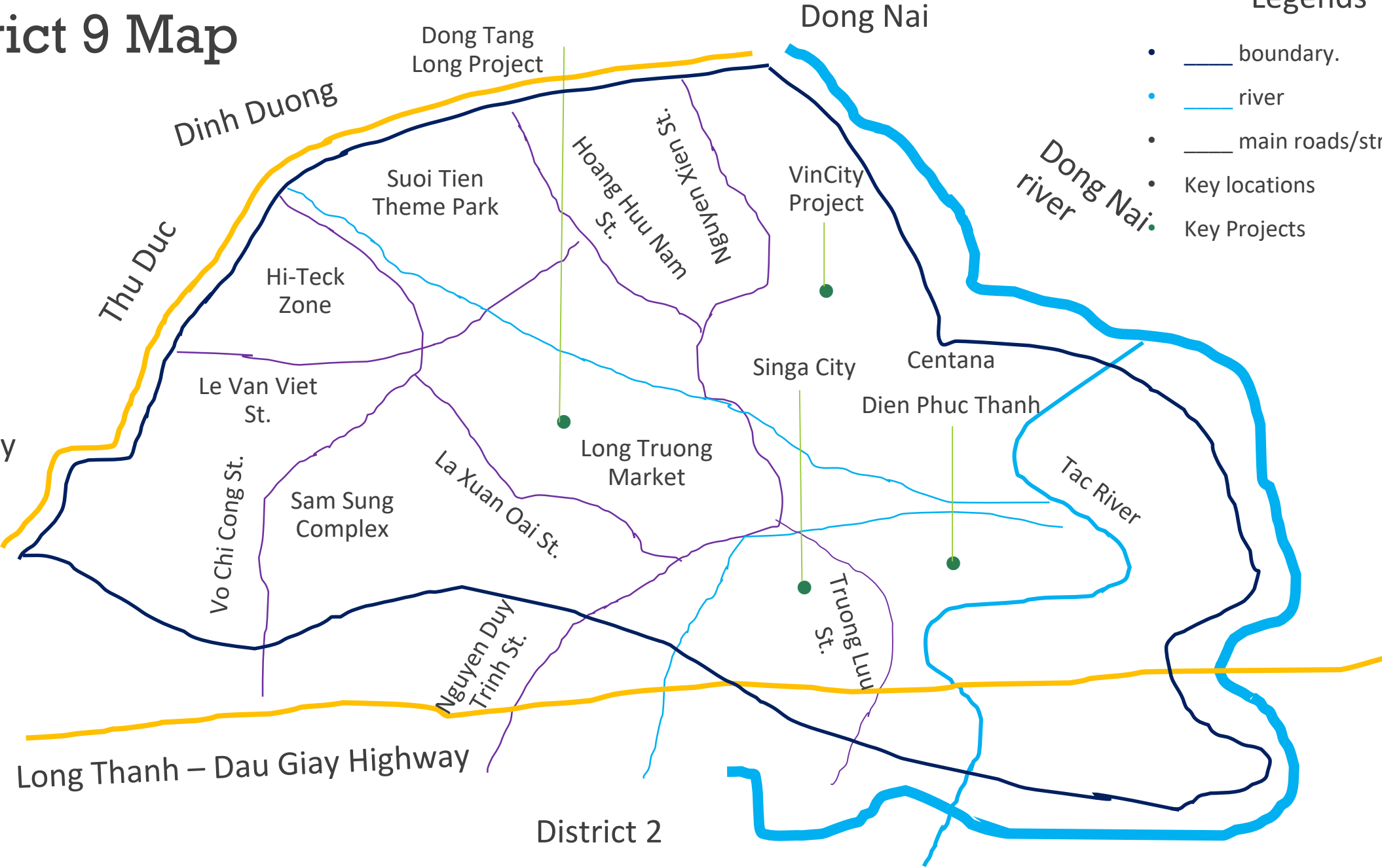
- District 9 borders Dong Nai Province to the east, Binh Duong and Thu Duc to the west, and District 2 to the south (see next slide - the map)
- District 9 forms a part of East Saigon which has welcomed new waves of investment thanks to synchronous infrastructure and other billion-dollar projects being poured into Thu Thiem (District 2), High-tech Zones, Metro line 1 etc., all of which help to increase the market value.
- HCMC's development strategy is to make it a smart urban area. This will help to promote the growth and added value of East Saigon's real estate market.

# District 9 Map

## Legends

- — boundary.
- — river
- — main roads/streets
- Key locations
- Key Projects

National  
High-Way  
1



# Considered Projects

These projects have been selected based on their scales and impacts on the market; however this should not be considered an exhaustive list. Land available for development is listed for sale along the streets, while brokers can be found handing out leaflets on a daily basis.



## **VinCity**

Largest residential project  
in District 9



## **Dong Tang Long**

Second largest residential  
project in District 9



## **Centana Dien Phuc Thanh**

Average in scale for the  
residential projects in  
District 9



# Project Overview

VinCity

- Location: The corner of Nguyen Xien St. and Phuoc Thien St., Long Binh Ward, District 9, Ho Chi Minh, Vietnam
- Owner: Vingroup
- Type: villas, apartments, offices, eco areas, commercial centers, shophouses
- Height of the building: 20 – 25 floors
- Construction density: 25-30%
- Investment amount: est. 17,500 billion VND.
- Status: Preparing to officially launch and begin sales. Hoa Binh Construction Group and Unicons have been named as contractors awarded the bid to carry out fencing, piling work, foundations and other infrastructure works.
- Legal Viewpoints: Unable to verify. Neither Vingroup nor its real estate agencies have disclosed or produced any legal documentation of the project at this time.



