

# BEIJING RESIDENTIAL MARKET WATCH 北京住宅市场观察

September 2013  
2013年9月



- ◆ Prices of new homes increased significantly after new control rules were enacted at the end of March.

继新国五条在三月份实施之后，一手商品住宅成交价上涨明显。

- ◆ The average transaction price of new homes in Beijing's urban areas jumped 9.0% month on month to RMB44,000 per sqm in August, while in suburban areas, it rose 5.5% to RMB20,000 per sqm.

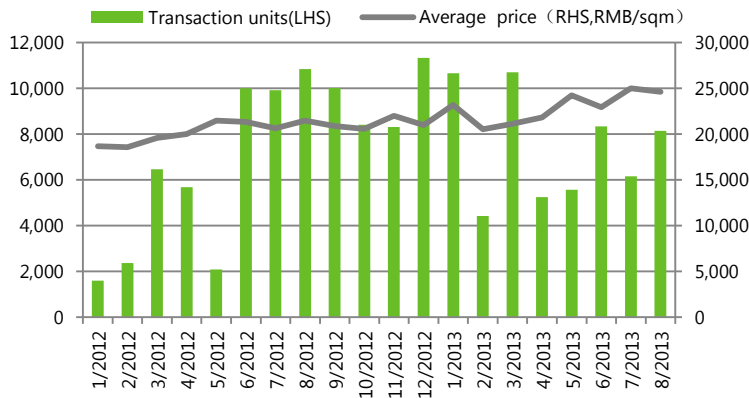
8月份主城区一手商品住宅成交均价环比上涨9.0%到每平方米人民币4.4万元，次城区环比上涨5.5%达到每平方米人民币2.0万元。

- ◆ Amongst all new home transactions, the proportion of high-end properties continued widening.

在所有一手住宅成交之中，高端住宅的占比逐步扩大。

# HIGHLIGHTS OF NEW HOME MARKET

**New-home transaction volume and average price in Beijing**



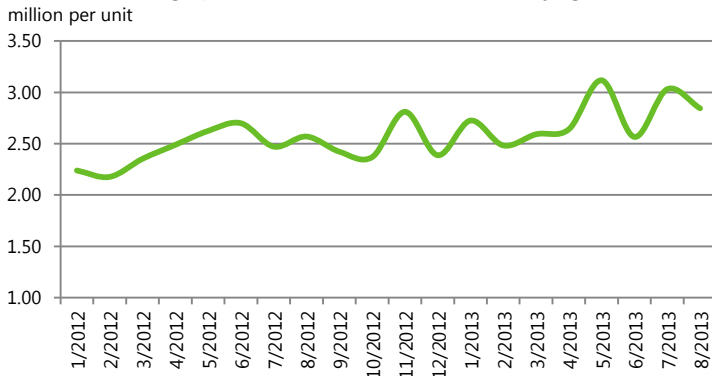
Source: Knight Frank, Beijing Municipal Commission of Housing and Urban-Rural Development

**August's average new home transaction price was RMB24,600 per sqm in Beijing.**

The average transaction price of new homes hit RMB20,000 per sqm in April 2012. Afterwards, it hovered at RMB20,000-23,000 per sqm for about a year. After new control rules were launched in March this year, the transaction prices of new homes started an upward trend, achieving RMB24,600 per sqm in August.

Demand from end-users remained strong in Beijing's residential market. The Five New Measures launched at the end of March, imposing restrictions on the transactions of pre-owned homes, stimulated the transactions and price growth of new homes.

**Average price of one new home unit in Beijing**



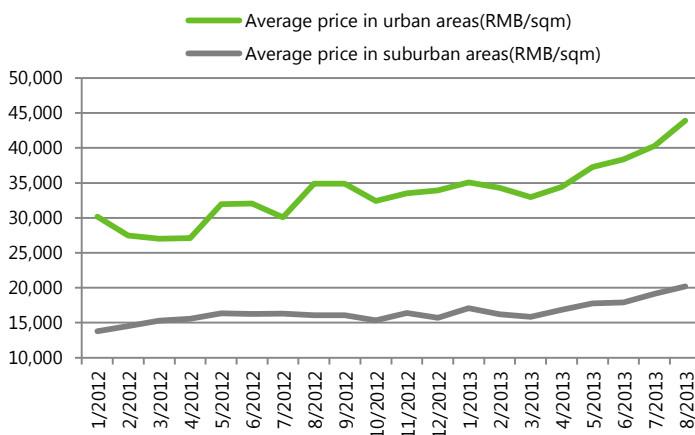
Source: Knight Frank, Beijing Municipal Commission of Housing and Urban-Rural Development

**The average unit value of new homes was RMB2.8 million in August.**

The average Gross Floor Area (GFA) of new homes sold in Beijing has remained at about 120 sqm in recent years. Thus, the average unit value grew along with the rising average transaction price.

