

**Brand New Land Group: 4 siblings on a mission to develop Landed Homes which enhance your family’s life and wealth**

*This landed developer is on a mission to develop special homes for families to build strong bonds and grow their wealth.*

**Connecting Families**

Brand New Land Group is a home-grown developer led by four out of nine siblings. *“Our parents bucked the trend of stopping at two children. We grew up as nine siblings under one roof, and that is a great gift. We enjoyed priceless memories growing up together. Our own experience plays a large part in our mission. We develop homes where families can forge strong relationships,”* says Tatiana Teh, the group’s Client Relations Director.

In today’s digital age where people spend an increasing amount of time in the virtual world, Brand New Land’s approach of connecting families is the guiding principle for the design and construction of their homes.

*“In a world where family members tend to shut themselves in their own rooms, or disconnect from others by using their phones, we go all-out to provide beautiful spacious homes to inspire families to connect. We aim to help families grow closer and do more things together”* explains Alvina Teh, Business Development Director of the group.

To draw the family together in a beautiful environment, Brand New Land homes feature large, central gathering spaces with views of nature. The group’s homes have multiple family areas, so that extended family and friends can all gather under one roof.

*“Our dream is that families look forward to hanging out together at home, bonding in a beautiful home environment,”* says Alvina.

**Beautiful Spaces to Gather and Connect**





1. *The coastal-themed Poolside Family Lounge which spills into an Al-Fresco Entertainment Deck @ 1 Jalan Novena*
2. *The Shangri-La vibe Clubhouse @ 27 Old Upper Thomson Road, featuring Swimming Pool, Breakfast Bar and Family Lounge*
3. *The Family Lounge @ 27 Old Upper Thomson Road, overlooking The Outdoor Pavilion, framed by custom timber-effect screens*
4. *The Nature-Inspired Living Hall @ 6 Jalan Sentosa, framed by greenery & water*
5. *The All-Purpose Living Hall @ 6 Greenleaf Lane, bathed in ample natural light and hugged by the swimming pool*

## Happy Individuals, Happy Family

Brand New Land believes that happy individuals help make a happy family. Thus, the group designs their homes with individual needs in place.

### *Super-sized Bedrooms*

Brand New Land homes incorporate private spaces for family members to retreat for quiet alone time. Bedrooms are always en-suite for privacy and as spacious as possible. Master Suites are often super-sized to include a seating lounge, a spacious walk-in-wardrobe and a luxurious spa bath.

Each bedroom is also purposefully designed to incorporate courtyards or views of greenery, harnessing the therapeutic effects of nature and fresh air.





1. *Wow-Factor Walk-In-Wardrobe @ 5 Jalan Isnin*
2. *Super-sized Master Suite & Walk-in-Wardrobe @ 6 Jalan Sentosa*
3. *Spa-Style Bathroom @ 6 Jalan Sentosa*
4. *Spa-Style Master Bath @ 6 Greenleaf Lane*
5. *Super-sized Master Suite @ 6 Greenleaf Lane*

### Study Zones

To meet the needs of a work-from-home lifestyle, the upcoming homes have dedicated Study Zones which are naturally lit and well-ventilated. Individuals have proper quiet areas to work in, to be inspired, to dream, plan, do, and feel fulfilled.



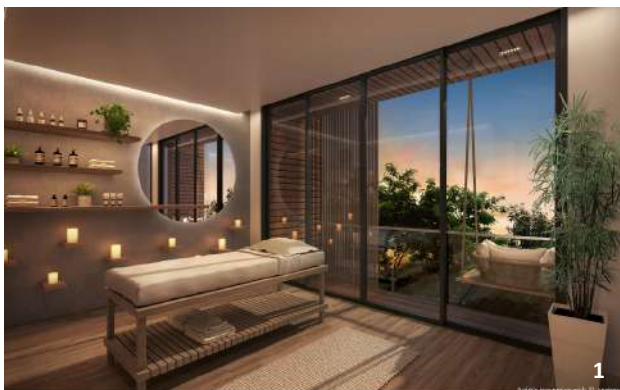


1. Study Zones @ 5 Jalan Isnin & 6 Jalan Sentosa & 6 Greenleaf Lane, naturally lit & ventilated, framed by greenery

### Wellness Studios/ Home Spas

Brand New Land homes feature rooms which can be used as Wellness Studios or Home Spas to enhance the lifestyle of the family.

*“The idea is to enjoy being home after a long day. If you need to unwind, you can work out, meditate or get a relaxing massage in the comfort and convenience of your own home. We believe it is important to look after yourself, so you could look after others around you even better. Our homes are designed to help you relax, recharge and strengthen. As a mother of 4 young children, this is something that I value too,” says Alvina.*





1. *The Spa @ 6 Jalan Sentosa, ultimate relaxation*
2. *Wellness Studios @ 27 Old Upper Thomson Road and 5 Jalan Isnin*

## **Growing your Family's Legacy**

Brand New Land Group takes a long-term approach to business decisions, with the aim of growing the wealth of its buyers.

*"We love that many of our buyers are thinking of legacy and the next generation when they buy a landed home from us. We do our part by ensuring that our developments have strong capital appreciation potential. It is an integrated approach – from our choice of locations to the design of our homes,"* says Alvina.

### *Premium locations with strong upside value*

When sourcing for land, Brand New Land gravitates towards peaceful neighbourhoods, near well-established schools, amenities and transport networks.

The group's current collection of homes is found in the landed enclaves of Novena, Bukit Timah, Frankel Estate, Thomson Gardens and Serangoon Gardens, to name a few.

One of the Group's upcoming homes is located right at the edge of the reservoir.

*"We don't mind paying a premium for good plots of land with pleasant surroundings and rare, unique attributes. Research shows that such plots have strong growth potential. This will enhance the wealth of our buyers as time goes by,"* explains Alvina.

### *Spacious Homes for greater value*

In spite of rising construction costs, the group veers towards maximising the built areas of their homes, which often have 4 or 5 levels.

*"It costs more to build a huge house, but we know that it is worth it to do so. In Singapore, where land is scarce, the data shows that people crave more living space. Big, spacious homes will have greater upside value potential for our buyers, especially in the long run,"* explains Alvina.

## Spacious Homes in Premium Locations



1. **PANTHER** @ 27 Old Upper Thomson Road, at the edge of the Reservoir. 8000 sft Built Area, 2,856 sft Land.
2. **ONYX** @ 6 Jalan Sentosa, conveniently near the MRT station. 8,000sft Built Area, 3,153 sft Land.
3. **INFINITY** @ 6 Greenleaf Lane, surrounded by Greenery. 10,000 sft Built Area, 3,956sft Land.
4. **GALLERY49** @ 49 Yarrow Gardens, prime East - Frankel Estate. 7,900 sft Built Area, 3,500 sft Land.

**Brand New Land Group, together with their business partners, envisions a world where people find true joy through their homes.**

*“Our hope is that our houses become special homes which serve the families who will own them. Our track record shows that our homes have the potential to appreciate greatly in value as time goes by. More importantly, in a world where it is so easy to be disconnected and lose sight of what matters most, we hope that our homes will connect families and create priceless memories just like the ones we have been blessed with.” - says Alvina.*



Brand New Land Group currently manages a development portfolio of 14 landed houses.

For more information and updates on upcoming launches,

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