



## This week's spotlight

Johor Market Update: Steady Growth Signals Strong Investment Potential

### **What's going on here?**

The Johor property sector has shown significant improvement over the past year, fueled by a surge in demand from Singaporean buyers. This positive trend is expected to continue, making Johor a market worth keeping an eye on.

### **What does this mean?**

The latest market report highlights Iskandar Puteri as the clear leader in attracting foreign property investment, particularly from Singaporean nationals and permanent residents, thanks to the current historically high property prices in Singapore. There is a notable increase in property interest in Johor Bahru as the Rapid Transit System (RTS) Link reaches its completion this year, in line with the 20% decrease in unsold property units recorded in Johor in 2023. The Global Property Guide indicates that Johor beats Malaysia's average gross rental yield of 5.16% with an impressive 6.25% as of 1Q24. The heightened demand for properties in Johor also uplifts property values, as the median asking price of serviced residences in Johor Bahru grows by 20% compared to last year.

### **Why should I care?**

Johor Bahru and its surrounding suburbs are experiencing significant growth due to large-scale projects like the RTS and various initiatives promoting Johor as a major economic hub, presenting a compelling opportunity for investors and prospective homeowners.

For **18 March - 31 March 2024**

Stay ahead in the  
Property Market