The average unit value hit RMB3.1 million in May, then it declined in June, but in August, it rebounded to RMB2.8 million. If a family pays RMB0.8 million as a down-payment, this family will need to pay about RMB12,000 per month over the next 30 years for the RMB2.0 million mortgage, which is a heavy burden for most middle-class families.

**Average price of new homes in urban/suburban areas in Beijing**



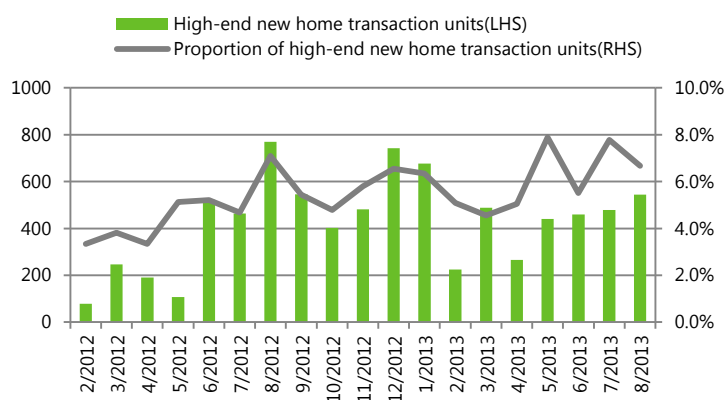
Source: Knight Frank, Beijing Municipal Commission of Housing and Urban-Rural Development

**The average transaction price of new homes in Beijing's urban areas jumped 9.0% month on month to RMB44,000 per sqm in August, while in suburban areas, it rose 5.5% month on month to RMB20,000 per sqm.**

The average price of new homes in both urban and suburban areas started to rise in April after the Five New Measures were executed.

The average transaction price of new homes in Beijing's urban areas jumped 9.0% month on month to RMB44,000 per sqm in August. Suburban areas recorded over 7,000 transactions in August, accounting for 86% of the total transactions of new homes. The average price in suburban areas hovered at around RMB16,000 per sqm for a year before March 2013, then started to go straight up from April and reached RMB20,000 per sqm in August.

### High-end new-home transaction volume and proportions



Source: Knight Frank, Beijing Municipal Commission of Housing and Urban-Rural Development

### The proportion of high-end new home transactions continued widening.

Transactions of high-end new homes with an average price of over RMB40,000 per sqm reached 540 in August, accounting for 6.7% of the total transactions. Amongst the deals, the proportion of high-end new homes is showing an upward trend.

The average GFA per unit of high-end new homes priced at RMB40,000 per sqm or above sold in Beijing has declined from 230 sqm to 200 sqm over the past two years. However, due to increases in transaction prices, the average unit value of high-end new homes remained at about RMB10 million.

### Major luxury residential sales transactions in Beijing

Development	Location	Area (sqm)	Price (RMB/sqm)	Unit Price (RMB million)
<b>No. 8 Royal Park</b>	East 4 <sup>th</sup> Ring	515	148,550	76.50
<b>Mandarin Court</b>	East 2 <sup>nd</sup> Ring	186	89,500	16.65
<b>West Chateau</b>	North East 5 <sup>th</sup> Ring	395	60,387	23.85

Source: Knight Frank, Beijing Municipal Commission of Housing and Urban-Rural Development

### Major luxury residential leasing transactions in Beijing

Development	Location	Floor	Area (sqm)	Monthly rental (RMB / month)
<b>The Mission</b>	Lufthansa	High floor unit	206	35,000
<b>Hairun Apartment</b>	Lidu	Mid floor unit	80	8,000
<b>Chevalier</b>	Taiyanggong	Mid floor unit	101	12,000

Source: Knight Frank

## MAJOR RESIDENTIAL MARKET NEWS

### **Macroeconomic market:**

From January to August, the total consumption sales in Beijing recorded RMB531.65 billion, up 8.7% year on year. The growth rate slowed down further.