# Project Overview

Dong Tang Long

- Size: 160 hectares.
- Location: Truong Thanh Ward, District 9, Ho Chi Minh, Vietnam
- Owner: Thu Thiem Housing Development J.S.C
- Type: villas, apartments, detached house
- Construction density: 43%
- Investment amount: est. Unknown.
- Status: sold out. Internal roads have been completed.
- Legal Viewpoint: Public and media scandals are available on the internet. The project owner is unable to request financing in advance from investors until the infrastructures and utilities of the project have been completed. The owner is required to construct the apartments, villas etc. before they can be transferred to the investors.



# Project Overview

**Centana Dien Phuc Thanh**

- Size: 15 hectares.
- Location: Truong Luu St., Long Truong Ward, District 9, Ho Chi Minh, Vietnam
- Owner: Rio Land Development Ltd.
- Type: villas, apartments, detached houses
- Construction density: 26%
- Investment amount: Unknown.
- Status: third phase sold out.
- Legal viewpoint: substantially legal established. Some pink books have been granted. Some are yet to issue. but our experiences indicates that this project can be a good option to invest.



## Pros

- Developed by reputable project developers.
- This project creates a new wave for the real estate market.
- The design of the project: green living space with greenery systems surrounding the project.
- Adequate system of utilities for a residential project such as: education, healthcare services, commerce, shopping, sports, and service facilities.
- Meets the middle-class housing segment of housing.



## Cons

- Prices are comparatively high.
- It is further from the central business districts in comparison to other projects.
- The length/duration of the project development is quite long. Investors might see a reduction/decline in growth due to the real estate cycle.

# Dong Tang Long



## Pros

- It is easy to travel from the project to the administrative district area or to the central business districts.
- Strict requirements for the construction of villas and detached houses are in place in order to ensure the whole project to be developed in an orderly manner.
- This project has two internal lakes that may add value for investors.



## Cons

- Prices are comparatively high.
- The length/duration of the project development is long. Investors might see a reduction/decline in growth due to the real estate cycle.
- The owner seems unable (in term of financial backing) to develop the project.
- Inadequate utility systems for a residential project, excluding the two internal lakes.

# Centana Dien Phuc Thanh



## Pros

- Prices are comparatively reasonable.
- It is easy to travel to the administrative district area or to the central business districts.
- Construction is free from restrictions on model/type which may allow buyers to come and reside at more affordable rates.
- The length/duration of the project development is considered short. Investors may not suffer a reduction/decline in growth due to the real estate cycle..



## Cons

- It is a soft ground area where additional surcharge/piling works are required when constructing a house.
- The off-the-plan infrastructure and utilities are currently under construction (almost completion).
- Inadequate utility systems for a residential project, excluding green trees along the internal roads.

# Investment Strategy

## Location

Preferable locations should be those which are easy to travel to central business districts.

## Prices

Projects like Vincity, Dong Tang Long (except apartment units) have comparatively high prices.

## Legal Issues

The larger the project is in scale, the greater likelihood of legal issues arising.



# Specific Opportunities



## Sigga City<sup>1</sup>

- Name of property: LK14
- Areas: 95m<sup>2</sup>.
- Price: 2,500,000 VND
- Terms of payment: (i) 95% upfront upon contract signing. (ii) 5% upon receipt of the pink book (est. in April 2019).
- Leal documentation: (i) land allocation; (ii) 1/500 master approval; (iii) land fee payment.



## Dai Viet<sup>2</sup>

- Name of property: 21
- Areas: 60m<sup>2</sup>.
- Price: 2,800,000,000 VND
- Terms of payment: (i) 100mil deposit. 99% upon transfer agreement signing; (ii) 20mil upon receipt of the pink book (est. 30 days).
- Leal documentation: pink book.

# Specific Opportunities



## Individual

- Name of property: C21
- Areas: 59m2.
- Price: 2,714,000,000 VND
- Terms of payment: negotiable.
- Leal documentation: pink book which is mortgaged at the bank.



## Centana<sup>3</sup>

- Name of property: h3
- Areas: 80m2.
- Price: 3,100,000,000 VND
- Terms of payment: (i) deposit 100mil VND. (ii) 100% upon transfer agreement signing; receipt of the pink book (est. April 2019).
- Leal documentation: pink book.

# Further Notes

## **Singa City<sup>1</sup>**

Legal documents: attached No. 1.

Location: Next to Dong Tang Long (see the map).

## **Dai Viet<sup>2</sup>**

Legal documents: attached No. 2

## **Centana<sup>3</sup>**


Legal documents: attached No. 3


Location: (see the map)




# Thank You

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[www.cncounsel.com](http://www.cncounsel.com) 

# References

It is worth reading through these news articles in order to have an in-depth understanding of the market.



## East Saigon

<https://www.vir.com.vn/east-rises-on-back-of-infrastructure-development-56539.html>



## Market Price

<https://e.vnexpress.net/news/business/land-fever-unlikely-to-cool-in-hcmc-neighboring-provinces-experts-3738053.html>



## Market Price

<https://tuoitrenews.vn/business/40783/land-prices-surge-amidst-unconfirmed-rumors-in-suburban-ho-chi-minh-city>