### **Land market:**

Sunac China (01918.HK) obtained the Nongzhanguan plot on 4 September for a total value of RMB2.1 billion and the construction of a 278,000-sqm hospital (GFA) elsewhere. The land floor price hit RMB73,099/sqm, setting a new record on floor value in Beijing. The land is a rare plot for residential use inside the Third Ring Road. The land size is 28,100 sqm and the construction area is 59,000 sqm.

### **Pre-owned home market:**

In August, sales of pre-owned homes in Beijing reached 11,125 units, up 6.8% compared to the previous month. The average transaction price rose 3% to RMB29,970 per sqm.

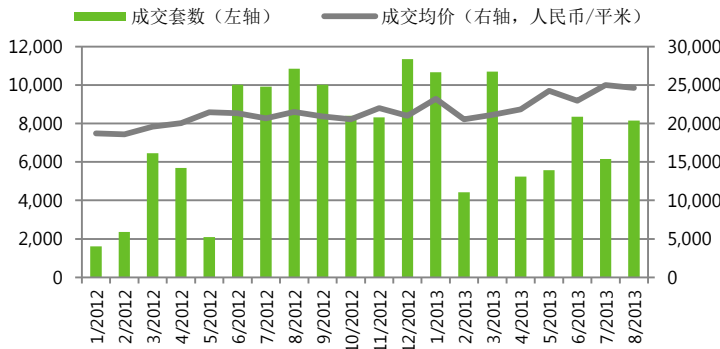
#### Notes:

New homes in this report exclude low-income housing.

Urban areas refer to Dongcheng, Xicheng, Haidian, Chaoyang, Fengtai and Shijingshan. All other districts are referred to as suburban areas.

## 一手商品住宅市场整体概况

北京一手商品住宅成交量及均价走势



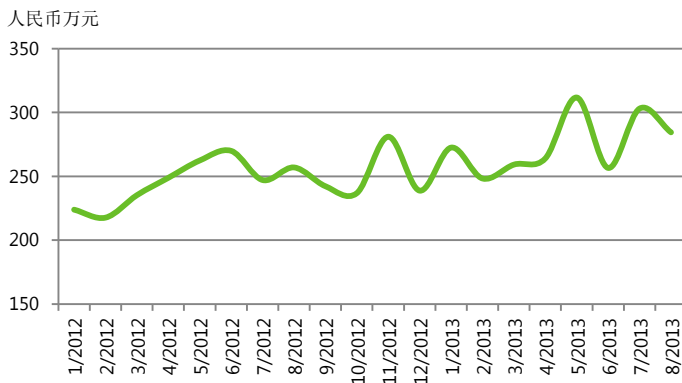
数据来源：莱坊，住建委

**8月全市一手商品住宅成交均价达到每平方米人民币2.46万元。**

一手商品住宅成交均价自2012年4月突破每平方米人民币2.0万元以后，在每平方米人民币2.0-2.3万元之间徘徊了一年左右。自新国五条实施之后，2013年4月份开始，一手商品住宅价格呈现出明显的上涨趋势，并在8月达到每平方米人民币2.46万元。

北京市住宅市场刚性需求较为旺盛，而3月底出台的新国五条对二手房的买卖限制较大，是促使一手房地产市场量价齐升的原因之一。

北京一手商品住宅套总价



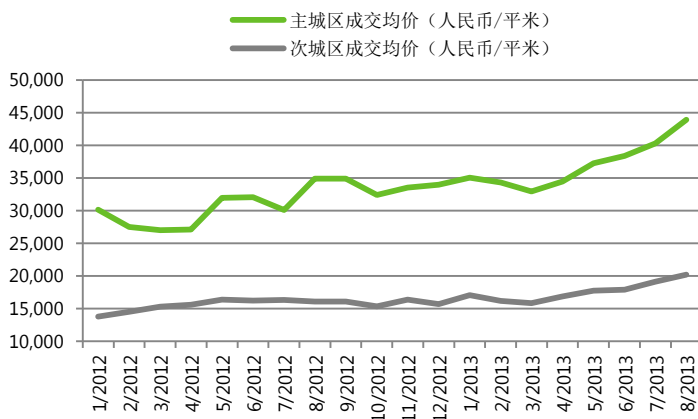
数据来源：莱坊，住建委

**8月份，一手商品房单套总价平均为人民币284万元。**

北京市一手商品住宅的套均面积近年来一直在120平方米左右，没有显著变化。随着成交均价的逐步提高，套总价也随之上升。

一手商品住宅平均套总价在今年5月份达到人民币310万元，6月份有所回落，8月份回升到人民币284万元。若首付人民币84万、贷款人民币200万，这个家庭需要在未来30年里每月还款人民币1.2万元左右。对多数中产阶级来说都是不小的负担。

北京市一手商品住宅主、次城区成交均价走势



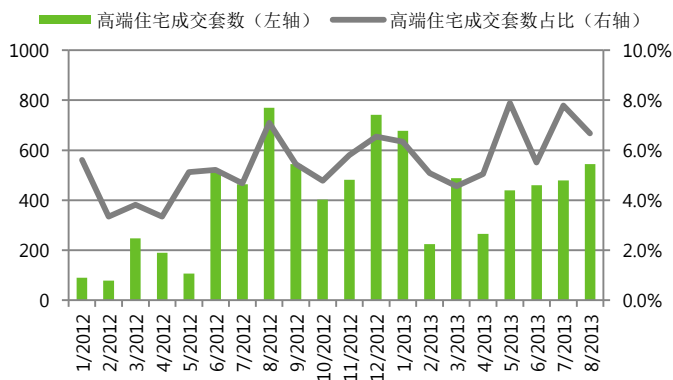
数据来源：莱坊，住建委

**8月份主城区一手商品住宅成交均价环比上涨9.0%到每平方米4.4万元，次城区成交均价上涨5.5%突破每平方米2.0万元。**

从左图里可以看到，继新国五条执行之后的4月份开始，主城区和次城区一手商品住宅均价均出现了明显的上涨势头。

主城区一手商品住宅成交均价环比上涨9.0%到每平方米4.4万元。次城区在8月份成交了7,000余套，占总成交套数86%。次城区一手商品住宅的成交均价在今年3月份之前的一年内徘徊于每平方米1.6万元左右，自4月份以来开始加速上涨，并在8月份达到每平方米2万元。

高端住宅成交套数及占比



数据来源：莱坊，住建委

高端住宅成交量占比逐步提升。

成交均价在每平方米人民币4万元以上的高端住宅8月份成交540套，占总成交套数的比例近年来呈现上升趋势，并在8月份达到6.7%。

成交均价在每平方米人民币4万元以上的高端住宅套均面积由两年前的230平方米逐步下降到今年的200平方米，但由于成交均价的上涨，平均单套总价依然保持在人民币1,000万元左右。

北京近期高端住宅项目成交案例

项目名称	位置	建筑面积 (平方米)	成交均价 (每平方米人民币)	套总价 (万元)
合生·霄云路8号	东四环	515	148,550	7,650
长安太和	东二环	186	89,500	1,665
西山壹号院	西北五环	395	60,387	2,385

数据来源：莱坊，住建委

北京近期高端住宅租赁案例

租赁物业名称	位置	楼层	面积(平方米)	月租 (人民币)
九都汇	燕莎	高层单元	206	35,000
海润公寓	丽都	中层单元	80	8,000
裘马都	太阳宫	中层单元	80	12,000

数据来源：莱坊

## 住宅市场相关新闻摘选

### 宏观市场:

1-8月,北京市实现社会消费品零售额 5,316.5 亿元,同比增长 8.7%,增速再次放缓。

### 土地市场:

9月4日,融创集团(01918.HK)以人民币 21 亿元,另加异地建设 27.8 万平方米的医院面积竞得农展馆地块,折合楼面价高达每平方米人民币 73,099 元,再次刷新北京地价单价纪录。该地块是三环内少有的住宅地块,土地面积 2.81 万平方米,建筑面积 5.9 万平方米。

### 二手房市场:

8月北京全市二手住宅网签总量为 11,125 套,环比上涨 6.8%,交易均价为每平方米人民币 29,970 元,环比上月上涨了 3%。

### 注:

本报告中的商品住宅剔除了保障房数据。

主城区包括东城、西城、海淀、朝阳、丰台和石景山区;其他为次城区范围。

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